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## Supporting Social Services: Here and Abroad

August 23, 2006

### A Big Pinpoint On the Map!

The Flea Market at Eastern Market is a big pinpoint in Map Quest's newest publication, *Bargain Quest* magazine.

A new nationwide bargain shopping directory, the first issue features a "Special Edition Flea Market Guide" that highlights the country's flea markets in a review and atlas format. The District of Columbia is recognized among the other states in the review section and claims, "Although the bargain entertainment is plentiful, when it comes to flea markets there's only one real choice--**The Flea Market at Eastern Market.**"



Calling Eastern Market "one of the nation's premier examples of all that is great about open-air markets," it cites photography as a market specialty and quotes Telemundo Washington correspondent Pablo Gato, a frequent market customer, "I am a journalist and I've visited more than 70 countries. I have covered wars, revolutions, all kind of natural disasters and presidential elections around the globe and, believe me, the photographers at Eastern Market are second to none."

The piece also interviews Adriante Franszoon, one of our "artist in residence" woodcarvers, who works and sells inside the Market 5 Gallery in the North Hall of Eastern Market.

Adriante, originally from "a village in the Amazon rainforest," is quoted, "Come by and watch me work. When I'm not selling, I'm carving."

MapQuest has already reported selling out its first edition of the magazine, but states that it is still available at

# Dreams Incubate in Shopping Mall Carts

## Kiosks Seen as Springboards for Immigrant Entrepreneurs

By KRISSAH WILLIAMS  
Washington Post Staff Writer

Ertac Gungor stood near his kiosk in Tysons Corner Center, watching as a woman wearing a maroon headscarf thumbed through the pillowcases, copper earrings and scarves that fill his kiosk. "Everything I sell is from Turkey," he said.

Gungor came to Fairfax from Turkey's south coast four years ago after visiting the Washington region on a vacation. During that trip, he noticed the ethnic diversity of the mall kiosk vendors and their wares but did not spot anyone from Turkey.

"I am thinking, 'I am opening here, too,' because Turkish handicrafts are rich," Gungor said in halting English.

Scattered among the malls packed with holiday shoppers are kiosks filled with sunglasses, purses, jewelry and more exotic products. New carts have recently appeared, selling ornaments, candy and other seasonal items. Owners of these small businesses hope to lure some of the shoppers rushing to buy gifts at retail mainstays such as Gap, Ann Taylor and Bloomingdale's. And as



BY SARAH L. MORIN — THE WASHINGTON POST

**Milagros Ford, left, owner of two kiosks in Tysons Corner Center, helps Alison Kelleher, a Georgetown student, at Ford's jewelry kiosk, Trendy.**

Gungor noted, many of these kiosks are owned by immigrants.

In Tysons Corner Center, about half the 40 kiosk owners are from other countries, according to mall management. Immigrants also operate numerous kiosks and carts at the Mall at Prince George's in Hyattsville, Westfield Shoppingtown Montgomery and other regional

shopping centers.

Nationally, about 25 percent of the more than 50,000 carts and kiosks in shopping malls are owned or operated by recent immigrants, according to figures compiled by Patricia Norins, a kiosk consultant and publisher of the trade magazine *Spe-*

See KIOSKS, A5, Col. 1



# The Mall Kiosk as Business Incubator

KIOSKS, From A1

## ality Retail Report.

Immigrants began opening mall kiosks in large numbers in the early 1990s, Norrins said. At that time, Indian, Chinese and other South Asian and East Asian immigrants were the largest groups. In recent years, the number of immigrant kiosk owners from the Middle East has grown, she said.

In many shopping centers, small retailers can open a kiosk for as little as \$5,000, which generally covers the price of renting the cart and purchasing the merchandise, according to kiosk owners and Kathy Hannon, senior property manager for Macerich Co., which runs Tysons Corner Center. To open a kiosk, an entrepreneur must present mall managers with a proposal outlining what they will sell and why it will work in the mall's marketplace. Hannon said immigrants can often import unusual goods inexpensively from their home countries.

