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**ROBIN WILSON BRINGS “GREEN” INTO FOCUS AT 7 W DESIGNER DAY
Captivates with Eco-Conscious Design Techniques
June 15, 2010**

(New York, NY – June 21, 2010) Prominent interior designer Robin Wilson, brought eco-friendly design to the forefront at 7 W New York’s latest Designer Day (Tuesday, June 15). The eco-conscious and “healthy home” designer cum entrepreneur is owner of Robin Wilson Home, headquartered in 7 W New York (suite 925). She is also the author of “Kennedy Green House” a hot-off-the presses eco-design tome documenting her work on the Kennedy family’s Gold LEED certified Westchester estate.

Those who came to see Wilson’s presentation were given a crash course on designing and building eco-friendly, while also learning efficiency facts and getting valuable product advice and tips. The green-minded tastemaker pulled from her vast portfolio of residential projects to illustrate her design-savvy ways to build an environmentally sound home - “from the foundation to the furniture.” She also offered a privileged, behind-the-scenes look at her work on the Kennedy family estate.

Wilson’s philosophy and method of operation is rooted in what she calls the four principles of eco-design: sustainability, reusability, recyclability and non-toxicity. Specifically, Wilson is a fan of new and innovative eco-building trends, including using old blue jeans or newspapers as insulation. Green methods of harnessing power such as geothermal, passive lighting and the use of solar panels are also tools in Wilson’s eco arsenal. Lastly, when it came to the furniture and kitchen components, Wilson was a proponent of reclaimed materials and found items.

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She suggested using paperstone, a hard material composed of recycled paper, for countertops. She also encouraged the use of wood and noted that wood with horizontal grains was a current trend in kitchen cabinetry.

After the lively presentation, Wilson was front and center to answer questions. She was also on hand to sign copies of her book and mingle with audience members.

For complete and updated information about 7 W New York, visit www.7wnewyork.com. You can also find 7 W on Facebook and follow them on Twitter.

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