STRUT 2014 was another enormous success — such a fun and perfect display of design and creativity. Wow! Thank you to all who contributed and celebrated with us Sept. 19th at Turner Hall. **465 of us lined the runway** to watch **18 teams** showcase their one-of-a-kind fashions.

Team outfits were inspired by this year’s event theme ‘Decades in Black & White’ covering a wide range of history from 30BC to futuristic 2050 represented on the runway!

The huge attendance, generous sponsorship, and silent auction purchases allowed us to **raise $15,000** for Ronald McDonald House Charities of Wisconsin - Amazing! $5,000 will be presented to each of three houses in Wisconsin; Milwaukee, Madison, and Marshfield. Thanks again to all who contributed to make this event possible!

Congratulations to the STRUT 2014 Award Winners and all who participated!

Model photographs by Cory Albrechtson ([http://coryalbrechtson.zenfolio.com](http://coryalbrechtson.zenfolio.com)) and Scott E. Detweiler ([http://www.sedetweiler.com](http://www.sedetweiler.com)). Featured chair (Integra Atrium Chair) and featured carpet (Mohawk Taped Off Modular Tile) donated by our fabulous event Host Sponsors. Like our ‘STRUT Wisconsin’ facebook page to see more photos and future event updates!
**BEST IN SHOW & BEST CRAFTSMANSHIP**

1920 Hotsy Totsy Dames
Team: Jennifer Drake, Teryn Janecek, Brittany Luehring, Ann Stacey
Industry Collaborator: Anne Grintjes, DL Couch
Product Used: Wallcovering

The roaring 20’s brought on many extravagant changes in women’s fashion. The rebellious dames of the prohibition era removed their corsets, lowered their necklines and shortened their hem. The jazz filled speakeasies and extravagant parties of this decade were attended by Charleston dancing dolls draped in feathers, fringe and dazzling embellishments.

**BEST IN SHOW RUNNER UP & BEST USE OF MATERIAL**

1880 Electric Blue
Team: Tricia Guy, Tracie Losch, Kimberly Kowalczyk, Dawn Nikolaus
Industry Collaborator: Chad Sudderberg, SPI Lighting
Product Used: LED light board, metal petals, aircraft cable, cable grippers, knock-out closure, metal grommets, standard gears, lock washer, finials, finger bolt, aluminum ring, electrical wire, copper wire, stop washer, reducing bushing, metal chain, light fixture shade fabric

Steampunk and the invention of the light bulb collide in 1880 creating the benchmark for this structured design. Inspired by Advent’s (a brand of SPI Lighting) Ash pendant, metal petals are illuminated from within, combining emerging technology with deconstructed materials. Wire, bolts and cable are utilized to represent the industrial fantasy reminiscent of the Victorian Steampunk era. What once appeared to be a broken light fixture has been transformed into a form of raw beauty.
**BEST REPRESENTATION OF THEME**

**1950 Static Starlets**
Team: Angela Beranek, Rachel Driscoll, Amy Wenger, Kristy Yang
Industry Collaborator: Heather Lawrence, Wendover Art Group
Product Used: Printable canvas, printable Tri Poplin, printable wallcovering, picture hanging wire & mounting hardware, picture frames, bubble wrap

Flappers. Jazz. Wealth. These characteristics, among many others, represent the decade we call “The Roaring Twenties”. Our outfit captures the essence of music and mischief associated with this era. Using window dressing unconventionally, we revive that unique style with a contemporary approach. Our intergenerational design team offers a wide scope of experience and perspective. Let The Silhouettes’ dazzling creation take you back to a vibrant, carefree place.

![Image of 1950 Static Starlets](image1.png)

**BEST USE OF PROP/ACCESSORY**

**1800 Aptura 五**
Team: Amber Buerger, Meredith Eckl, Abbey Rice, Catherine Richardson
Industry Collaborator: Susan Sienkowski, Sherwin Williams
Product Used: Paint, paintable wallcovering, vinyl wallcovering, plastic paint trays, stir sticks, paint samples, general polymers flooring solutions, paint brushes, paint rollers, colored caulk, drywall tape

Decades in black and white... The Japanese Geisha, our concept, is a perfect marrying of the theme and the ability to use those colors in our outfit. Our team and Sherwin Williams took the challenge and went global; this iconic image not only transcends decades but also uses black and white with a pop of red, the root of Japanese colors. Geisha literally translated means “art person” and as designers aren’t we all art persons?

![Image of 1800 Aptura 五](image2.png)
BEST USE OF COLOR
1960 Tiffany’s To Twiggy
Team: Bridgett Ellis, Brittany Kaiser, Vonda Myers, Niti Bhatt Patel
Industry Collaborator: Stephanie Savage, Maharam
Product Used: Vinyl, Upholstery, and Wallcoverings by Maharam

"Tiffany's to Twiggy" reflects the evolution of the 1960's fashion from the early years of simplicity and elegance of Audrey Hepburn to the punch of "mod" styles, colors, and prints of the late 1960's as seen on Twiggy. During the evolution of fashion in the 60’s, formality was abandoned and psychedelic miniskirts and go-go boots were popularized, creating a shift in culture and fashion trends that reflected the care-free attitude of the era.

