

Decorator's Notebook



Techorate Your Home With Six Simple Tips

(NAPSA)—New homeowners and those revamping their homes often find fusing technology and decorating to be a challenge. A recent survey found that more than 70 percent of Americans are unsure of how to integrate technology into their home decor, or “techorate,” as LG Electronics has dubbed this marriage of modern technology with interior design and decor.



Doug Wilson

Trends in home decor quickly come and go, but by following a few easy techorating guidelines, homeowners can make this integration simple instead of intimidating. It's all about finding and matching the perfect pieces to complement your space and your personality. There is no “one size fits all” in home techorating, but the LG Techorator Doug Wilson, interior designer from TLC's “Trading Spaces,” has found some ways to universalize techorating basics for homeowners.

“The television has become the hearth of the 21st century, but I've seen people struggle with the basics, from placement to type,” said Wilson. “That's why we've created techorating tips to help consumers successfully combine technology into the design of their interior space.”

Wilson, in his home-design work, finds the following techorating solutions most helpful:

1. Televisions can actually add to the aesthetic of a space



Before

rather than detract from the design. With sleeker flat screens, HDTV and new design elements available, the TV no longer has to be hidden or stick out like a sore thumb. The biggest mistake consumers report they make when purchasing a TV is buying one that is the wrong size for their space. When sizing up TVs, a good rule of thumb is that the viewing distance should be between 1.5 and 3 times the diagonal measurement of the screen. For example, a 42” screen is right for a room where you'll be sitting between 5.3 and 10.5 feet away. Companies like LG make HDTVs in both LCD and plasma, providing a screen-size solution for most any room.

2. Find the focal point of the room to determine the best place for your television. The place that looks perfect for your television may actually be the perfect spot. Don't be afraid to put that new flat-screen HDTV over your mantel but remember that competing design elements—fireplaces, large mirrors, picture windows—will make the space look too cluttered.

3. Don't let your flat screen be the only thing on the wall.



After

Fill out the space using symmetrical design and equal proportions that still let the eye focus on the TV—such as matching pictures on either side of the screen with high-gloss frames to mimic the television to achieve balance and symmetry.

4. Match your decor. Remember that companies such as LG now keep room layout and design in mind when they manufacture TVs. You can find features like invisible speakers and color accents that make good design possible without sacrificing the integrity of the space.

5. Look out below. Fill in the space below the TV by adding a credenza or long table underneath the set to get extra space for DVDs and remotes while also drawing the eye into a larger design.

6. Be mindful of overhead lighting. Recessed or track lighting can compromise the picture quality. Opt for lamps or natural light for optimal viewing and to balance the TV in the room.

Homeowners can find more tips from LG Techorator Doug Wilson paired with home technology from LG Electronics at www.lgusa.com/Techorate.