

# Home is where the show is

- ▶ The International Home Show has plenty to offer condo owners
- ▶ Metro takes a look at some of this year's exhibitors

**DUNCAN  
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There's a new marketing trend underway that uses scents when staging and decorating condominiums and homes for sale.

A professional per-

fumer by trade, Tracy Pepe has been scenting for about 20 years.

"From department stores to retail to even homeowners, when you think of how large the home scenting category is, with candles and Febreze and plug-ins, it's

\$3 billion."

Scents have been used as a sales tool for some time. Pepe explains that, "They started off in the Las Vegas area with hotels and casinos and showrooms. It's still new in a lot of ways, but it's a lot more common than peo-

ROBIN SIEGERMAN

ple really think."

The Scent Design Solution will be at the Home Show to demonstrate how scent can produce powerful and memorable environments in your home.

"I will work from the premise of scent design, so I actually help design space and I work with the colours, I work with the textures, I work with the moods, because with certain smells we know how to create an environment that's comfortable," says Pepe.

## A lighting revolution

As a result of recent government legislation, all incandescent light bulbs will become obsolete by

CONTRIBUTED



▶ Robin Siegerman is a registered interior designer.



▶ See all the latest fall colour trends for your home at this year's International Home Show.

2012.

Unfortunately for the newer, efficient technology, the quality of light tends to be harsh and cold.

Manufacturers are responding to the need with innovative new lighting products and have been introducing some exciting new alternatives to the market.

At Robin Siegerman's exhibit, you will be able to compare and discuss

the differences of new products like ambient fluorescent lighting, Halogene, and ultra-efficient LEDs.

## A whole new way to use grain

The Grain Farmers of Ontario will have an exhibit featuring, believe it or not, furniture made from soy products.

The farmers will be showing us how leftover grains can be used as sustainable material for couches, tables and cabinetry.

The Show features a model home filled with furniture and built-ins made from a by-product mixture of soy, wheat and corn.

## Home experts

▶ The International Home Show runs today through Sunday at Toronto's International Centre, 6900 Airport Road.

BENJAMIN MOORE



▶ In this kitchen reno, Robin Siegerman specifically customized the colour of these orange lacquer cabinets for her client.