AUDIENCE CHOICE
1950 Corporate Design Interiors
Team: Hope Dachel, Kelly Hamilton, Amy McGuine, Jaime Roeglin
Industry Collaborator: Susie Schomann, Knoll Textiles
Product Used: Knoll Textiles sheer drapery, upholstery, and wallcovering

The 1950’s cinema was booming. While most films stayed upbeat, one style focused on the darker topic of American crime and corruption. Film Noir or “Black film” takes advantage of the post-WWII ambience of pessimism and suspicion and often developed around a seductive, mysterious, woman that persuades a disheartened man to become her “fall guy” for murder. Or sometimes she becomes the victim herself. Our design portrays Film Noir with the use of darker textiles with pops of red representing scandal and blood.
**30 BC Aptura Asterie**
Team: Allison Klenke, Angie Sorrenti, Jessica Wieland, Tonya Ratkowski
Industry Collaborator: Melissa Smith, KR Schaetz
Product Used: Centiva Luxury Vinyl Tile, Sample Set Chains

![30 BC Aptura Asterie Image](image1.jpg)

**1900 Votive**
Team: Melissa Destree, Joni Juergens, Stella Larson, Toby Latimer
Industry Collaborator: Sandy Pochowski, Momentum Group
Product Used: LoomSource Prose Camel Drapery, Momentum Gusto Elegant

![1900 Votive Image](image2.jpg)
1920 The Silhouettes
Team: Darlene Junker, Emily Eckhardt, Isabella Scaffidi, Hannah Malicky
Industry Collaborator: Patty Vis, HunterDouglas Window Fashions at Village Paint and Design
Product Used: Decorative banding, a variety of blinds, shades, and industry textiles, cording, tassels, bead chain

1930 DIRTTy THIRTIES
Team: Jenn Jahr, Kelli Kruschke, Christina Robotka, Aaron White
Industry Collaborator: Julie Nelson, DIRTT Environmental Solutions
Product Used: Xorel, Thermofoil, recycled denim insulation, aluminum extrusions, plastic, resin
1940 Creativas
Team: Carmen Eskra, Leah Knox, Lori Kramer, Mary McKillip
Industry Collaborator: Elizabeth Schraeder, Atlas Carpet Mills
Product Used: Unbacked broadloom: "Muse" #ME04 Cool Charcoal, "Inizio" #IZ88 Tangerine Dream, nonwoven Primary Backing, nonwoven Action Bac

1940 Design Mamas
Team: Jamie Endres-Kerl, Erin Frush, Tina Hopwood, Hayley Peralta-Pinto
Industry Collaborator: Koreen Pelot, Koroseal Interior Products
Product Used: Vinyl wallcovering, textile wallcovering
**1960 Eco Chic**
Team: Murphy McCoy, Kylie Osborn, Carrie Sosnay, Hannah Yeager
Industry Collaborator: Kelsey Holtz, The Green Design Center

![Image of 1960 Eco Chic]

**1970 Far Out Fashionistas**
Team: Kerry Gulman, Amanda Raabe, Kelly Sullivan
Industry Collaborator: Erin Jende, Interface
Product Used: Primary carpet backing, spool of yarn, yarn cone toppers, un-backed carpet goods, moisture guard 2.0, Tufting needles

![Image of 1970 Far Out Fashionistas]
1970 Stayin Alive ASTM Style
Team: Kim Guslick, Allison Pfeifer, Jill Schutts, Megan Walker
Industry Collaborator: Danielle Spakowitz, EJ Welch
Product Used: Tarkett Harmonium XF2, Johnsonite Prima Olio Rubber, Johnsonite Wall Base

1980 Team Daltile
Team: Monica Geisler, Peter Pasterski, Emily Regal, Kelsey Wacha
Industry Collaborator: Selena Wacha, Daltile
Product Used: Mosaic tile mesh, Loctite adhesives, Velcro industrial strength tape, linen white fabric, white pearls, bias tape
1990 KS Wolfpack
Team: Jamie Hamilton, Katie Pohlman, Laura Vander Sanden
Industry Collaborator: Michele Aubry, Wolf Gordon
Product Used: Black, white and bright colored accents of various patterned and textured vinyl wallcovering, Scuffmaster, Wink Paint, vinyl upholstery, and Osnaburg woven backing

2050 Future Forward
Team: Jen Moore, Jenna Ungrodt
Industry Collaborator: Rebecca Bau, Great Lakes Distribution

Thank you again to all teams, sponsors, committee members, and attendees – you all contributed to make this event such a grand success!

Consider participating in our fifth anniversary STRUT 2015 show – details coming this Spring!