

TIFFANY  STVDIOS

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TIFFANY STUDIOS
SHOWROOMS AND GENERAL OFFICES

CHARACTER
AND INDIVIDUALITY
IN DECORATIONS AND
FURNISHINGS



TIFFANY STUDIOS
347 TO 355 MADISON AVENUE
CORNER OF FORTY-FIFTH ST.
NEW YORK

CHICAGO OFFICE
ORCHESTRA BUILDING

BOSTON OFFICE
LAWRENCE BUILDING

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By Tiffany Studios

MONOGRAPH ON THE EVOLUTION OF TASTE IN DECORATIONS AND FURNISHINGS

EVERY man wants his house to be a home and every woman wants her home to be beautiful. Deep in their souls lie the thought and dream of comfort and attractiveness and it is the duty of the decorator to assist them in the realization of their desires. He is successful in the best sense when he creates a decorative scheme which unites the individual preferences of his client with what knowledge and experience has demonstrated to be absolutely correct and appropriate in style. When actuated by these motives, he may be said to be faithful to the trust confided in him and his work becomes permanent.

During the reigns of Louis XIV, XV, and XVI in France, the prevailing impression given by the interior decorations and furnishings were those of delicacy and harmony. The Italian School in this period is also full of subtle suggestion, but it has remained for England and more recently America, to develop styles which may be said to be the embodiment of dignity and grace.

The evolution of taste during the past hundred and fifty years has been marvelous. In this period the Adam brothers, Sheraton, Hepplewhite, and Chippendale, fathered the styles which bear their names, and which show marked consistency in line,



MAIN STAIRWAY

TIFFANY STUDIOS

ornament, and color. Later the Colonial style in this country and the Georgian style in England made proper use of the foregoing styles in the planning of both interiors and exteriors and to-day these rank among the best examples of purity of design and color arrangement.

Later came the desire for something new, and for eighty years or more the iniquities that were committed in the names of architecture and interior decoration were so numerous that nothing escaped. In this country and in England every canon of good taste was violated, and every lesson that was learned during the preceding periods was forgotten. These were the days of the marble top table with gold legs, the pier glasses, plush furniture, bead work, wax flowers, "Picturesque America," rosewood furniture with little legs and big backs liberally carved in every available spot with flowers and fruit. East and West were alike offenders, but nowhere in the world was there so much transgression of the principles governing beauty and harmony as on the Pacific Coast, where the splendid examples of artistic Spanish work should have prevented any such departure.

Then followed a reaction, slowly and steadily the museums and art schools, the efforts and example of great architects and true decorators, educated and directed those who really desired good things, and a new era began. The study of books and the blind following of individual masters stopped, and a new knowledge and understanding of color harmony and arrangement in interior work was conceived.

Mr. Louis C. Tiffany was one of the pioneers in this movement. More than thirty years ago, he



RUG SHOWROOM

TIFFANY STUDIOS

started the business which bears his name and which has since developed into the leading concern of its kind in the country. In the beginning he devoted his efforts to the production of Tiffany Favrite Glass, his achievements with which have won for him international fame. The beauty, richness and depth of color in this wonderful glass is unattainable through other mediums and its artistic merits have contributed very largely to the undisputed supremacy of Tiffany Windows, Lamps and Mosaics.

To those who wish to understand color harmony, the first step is not to seek assistance from any artificial or purely human work, but to visit that great teacher of all, "Dame Nature," who will freely give to those who seek lessons in all the wonders of color combination that can exist on the earth, for it is from her that every real artist has drawn his inspiration and taught the eye to feed the soul.

Every really great structure is simple in its lines—as in Nature,—every great scheme of decoration thrusts no one note upon the eye. No plan of lighting makes its source predominant, and the charm of homes of refinement is in the artistic blending that is revealed when everything has its place and purpose, and when every detail unites to form one perfect and complete whole. In the hanging of pictures, in the grouping of furniture, and in the selection of ornaments, infinite care must be exercised, for the danger lies rather in doing too much than in doing too little.

In the variety of its industries, the Tiffany Studios are able to undertake everything connected with the decoration and furnishing of a structure,



A FURNITURE SHOWROOM

TIFFANY STUDIOS

whether it is a simple cottage, a costly mansion, a church, a club, or a public building, and as general contractors can carry out with fidelity and thoroughness the designs and wishes of the architect or owner. In distinctive Furniture, imported Fabrics, choice Rugs, appropriate Woodwork, harmonious Decorations, special Lighting Fixtures, Ornamental Bronze, Wrought Iron, Leaded Glass, and Tiffany Favrile Glass Mosaic Work, the Studios offer facilities which are most comprehensive, and all work entrusted to them leaves their hands in strict accordance with specifications, and as the essence of beauty, good taste, and true economy.

The principle of a reasonable price for all products has been established. Everything in our showrooms is marked in plain figures, and all who buy may rest assured of fair treatment, with no client having any advantage in any way over another. A high standard of workmanship is maintained in all departments. In the building of furniture, in the construction and hanging of draperies, in the making of rugs, in the manufacture of lighting fixtures, in the casting of bronze, in the hammering of wrought iron, the same pains and attention is given to the smallest detail, whether the product is intended for a palace or a cottage.