Once a proposal has been approved, most shopping centers require a security deposit and the first month's rent for the cart. Kiosk operators often can commit to rent the cart for as little as three months. Norrins said profits earned from kiosks vary greatly. Most kiosk owners sell products for about \$20 and mark up items at least three times wholesale price, she said. Kiosk owners interviewed declined to describe their markups, but African immigrant Atchosa Tchama said he comfortably replaced the \$40,000 income he earned working for the federal government within his first year of owning the kiosk and has since surpassed that.

Because of the relatively low start-up costs, mall kiosks "act as an incubation program," Norrins said. "It is harder for immigrants to get into a [permanent] store," Hannon said. At Tysons, an entrepreneur would pay \$50,000 a year to rent a kiosk and \$150,000 for a small store, according to Hannon.

Gungor, 43, eventually hopes to open a store, but for now he spends 12 hours six days a week at his cart, named Eastern Market. His wife, a journalist, continues to live in Turkey, where Gungor used to own a small coastal hotel and a construction company. He said he was able to get an investment visa because of his plans to start a business here.

Before leaving Turkey, he made connections with artisans in Istanbul, who now ship him handicrafts to sell. Last year, he also began acting as a wholesaler for Turkish manufacturers and artisans. He sells ceramic plates, carpets, pillows and other Turkish products to

about two dozen small boutique owners. With the wholesale operation and kiosks, his monthly sales total about \$17,000, Gungor said.

Gungor said he moved here because of a fascination with American culture. "I like the U.S. because everybody smiles," Gungor said. "I come here and everybody says: 'Good morning. Good morning.'"

## 'Never Be Afraid'

Milagros Ford owns two kiosks downstairs from Gungor. She said she grew up in a squatters town in the Philippines and became obsessed with fashion as a teen. She won some beauty pageants and then, 11 years ago, at age 19, moved to Fairfax to marry an American pen pal.

After working at some teen clothing and accessory retail shops, Ford started a seasonal sunglasses cart called Cool Eyes three years ago. It required a \$15,000 investment. To select the shades, Ford pored over fashion magazines and picked out styles favored by Hollywood stars. The business quickly became profitable.

A year later, she opened a second kiosk, called Trendy. She sells earrings made in China and shipped from a warehouse in New York, along with shell jewelry sent by her siblings, whom she has helped support. It has taken longer to make money selling jewelry, Ford said.

When teenage girls stop by looking for the perfect earrings to accompany their homecoming dresses, Ford does her best to charm them. She quickly pulls out *InStyle* magazine and points out that celebs such as LeAnn Rimes and Amy Yasbeck are wearing big earrings with long strapless dresses. And she says things such as, "Girlfriend, that looks good on you."

If business is slow, she tries to keep herself inspired. "It's tough being in retail," she said, still smiling. Then she pulled a slip of paper out of a glass jar of motivational sayings that she reads each day. "Never be afraid to make mistakes," the paper read.

"I'm not going to be standing here looking pretty at a kiosk for the rest of my life," Ford said. She said she hopes to move to a permanent store one day.

## Adapting to the Market

Tchama, 28, also has expansion plans. He left his father's chicken farm in Togo to study computer networking at Virginia Tech in 1999. After completing his degree, he worked as an information technology contractor for a federal agency for a few years but grew bored. So, more than two years ago, Tchama entered the kiosk business with a stand in the Mall at



Ertae Gungor, right, helps Colin Waitt of Reston shop for a bracelet at Gungor's kiosk, Eastern Market, in Tysons Corner Center.

Prince George's and a second one the next year at Westfield Shoppingtown Wheaton.

"I can clearly see my future in this," he said while sitting at his stand and threading several necklaces with red, black and green beads. "I put my energy and talent in this. It is my own thing."

