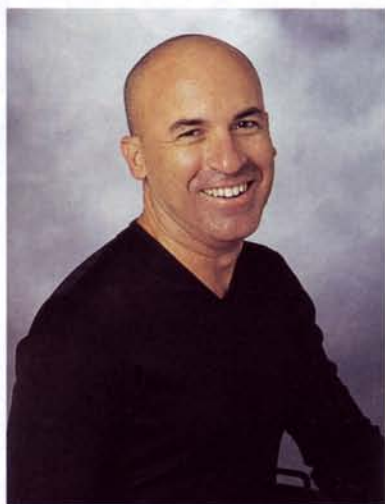


# trade exchange

ideas, information and inspiration from design industry insiders

Living in the light inspires Benjamin Noriega-Ortiz, one of the most stylish and influential of today's interior designers.



**B**enjamin's love of light, eye for color and sense of the innate architectural character of a room guides him in revealing the beauty of each space he designs. Recalling the exuberant color and natural light of his native Puerto Rico, he integrates his rigorous training with a talent for the creation of living space that enhances the experience of life.

After earning graduate degrees in architecture and design, Benjamin began his career at the prominent firm of John F. Saladino, Inc. Since establishing his own firm in New York City in 1992, his residential designs have been featured in many publications. Some of his showcase projects have been accomplished for author Laura Esquivel (*Like Water for Chocolate*), fashion designer Steve Fabrikant, and recording artist Lenny Kravitz, among other celebrities. He has also

demonstrated his virtuosity in the interiors of his own homes in New York, Long Island and Miami. The firm's commercial projects range from "Pikayo," a restaurant at the Museum of Art in San Juan, Puerto Rico, to several showroom displays for the Kohler Company.

Benjamin's innovative design career continues to develop. Using his firm's new website, BNOdesign.com, recent television appearances and ongoing residential projects, he reworks the familiar to create a new world of light, space and color.

Here are Benjamin's suggestions for BRINGING IN THE LIGHT:

- Free yourself from clutter. Open the room to light.
- Minimize the number of materials used to decorate the room.
- Place light colors near the light source. This reflects light back into the room.
- Metal and glass sparkle and exaggerate light.
- Remember that patterns absorb light. Solid colors are preferable.
- Consider introducing floor-to-ceiling windows and doors as a design element.



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