The purpose of this booklet will have been fulfilled if it suggests to those interested in interior decorations a visit to the Tiffany Studios. Those who are seeking authentic information regarding period decorations, may without obligation, request our decorators to assemble in special rooms of various sizes, harmonious combinations of hangings, lighting fixtures, rugs, and furniture. This Tiffany



METAL SHOWROOM

TIFFANY STUDIOS

method permits clients to see the actual effect produced and to ascertain the cost of any particular decorative scheme before any individual selection has been made. Our collection of colored sketches also will be found of great assistance to those desiring furnishings and decorations that possess character and individuality. Whether the style desired is simple or elaborate, the variety of original ideas suggested in these sketches will prove of assistance. It will be a pleasure to suggest schemes for a single room or an entire residence, and when it is impossible for clients to call, the discussion of decorative problems may be taken up through the mails. Those who are building new homes are invited to send a set of blue prints showing their architectural requirements, upon receipt of which, suggestions will be submitted which possess artistic merit combined with utility together with estimates which will be found as reasonable as others charge for less distinctive work.

It is for such reasons and upon such terms that the Tiffany Studios ask consideration of their facilities for executing interior work of every description.

Some idea of the comprehensiveness and distinctiveness of Tiffany service may be obtained from the views of the showrooms, the reproductions of decorative schemes and the photographs of work executed by the Studios which are included in the following illustrations.