He entered the business when he met a Kenyan woman who was returning to Africa and looking to sell her African art and jewelry kiosk. Tchama quit his job and bought the kiosk and a storehouse of merchandise for \$20,000. In six months, he broke even on the investment.

He traveled to Togo, Ghana and Mali, where he met artisans and arranged regular shipments of merchandise. The wooden masks, soapstone sculptures, silver jewelry and leather bags from Africa sold well. But he noticed that many of the customers in the malls were Central American immigrants.

So he has started carrying Central American items, such as dog tags with the Salvadoran flag. And he is planning a trip to Mexico to find authentic Latin American crafts to sell. Meanwhile, Tchama is investing in a computerized system of cash registers that will allow him to hire more employees and expand into other malls.

"I wanted to just study and go back home, but I ended up liking it, and I decided to exploit the opportunities here," Tchama said.

## 'So Much Confidence'

Gaurav Ohri, 27, and his family have done what Gungor, Ford and Tchama dream about. At one point, they had up to four kiosks as well as six stores, though none of the stores was permanent.

When Ohri was 12, his parents, Lalit and Surinder, moved their family to the United States from India so that their children could attend better schools. When they first arrived, Gaurav Ohri would spend weekends helping his father

sell inexpensive wallets and other accessories from India at a flea-market table at Capitol Hill's Eastern Market.

Soon his parents opened a permanent kiosk selling Indian goods in the Old Post Office Pavilion in the District. The business, named Sonya Leather after one of Ohri's sisters, grew steadily. They opened a second location in Ballston Common Mall in Arlington in 1990. Then others in Montgomery Mall and Landover Mall in 1995. They expanded the Old Post Office Pavilion kiosk to a general store.

Ohri studied management information systems at George Mason University, and when he graduated, he took over the daily operations of his parents' enterprise. He opened a kiosk in Tysons Corner Center. Then, in an effort to expand beyond Indian items, he bought \$300 worth of women's handbags in New York's wholesale district. They sold within days.

Soon all of the carts had more handbags than Indian wallets. The company was renamed S&S Handbags. The family opened a cart in Pentagon City Mall. The company now imports little from India.

Ohri, who has rimless glasses and close-cut hair, traveled to China and negotiated direct shipments of handbags, about \$300,000 worth every few months. The family has a 6,000-square-foot office in Lorton with a warehouse distribution center.

S&S Handbags has also begun opening temporary stores in malls, including Tysons Corner Center and St. Charles Town Center in Waldorf. The firm negotiates short-term leases for vacant retail spaces and puts up "FINAL, CLOSE OUT SALE" signs.

"That gave us the confidence that we can pay [mall store] rent and employee salary and still make money," Ohri said. "We only have two carts left, and now we are ready to make the next step. We have so much confidence now that next year we aren't doing any more carts."



## High Art from High Altitudes

### Neighborhood Pages: Peruvian art and furnishings at Toro Mata in Adams Morgan

*Published on November 17, 2005, 12:00am | Comments*

The Andean spine of South America is creeping its way northward into Adams Morgan. Under the flag of "Toro Mata," this Peruvian outpost offers unique wares not readily found in the Northern Hemisphere.

"Over the past six years, we've traveled extensively throughout Peru to find the best artists and artisans," says Jim Nixon, who owns **Toro Mata** (2410 18th Street NW, 202-232-3890) with Hector Zarate, a Peruvian. "Nationwide, I only know of a handful of places specializing in Peruvian art. Of them, very few go higher end. We strive to carry the finer, hand-crafted furnishings and artwork. You won't find any plastic or mass-produced goods anywhere in our store."

What you will find is striking black-and-white Chulucanas pottery from the eponymous village in northern Peru. Mirrors of all sizes with intricately carved wooden frames, painted in dazzling patterns, fill the walls of the gallery. Plush Alpaca throws rest upstairs, as a comforting sign explains the pelts come from Alpacas dead of old age. That's just a hint of the vast inventory Nixon and Zarate have on offer at Toro Mata, an upscale turn from their long-running spot at Eastern Market. The new location -- and protection from the elements -- have allowed them to stock the best Peru has to offer.



