



GREG WOLFSON

Design philosophy: Everyone should be able to afford a designer. "And each room has to be really comfortable, really thought through, and really finished. No style is wrong, as long as you finish it."

Best known for: *Fresh Prince of Bel Air* set decoration and 15 years of experience decorating sets for television and film.

What his clients want: Fast, finished, all-inclusive design that's "modern without being childish." A popular must-have is the surfboard coffee table from Mitchell Gold + Bob Williams.

What he likes for this season: Color saturation, especially golds. "Color is part of showing people how warm and comfortable modern design can be."

Greg Wolfson loves to find a muse and run with it. This living space took its design cue from the sofa's brightly graphic throw pillows, while the home's lime green kitchen scheme and nearby matching bathroom were inspired by a single placemat. This condo at the Biltmore Colony in Palm Springs is one of three turnkey units that Wolfson was charged with designing — on a dizzyingly tight budget. "It was a challenge not only to design it, but to also make it a home," Wolfson says. "In my units, all you need is your clothing, a toothbrush, and a comb and you're set to move in." Accustomed to decorating sets for film and television, Wolfson just naturally attends to detail — the soap dishes, the iron, the paper towel holder. "I used to have my kids make some artwork for the television sets I worked on so it would look like a real family lived there," he says.

At the Biltmore, Wolfson has achieved exactly what he set out to do. "I wanted to create a fun weekend place," with comfortable furniture and room to move. "The colors I used make you feel like you're in an entirely finished space, even if you're not putting in a lot of

stuff," says Wolfson. Even more fun than the colors, a come-hither platform bed fills almost the entire second bedroom, with a flat-screen TV mounted on the opposite wall. "It's frivolous, but it works for a weekend getaway like this one," he says.

Since designing the Biltmore units, Wolfson has met new clients who want to buy a second home in the area one weekend and start relaxing in it the next. In response, a portion of his business is now dedicated to cost-per-square-foot decorating, designed for weekenders who need a quick turnaround that won't blow their budget. Wolfson describes it as a floor-to-ceiling, move-in ready overhaul that takes months of deliberation out of the design process. His flat-fee-design work — at just \$40/square foot — has taken off after many who saw his Biltmore models were inspired to pump up the color and design in their own weekend retreats. "We discuss the basic concept and their likes and dislikes, and it ends there. They write the check and I do the work." They'll never go over budget, and it can even be financed as part of a home equity loan. (Wolfson's fee

Color-block pillows in electric colors were the inspiration for this weekend escape at the Biltmore Colony.

includes paint, but not carpet or tile.)

Wolfson can turn out a fully designed space in as little as two weeks (he had even less time at The Biltmore), but four is preferable. In a month's time, homeowners show up with their swimsuits and a bag of toiletries and feel the thrill of entering their professionally decorated home.

"A lot of what I see out here is underdecorating," Wolfson says. "I don't personally understand that. But then again, I come from a television background, where everything is about a tight shot." That's why, in one of Wolfson's homes, everywhere the eyes wander is done, finished, and ready for lights, camera, action. "I'm just waiting for someone to ask for a *Dynasty*-style house. I would take it the whole way."



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