



NOT KNOTS. White oak dominates the Naples market, partly because large knots and texture have fallen out of favor for floors. "It's clean, elegant, white, and bright, with a tight grain and minimal streaks or knots," says Chris Cosentino, president of the Hadinger Company of Naples. "The days of distressed wood are out in Southwest Florida."

EXPAND IT. Wider floor planks are in—some as wide as 12 inches, which is double the width of years past. But fear not. Chevrons and basket weaves still impress in entries and small areas. "Lately, though, clients want custom-engraved patterns in the foyer," says Maciej "Machi" Dogiel, floor specialist/sales manager at Naples Flooring Company. "Nobody wants what their neighbor has." As homeowners lighten up when it comes to hues underfoot, color currents have drifted from chilly white to warm honey tones, he notes.

That's purely practical, says Hollenbaugh, who's designed only one coffee bean-colored floor since moving to Naples from Boston. "Dark floors are like black cars. They show dirt more readily," he says.

GO NATURAL. Some homeowners may seek emotional-escape rooms in tough times. "They want to bring nature



WOODS

NAPLES HOME DESIGN EXPERTS ADVISE ON HOW TO INCORPORATE THE LATEST TRENDS IN WOOD TO COMPLEMENT THE BEAUTY OF SUNNY SOUTHWEST FLORIDA

BY MICHELE MEYER

The rest of the country may be moving to dark woods when it comes to interiors, but in Naples, a beachy vibe still rules. So even though local designers gravitate toward light shades, using white oak and natural walnut from floor to ceiling, they're embracing many other trends.

"Wood creates endless possibilities," says Ryan Hollenbaugh, president of Palm Brothers Remodeling. "It adds depth and character to a room. That's what makes it so beautiful."

Following are tips on how the latest in wood trends can elevate the decor of homes along the Paradise Coast.