"Peru is very much a melting pot," Nixon observes, pointing to the myriad cultures that have left their mark on Peruvian culture. "The style is anchored in Incan and pre-Incan Empire, and Spanish colonialism. But there are all these other influences, from the Amazon to Africa. There is German and Japanese. It's very solid, warm and traditional."

Though Peru is the rule at Toro Mata, the rest of the world offers exceptions as Nixon and Zarate feature guest artists. Currently on offer are figures carved from olive wood by Deab Badah of Bethlehem, in the West Bank.

"Whether they're local or from another part of the world, we occasionally have guest artists," says Nixon, explaining that shoppers may always expect a surprise of some sort at Toro Mata.

What they can't count on, however, is a definitive definition of the shop's name. "Toro Mata means literally to kill the bull, like in bullfighting," says Nixon. He adds that Zarate chose the name, as the phrase has taken on a much deeper, far less definitive definition, simply equating to something purely Peruvian. "Any Peruvian will immediately recognize the phrase 'toro mata' and appreciate it. It describes the spirit of the people."

Exactly how it describes that spirit, Nixon can't say. But he can, with a laugh, offer the perfect analogy: "It's like America and 'Yankee Doodle Dandy.' Who the hell could translate that?"



THURSDAY, AUGUST 4, 2005 H3

Edited By LIZ SEYMOUR

## Plaza Fire(place) Sale

**I**nterior demolition continues apace on Manhattan's legendary Plaza Hotel as part of a billion-dollar project to turn the longtime money-loser into a luxe mix of condos, hotel suites and underground shops. Now the landmark's grand architectural elements are starting to hit the market.

About a dozen of the Plaza's beautiful old marble mantelpieces are currently being offered at a starting price of \$13,000 each by Olde Good Things, the New York-based architectural salvage company that specializes in recycling tin ceilings, hardwood floors, gorgeous grillwork, pedestal sinks and other such relics of bygone buildings ([www.oldegoodthings.com](http://www.oldegoodthings.com)). The firm, which has warehouses and vendors in New York City, Los Angeles and Scranton, Pa., is also a familiar presence at Capitol Hill's Eastern Market flea market on weekends.

Olde Good Things president Kevin Brown says he bought the mantelpieces that are currently on the Web site from a "tag sale open to the public" that was run by National Content Liquidators.

But there are apparently lots of treasures still awaiting removal from the Plaza, including moldings, mantels, tiles and other fixtures.

Annie Groer

**You, too, can own a piece of the Plaza.**



BY PETER MORGAN — REUTERS





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## Flea Market at Eastern Market Flying High

**March 4, 2005**

Washington, D.C., March 4, 2005—Though now open Sundays year round, the traditional March opening of **The Flea Market at Eastern Market** gets off to a “flying” start with a whirlwind of press activity.

It received a “soaring” review in the latest *Air Tran Magazine*. An article titled “*Lord Of The Fleas*” highlighted Eastern Market as a “Washington Treasure” and declared “these unique vendors provide some of DC’s best shopping experiences. Eastern Market offers an authentic shopping experience that can’t be found in most modern shopping emporiums.”

The article vividly described the atmosphere of the Market experience: from the “multinational” wares, “quirky functional art” and “fine fun jewelry” to the “cavernous” North Hall’s Market 5 Gallery and the South Hall’s “oldest continuously operating local food market” in Washington. It detailed outside the building “a stroll under the canopy past stalls of books, beads, furniture, antique maps and bins of plump apples, tomatoes, pears organic vegetables and beautiful flowers” and wound up in the exhibitor packed DC public school playground across the street.

