

The Modern Masters® lineup of Royal Stencil Exclusives includes Botanicals, Far East, Ornamental and Exotic Worlds.



A Project of Royal Proportions



This ornamental Rusted Iron finish features the Kashmir Frieze pattern embossed with Texture Effects and treated with Iron Paint and Rust Activator from the Metal Effects line to create the look of an aged metal bas relief cornice.

About a year or so ago, I was approached by Modern Masters to consider taking on a large contract project to help to unify the company's various product lines while introduc-

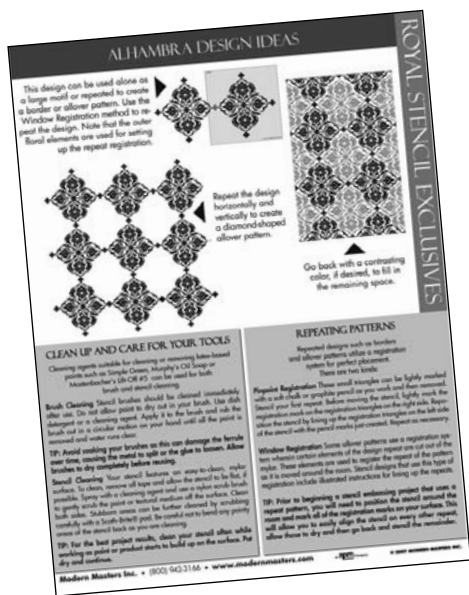
ing an element of design and a range of new techniques to tie it all together. The idea was to provide a complete package: inspiration, pattern, color, products, techniques and instruction.

by Melanie Royals

This is something that I have constantly strived to do with both my own companies, Royal Design Studio and Modello Designs. Decorative finishes come into this business on a variety of different paths. Many have no prior experience or education in working with pattern, color and design, and providing them with the ideas and inspiration that they can use as a “jumping off” point, to me, is an important aspect of customer service.

Plus, having the opportunity to design patterns and finishes to set them off is pretty much the best part of my career, so I was excited to be given the opportunity to design a program with a very specific goal and focus.

There are many advantages in being able to design a decorative appli-



A “Design Ideas” insert is included with each pattern.

cation program from the ground up, because it gives you the ability to adopt a synergistic, coordinated approach. This project began with the stencil designs. There are 20 different designs in four categories: Botanicals, Ornamental, Exotic World and Far East.

Working in collection “themes” enabled me to create patterns that coordinate with each other within the collection, and there are a range of all-over patterns, border and random motifs. A “Design Ideas” insert is included with each pattern to suggest different ways that the designs can be laid out or coordinated with others in the collection.

With the stencils ready, the next phase was to design 36 original decorative finishes that utilized both the stencil designs and a range of products within the Modern Masters, Inc.® line. These products include the Metallic Paint Collection™, Metal Effects®, ShimmerStone®, Venetian Plaster, Texture Effects™, SkimStone® and the various glazes and colorants within the Decorative Painter’s series.

The Signature Finishes by Melanie Royals recipe card series is broken down into six different collections: Aged Elegance, Exotic Worlds, Fresh Finishes, Inner Geisha, Romantic Re-

flections and Textural Touches. They are packaged in sets of six and include illustrated, step-by-step instructions and a complete product and tool list.

When designing decorative and patterned finishes, I try to take the approach of providing a finish within the final finish, so that someone

could simply pull out the background colors/products/technique behind the pattern and have an elegant, sellable wall treatment that stands “on its own.” Almost all of the finishes meet this requirement and encompass a wide range of products and design styles.

Here are some of my favorites!



Alhambra

Alhambra (at left) combines Metallic Paint with heavily troweled ShimmerStone in jewel tones. An embossed Arabesque Border in the same colors helps to set off the dado portion of the finish.

Floral Paisleys

At right, Texture Effects is heavily troweled and embossed with random *Floral Paisleys*. The toning glaze was created with a Metallic Paint color that loses some of its shimmer over a roughly textured surface but still provides a nice, warm glow.





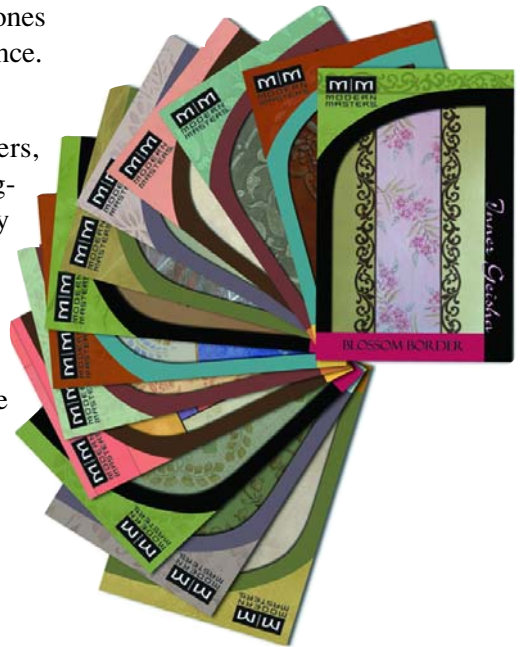
Kashmir Border

Texture Effects is troweled again, colored with a scrubbed-on glaze of Venetian Blue Metallic Paint. The *Kashmir Border* is set off on a band of plain texture and stenciled to tie in to the dramatic blue background.

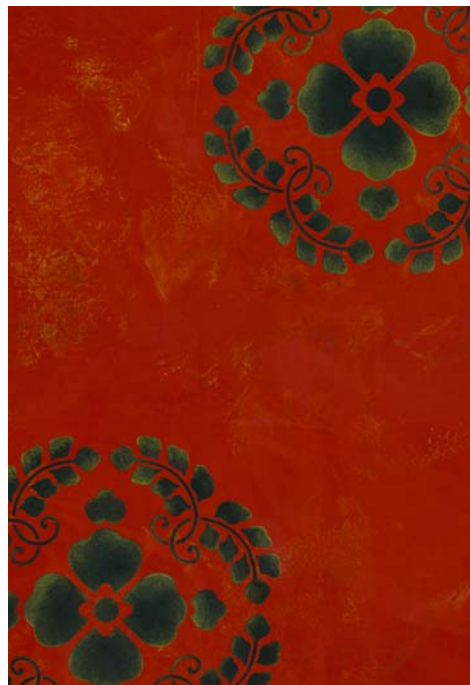


Damask

A classic *Damask* pattern on a equally classic glaze, stria finish. Subtle distressing and mute tones give it a “well-worn” appearance.



The new Modern Masters, Inc.® stencil collection and Signature Series Recipe Cards by Melanie Royals™ are coming this summer to a local distributor near you! All of the stencils and recipe cards collections are also available online by visiting www.royaldesignstudio.com. TFF



Japanese Crests

A deep red Venetian Plaster with a gold mica topcoat creates a dramatic backdrop for embossed *Japanese Crests* that are highlighted with the same color gold.



Embroidered Silk

A delicate *Cherry Blossom Border* was my choice for my favorite *Embroidered Silk* treatment that combines embossing with a stria technique and subtle stencil coloration.



Melanie Royals is the creative force behind Royal Design Studio, an industry leader in the art of stenciling. Melanie continues to pursue the advancement of stenciling with the decorative painting industry by offering sophistication, inspiration and education to decorative paint professionals. For more information, call (800) 747-9767, or visit online at www.royaldesignstudio.com.