GLASS SHOP

TIFFANY STUDIOS



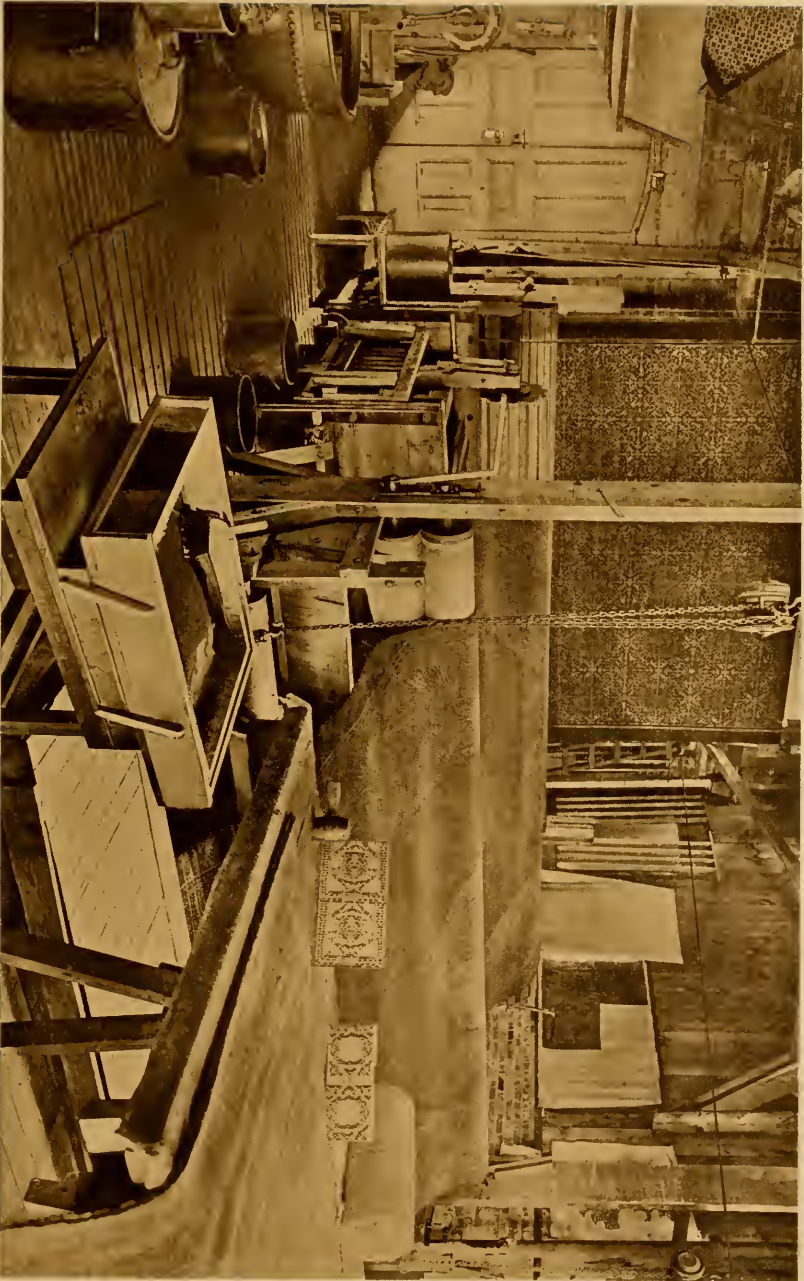
MOSAIC SHOP

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RUG REPAIRING DEPARTMENT

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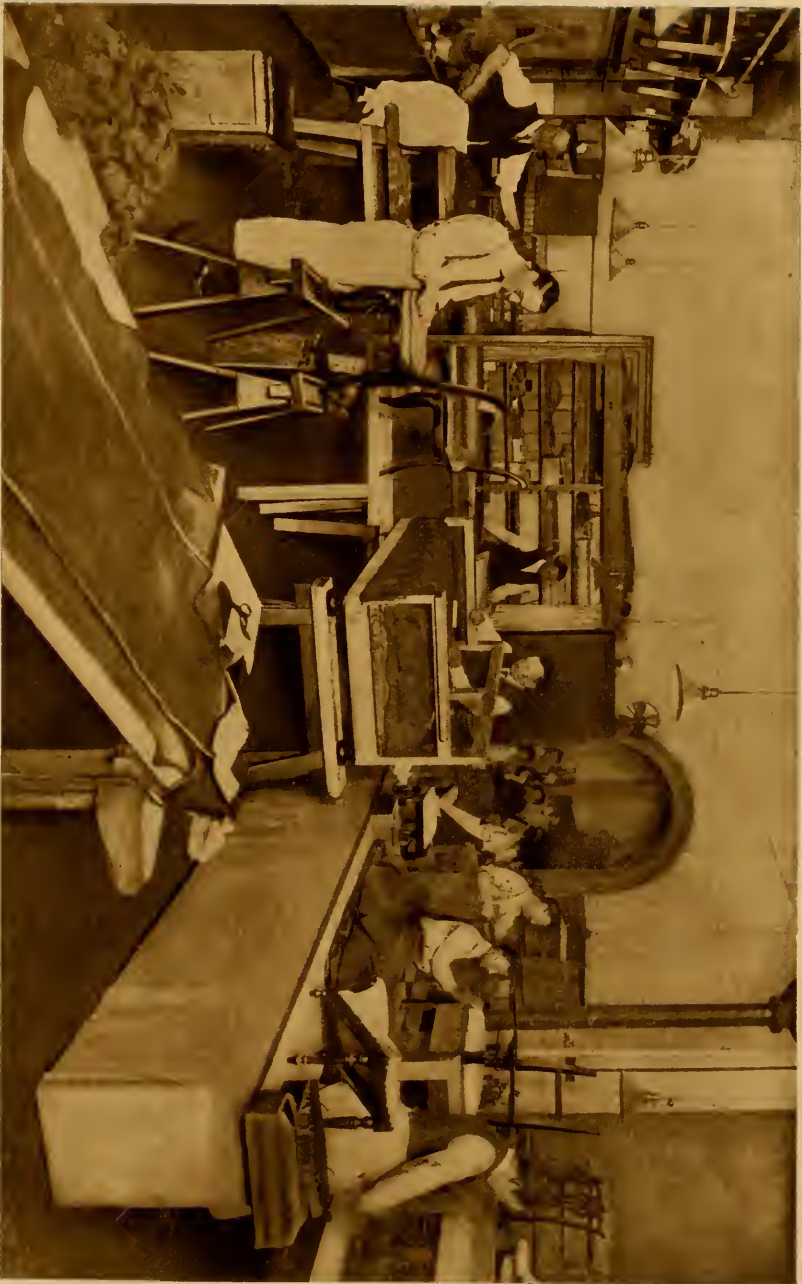
DYEING AND PRINTING ROOM

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DESIGNING ROOM

TIFFANY STUDIOS



UPHOLSTERY DEPARTMENT

TIFFANY STUDIOS



Adam Dining Set

Tiffany Studios



Hepplewhite Dining Set

Tiffany Studios



Queen Anne Bedroom Set

Tiffany Studios



Satin-Wood Bedroom Set

Tiffany Studios



Tiffany Landscape Window



Sun Parlor by Tiffany Studios



Library Furnished by Tiffany Studios



Summer Furniture

Tiffany Studios



Garden Marbles

Tiffany Studios



Tiffany Method of Displaying Decorative Schemes



A Furniture Sales Room

Tiffany Studios



Suggestion for Dining Room by Tiffany Studios



Suggestion for Dining Room by Tiffany Studios



Suggestion for Breakfast Room by Tiffany Studios



Suggestion for Dining Room by Tiffany Studios



Bronze Stair Rail Executed by Tiffany Studios



Bronze Marquee Executed by Tiffany Studios

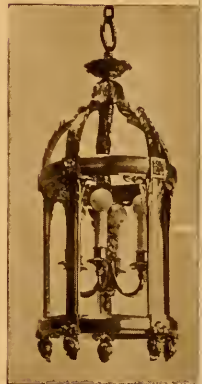


Tiffany Lamps

Particular attention is directed to the new Favrilfabrique Glass Shades which resemble silk in texture and color but will neither soil, fade or get out of shape.



Tiffany Desk Set in Abalone Design



Tiffany Wall Brackets



Tiffany Chandeliers



Tiffany Chandeliers



Wrought Iron Arch Executed by Tiffany Studios

ACTIVITIES

Interior Decorations

Lighting Fixtures

Furniture

Draperies

Rugs

Landscape Windows

Tiffany Favrile Glass Mosaic

Ornamental Bronze

Wrought Iron

Garden Marbles

Bronze Lamps and Desk Sets

Favrile Glass