Many of the Flea Market’s best-loved exhibitors are featured including “internationally known” painter **Dan Kessler**, “The Print Man” **Jim Borland**, carpet dealer **Ghulam Qalandri**, **Mike Burzynski** and his antique oak furniture, and fine art photographer **Troy Plair**. Just as importantly as its diverse wares, the writer noted marketgoers who “also come simply to soak in the atmosphere, which welcomes all cultures, creeds and political persuasions.”

The photo-filled, colorful full article is available online by clicking the link we provide at the top of this page.

More magazine press about Eastern Market is coming soon. Be on the look out for a brand new magazine called *DC Style*, a lifestyle magazine which plans an Eastern Market mention in its May issue. More information is available at the *DC Style* link above.

### Flea Market Exhibitors in the News

Other exhibitors have been making news too. **Gayle Hubbard** a watercolorist who hand paints antique prints, was featured in a front-page story in the Caroline County (MD) *Times-Record*. Accompanied by a three-column color photograph of Hubbard and her water colored prints, the article noted that besides Eastern Market her work can be found on the Eastern Shore at The Greensborough Trading Company.

*Washingtonian* magazine singled out some of our jewelers in its February issue. An article titled “*Where Did You Get That?*” tracks down one-of-a-kind jewelry pieces designed by local artists. Prominently mentioned is artist **Andrea Haffner**, who “uses natural materials to create lovely pendants and pins. Delicate specimens like dried flowers, seeds, or leaves are cast into resin and framed with 18-karat gold, pink gold or sterling silver.” It noted, “You can find Haffner’s work at the Phillips Collection museum shop, 52 O Street Studios and on many weekends at Eastern Market”

Also, Sunday Market exhibitor **Jennifer Eubank** is singled out for her work on display at the store *As Kindred Spirits*. “At the Pentagon location, look for sterling-silver beaded bauble rings by J. Dell Designs, created by local artist Jennifer Eubank.”

Eubank’s work garnered more recent press in the weekly *Washington Business Journal*. In its January 28, 2005 edition, the *Off The Clock* column wrote about finding gifts for the Valentine Day holiday, “A veteran of Eastern Market, **Jennifer Eubank** is getting some prime counter real estate at *As Kindred Spirits* in Pentagon Row. Check out the single and multi-stranded necklaces with a variety of richly colored pearls, semiprecious gemstones, and vintage glass beads, made with sterling silver wire.”

Abstract artist **Sheila Crider** was recently interviewed for the local artist’s resource **FIND ART**. Sheila relates her experiences at Eastern Market, from her early start in 1994. “I introduced collages made of the stationary paper which sold for \$50, not even enough to cover materials and time to start. As the years passed and I gained more experience, I have been able to raise the prices to today’s level.” That level includes pieces that sell in galleries for up to \$6500. More information is available at the **FIND ART** link above.

### EasternMarket.net Calendar

Exhibitors are active in other events around town and beyond. Events taking place include:

- **Dan Kessler** exhibiting at the NY Art Expo from March 4-6 at the Javitz Convention Center, NYC.
- Several exhibitors, including **Tom Rall**, will be displaying at The DC Big Flea Market at Dulles Expo Center in Chantilly, VA, Saturday, March 5 and Sunday, March 6.
- **Stevens Carter** is also exhibiting in New York this month. He is part of a two-man show at the Pfizer Inc. headquarters March 3 - March 30. 235 East 42nd St. NYC.
- **Sheila Crider** will show at both the Birmingham Museum Group in Birmingham, AL, and the Joysmith Gallery in Memphis, TN in April.



## Wondermugs: A Changing Scene

### Alexandria man markets color-changing mugs

Wednesday, November 17, 2004

When it's hot it's not what it is when it's cold. And, when it's cold it's only a hint of what it is when it's hot.

Their true colors only appear when filled with hot liquid. "They" are "Wondermugs." Inspired by the entrepreneurial creativity of Jim Simpson, the colorful "thermochromatic" mugs bring new meaning to a "jolt of java" anytime of day or night.

