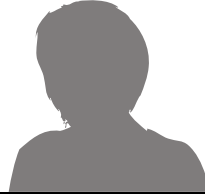


Creative Comparatives

Some elements changed for example



Name	Elizabeth Jones	Jennifer Ismay	Joanne Kamp	Janelle Simonsen
Demographic	37, 3 daughters, BA – Interior Design	33, 1 son, BS Accounting	41, 1 daughter, 1 son, No Degree	28, 2 sons, 1 daughter, BS Nursing
Overall Style	Colonial / Victorian	Contemporary	Lodge / Outdoors	Contemporary
Magazines	<ul style="list-style-type: none"> • Martha Stewart Living • Ensign • Friend 	<ul style="list-style-type: none"> • Better Homes and Garden • Time 	<ul style="list-style-type: none"> • Photography • Parenting • Oxygen 	<ul style="list-style-type: none"> • Taste of Home • Ensign • Friend • Nature
Wall Hangings	Several dark patterned drapes (pattern reflects chairs). Heavy use of trim.	Cotton sheens on windows and Monet-style abstract works (most are muted with highlights picking up wall colors)	Textured, warm wall colors. Hanging dried flowers and wheat bundles. Several worn, outdoor items (i.e. enamel pots)	Use of chair-rails, crown moldings. Several large, heavy-framed mirrors and clusters of family photos.
Favorite Stores (décor)	Consignment shops (multiple), Taipan Trading	San Francisco Design, IKEA, RC Willey	Hobby Lobby, RC Willey, Gardner Village	Gardner Village, Bed Bath & Beyond, Roberts Crafts
Favorite Furniture Item	Pair of colonial-style sitting chairs. Muted, but detailed tapestry and simply carved woodwork.	Dark green bookshelves. Likes the detail lamps on the rows.	Large, dark leather couch with heavy wood trim (simple natural shapes)	Cherry-stained coffee table (simple, little decoration)
Favorite Family Photo	Wedding photo – blurred garden background, sunlit bride in focus	Couple photo in Catalina – bright outdoor light, brightly colored shops in background	Portrait of son, with fishing tackle and gear - commercial	Family at beach in California (warm colors, light, white clothing)
Comments	Strong attention to detail –pieces were chosen for minute, but unique elements	Décor was uncluttered with plenty of empty space	Many of the wall-hangings had Rockwell and Bondoni-style fonts	The living room was relatively empty - providing sense of elegance