

Fred Lacey - DVD Project
April 20, 2003

Title: Karl's Guide to Better Living through Color

Description: This DVD features lessons and wit from Karl Larsen, the nation's premiere authority on interior design and faux finish.

Target Audience: Homeowners and anyone who wants to learn fun, cheap and stylish ways to fix up their living space.

Objective: After watching this DVD, the viewer will be able to perform a basic color analysis to find what colors and textures work best in their house. They will know how to calculate the amount of paint they will need, know which tools they will need, and successfully carry out their interior design project.

Running Time: Approximately 90 minutes

Contents/Materials:

Video Clips:

- 6 10-minute lessons on faux finishes
- 10-minute informational feature on analyzing your design needs
- 6-minute documentary on revamping Ashville's Reed House

Special Features:

Slide Shows:

- Portfolio tour of finished homes
- Highlights of a Karl Larsen workshop

Note: The slide shows will be accompanied by original music by Karl's brother Kristof. An optional narration from Karl will serve as an optional audio angle.

Other:

- List of Interior Design Workshops
- Karl Larsen biography
- List of other Karl Larsen titles
- Link to karllarsen.com

Mood/ Design Treatment: Menus and transitions will have an organic look and feel. This will be achieved by using earth tones and natural textures, such as wheat and sand. Visuals will be punctuated by rhythmic acoustic guitar music.