As a former analyst for the Office of Management and Budget, Simpson quit the government in 1993 to begin a business developing and selling color-changing beverage mugs to the retail gift industry. This past August he opened his first full-time store at 1022 King St.

"When I was at OMB I started making T-shirts with the slogan 'Politically Incorrect' on them. They were just blue T-shirt with white lettering but everywhere I went people wanted to know how they could get one," Simpson said.

"That's when I also started making mugs and hats with the same slogan. Then I stumbled across a company that made this disappearing ink. But, they were only doing promotional cups for companies and associations to be given to customers and members," he said.

"I started developing other designs in 1993 and applied for a business license in 1994. I talked my sister into doing some of the designs. She's a very good artist. I also made contact with other artists who now do a lot of work for us," Simpson said.

They include Eric Mohn of Gaithersburg, Md., noted paraplegic mouth artist, known for his nature scenes and birds; Art Wolfe, a nature photographer; Ted Sanderson, formerly of Alexandria, now living in Frederick, Md.; and Scott Tubby, designer of the Undersea Wonders collection, whose work has appeared in Washington, D.C.'s Renwick Gallery.

THE FIRST TWO Wondermugs' designs, "Magic Christmas," were created by his sister Lucretia at her kitchen table. It took six months to get them from concept to production. They were first introduced publicly in May 1994, at the New York Stationary Show. By that holiday season they were on display in more than 500 stores nationwide.

"That was great, but they just didn't sell. We figured out that the design, before the hot liquid was added, was just too blah. It was a great Christmas Tree but it was just a big green blob on the cup before transformation. The second try we added pine cones on the tree that changed to colored ornaments and lights when the mug was heated. It sold," he said.

Each design is first sketched out, either by Simpson or one of his artists. When the concept is fully developed a finished piece of artwork is prepared, according to Simpson.

The next step is to incorporate changes in the artwork that will make it a "changing" design. A "before" and "after" version is created. The art work is then color-separated and applied to the mugs by silkscreen. Because of the creation demands, each design takes from two to 12 months, before a mug is put into production.

Designs currently available have taken more than a decade to stockpile. New creations are always in development. Designs cost between \$3,000 and \$4,000 each, before production, marketing and distribution.

Each mug contains a top layer image, logo, or scene that covers other images which emerge when the mug is filled with a hot liquid. Both disappearing and color changing inks are used in the process, according to Simpson.



## THE CONNECTION to your community

At the present time there are 80-plus mug designs offered through a nationwide chain of distributors. "We do shows all over the country. I've created a dealer program/network and have more than 100 dealers nationwide," Simpson said.

On that list is Ella Voise, Roundup, Mont. Following a 2003 holiday season show she wrote to Simpson saying, "I can't remember having a product that is so easy to sell. Wondermugs are practical and enjoyable and affordable. They catch the eye of children as well adults."

IN 2000, SIMPSON merged with Houze Glass, Inc., in Point Marion, Pa. He now serves as the vice president of the Wondermugs Division. "It is the biggest money maker in the company," Simpson said.

"But, the very thing that makes the mugs the success they are is also the very same thing that has made it a hard sell at the local retail level — doing the demonstrations," he said. "Most retail stores are not equipped or don't take the time to demonstrate them properly and people just pass them by."

That led Simpson to set up a series of kiosks in various area malls where they could be constantly demonstrated. He combined this with selling dealerships all over the country. This increased the mall kiosks nationwide.

He also expanded into various arts and craft show and event venues throughout the nation. This past weekend they were part of the Fall Occoquan Arts and Crafts show.

Proper demonstration is a mainstay of Simpson's new store on King Street. There, on the counter is a variety of mugs. Right next to them is a hot water maker bubbling away. When a customer asks for a demonstration, Simpson pours the hot water into a selected mug and the reaction is instantaneous: "Wow!"

That reaction was exactly what Toby Marquez felt several years ago when he first encountered Simpson's mugs. After losing contact with one another, Simpson and Marquez ended up neighbors with businesses next to each other on King Street.

"When I found out he had moved in next store I was very excited," said Marquez, co-owner of 21st. Century Vision, 1024 King St., a film and video production company. "I have bought a lot of mugs for my clients. It's a fantastic marketing tool and also makes a wonderful gift."

UNTIL AUGUST SIMPSON was working out of his home at Queen and Royal streets. "But, the house was too small, particularly with two children, age three and six. Plus, my wife Elizabeth had an hour and half commute to work in Columbia where she is lawyer with MedStar Health," Simpson said.

They have recently purchased a new home in Baltimore, Md., that "is twice as big as what we could have afforded here. Now, I'll have the compute. But, I don't mind," he said.

A native of Connecticut, Simpson received his master degree in economics from the University of Delaware. He then taught there for a year before joining OMB where he spent six years from 1987 to 1993 before branching out into his own business.

"I didn't make a cent for the first five years. But, I didn't know enough to quit," he said. They have now passed the one million mark in sales.

"Last year alone we sold over 200,000 plus. We have now come up with our own Wondermugs Fresh Roasted Coffee Beans," Simpson said. They also market some additional products such as a microwavable instant fudge. For additional information log onto [www.wondermugs.com](http://www.wondermugs.com) or [jim@wondermugs.com](mailto:jim@wondermugs.com).

In recognition of the times, Simpson has just come out with Wondermugs for each of the military services including the Coast Guard. "For nature lovers we have created the new 'Birds of North America,' a beautiful 'Frogs' mug and a stunning 'Eagles' design. And, responding to all our horse loving customers we now have a 'Horses' Wondermug," he said. Individual mugs sell for \$11.95.

The concept has been expanded to include four cold drink color changing glasses. They depict the changing seasons. "We are always working on new ideas," he said.



# So Many Beads, So Little Time

## 5 Ways to Branch Out With Glitter

By JURA KONCIUS  
Washington Post Staff Writer

**T**he best-selling accessory at the ever-serendipitous Go Mama Go shop in the District this fall is a \$17 wispy wire branch of glittery plastic beads.

Within a few weeks of hanging the bejeweled branches from the ceiling of her 14th Street store, owner Not Chudnoff says, shoppers were scooping up armloads of them with specific decorating possibilities in mind.

"The weather was so nasty this fall that I heard customers saying they wanted to cheer up their homes with these glittering beads," says Chudnoff. She heard tales of people winding the six-foot-long strings of bead clusters up staircases, weaving them around hanging light fixtures, fashioning them into wreaths and draping them along mantels. Brides imagined making arched chuppahs and festive table decorations with them. And one newlywed planned to surprise her husband by stringing them between the posts of their four-poster bed.

Clearly this touch of glitter had a lot of potential.

A six-foot beaded branch with multi-faceted potential.

JURA KONCIUS—THE WASHINGTON POST

See BEADS, Page 5



# Branches of Beads to Twist, Twine and Shine

BEADS, From Page 1

so we called in a pro to come up with even more bedazzling ideas.

Charles Osborne has been visual manager for Neiman Marcus in Mazza Gallerie for more than 10 years, glamorizing windows and displays from Prada handbags to Steuben crystal. (He just installed 15,500 white and silver feather butterflies in the Northwest store's skylit atrium.)

We wondered what he might do with the versatile beaded branches, and shipped him a box of them in pale green, lavender and opalescent white. His pal Patti Cumming, public relations director at the store, let us use her Georgetown rowhouse as backdrop for his inspiration.

"My whole staff got excited by the branches," says Osborne. "We thought they looked really upscale. And the beads are faceted, so they catch a lot of light." Osborne says that without a big investment, they can add a note of finery or whimsy to almost any setting. Even a stripped and serious minimalist room, he says, could



1. Dress up plain jar candles.

profit from a touch of sparkle.

Osborne arrived with flowers, wire cutters and needle-nose pliers to twist the strands. He created five vignettes, and had still more ideas when we had to stop.

Clockwise from upper left:

1. **Candle power:** Standard eight-inch, 99-cent church candles in glass jars get a makeover with beaded collars.

2. **Blooming brilliance:** A small strand of purple beads adds drama to an amethyst-colored vase. "You only need a few flowers in the vase to make the statement," says Osborne.

3. **Two for the table:** An entire strand of opalescent



4. All fire, no flames.

*Even a stripped and serious minimalist room could profit from a touch of sparkle.*



2. Bejewel a simple flower arrangement.

white beads was submerged in a 10-inch bubble bowl filled with water. Six violet roses were cut very short and mounded at the top. "The water magnifies the beads," says Osborne. "And if you light votive candles around it, it will illuminate the beads and make them glitter. It's the perfect centerpiece because you can see right through it."

The designer transformed simple Ikea pendant lights by creating three spirals from sculpture wire he bought at a crafts store, and twisting strands of lavender beads around them; these were then hooked over the pendants.

4. **Logging on:** A trio of birch logs was wrapped in yellow/red beads (they look orange at a distance) to make a striking decoration for the fireplace when you don't want a real fire. "The color of the beads," says Osborne, "almost mimics flames."

The beads are made in China and come in six-foot-long strands of opalescent white, pink, lavender, purple, purple/lavender, light green, yellow/red and red, at Go Mama Go, 1809 14th St. NW; 202-299-0850. [www.gomamago.com](http://www.gomamago.com)



3. Crown a hanging light or add shimmer and





© ROBERT MCCLINTOCK

This year's Macworld CreativePro Conference & Expo features digital art, including "Juan's Bad Dog" by Baltimore artist Robert McClintock.

## Macworld Celebrates Electronic Artistry

*Show Replaces Canvas With Computer*

By MIKE MUSGROVE  
Washington Post Staff writer

NEW YORK—You probably don't come to a computer industry trade show to take in the art, but Baltimore artist Robert McClintock hopes to make devotees at this week's Macworld CreativePro Conference & Expo reconsider.

The show, at the Jacob K. Javits Convention Center, is usually dedicated to new-product announcements from Apple Computer Inc. But this year, not far from the shelves of new, high-powered desktops, sits a Digital Art Gallery, part of show organizer and tech publisher International Data Group's focus on creative professionals who use computers for design, publishing, video and music.

McClintock takes pride in the fact that his works, including Macworld entry "Juan's Bad Dog," don't look as if they came from a computer.

"Nothing in the picture tells you that these are digital," he said. "If I told people these are pastel drawings, I could make my life easier."

McClintock is an artist who isn't afraid to make money. He's already sold thousands of copies of the image at street fairs, including some in Washington, and at Baltimore Seen, his six-month-old gallery in the Federal Hill area

of Baltimore.

"I'm making the best living I've ever made," he said.

The same is not true of Apple, though. The California-based firm reported yesterday that its quarterly earnings fell to \$19 million (5 cents per share) on \$1.5 billion in revenue. That's down from the same quarter a year earlier, when the firm reported a profit of \$32 million (9 cents) on revenue of \$1.4 billion.

But the company shipped 771,000 computers in the quarter ended June 28, up from 711,000 in the previous quarter and down from 808,000 in the year-earlier quarter.

Those computers are beginning to substitute for canvas and paper for some artists. Digital art exhibitions have already landed in a few museums, but they remain rare on trade-show floors. No grand school of visual theory united this eclectic collection (viewable at [www.macworldexpo.com/gallery](http://www.macworldexpo.com/gallery)), but that didn't seem to bother visitors.

Macworld itself was about as quiet as an art gallery this year, as the show attracted about half the number of attendees as last year.

"It's a lot smaller this year and not as exciting," said Arno P. Drucker, president of the Baltimore-based Mac user group Maryland Apple Corps. "It's missing some key players, like Microsoft."