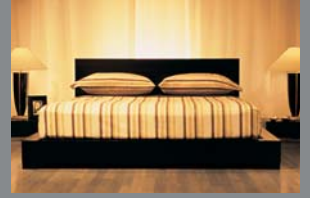


IF+D


INNOVATIONFLOORING+FURNITUREDESIGN

M ^ X SF



TWO CONTEMPORARIES ONE NEW CONCEPT



A grayscale photograph of a modern building facade. The left side shows a wall with a complex, repeating geometric pattern of diamond and square shapes. The right side shows a grid of windows. The text is centered horizontally across the middle of the image.

REVOLUTIONARY FLOORING + REMARKABLE MODERN FURNITURE

Creative Modern Classic Furniture + Unique World Class Flooring = Retail + Wholesale + Contract > Residential + Commercial



Like many times in life, this was a chance encounter. A boutique flooring company that had the vision to pioneer the fusion of extraordinary flooring with creative furniture, met a renowned design studio and manufacturer of architecturally inspired modern design furniture. The initial differences were quite evident as one product implemented advanced high technology while the other utilized traditional quality handcraftsmanship with state-of-the-art ingenuity. They soon discovered that they had much more in common. They shared similar outlook on design, both favoring the integration of distinctive clean style with high quality. By embracing the past, present + future; incorporating passion + imagination; and combining equal doses of integrity, functionality + aesthetics... both companies have world-class products that excel within the design world. That memorable meeting of two different worlds paved the way for fresh new ideas and perspectives, fostering a powerful strategic alliance. The union of flooring and furniture is further redefined + re-invented as an exciting new generation of phenomenal flooring that has been designed to live in perfect harmony with unique contemporary classic furniture. Sometimes, inspiration comes in many strange ways.

Welcome to the interior world of IF+D and MAXsf.



INNOVATION FLOORING + FURNITURE DESIGN

Innovation Flooring and Furniture Design (IF+D) is a boutique flooring supplier who has gained the recognition of being "a different kind of flooring company", incorporating "out of the box thinking" to create a fresh new concept to market revolutionary flooring. IF+D searched the world and discovered its core product, the stunning Elesgo® Supergloss Flooring Collection that was not only the most beautiful laminate flooring in existence but also totally unique and without any comparison in the world. IF+D represents only one major brand of flooring, the Elesgo® line of extraordinary flooring collections. In a few short years, the company has achieved its initial goal to successfully introduce its core product into the American marketplace and has earned the strong support from Elesgo's 46 year old manufacturer, HDM of Germany. Today as the exclusive Nevada-based Distributor, American contact and only USA Showroom for the Elesgo® brand of revolutionary flooring + lifestyle products, IF+D distributes to retail vendors nationally, wholesales to interior designers, architects, contractors + developers and sells to the general public at its concept showroom, comprised of 18 different fully furnished room vignettes. The process of showcasing flooring in a fully furnished room environment, gave inspiration for the development of a new idea that transformed IF+D into being the first company in the world to successfully meld revolutionary flooring with creative modern furniture. The company's foray into the contemporary furniture industry has resulted in strategic relationships with significant designers and manufacturers such as MAXsf, of which IF+D is exclusively representing in Nevada. The company's simple mission is to provide its extraordinary flooring and high quality modern furniture to the residential, retail, commercial, and hospitality industries.

FOUNDERS

IF+D was co-founded by David Woo + Ivona Janieszewski, two individuals with experience within distinct design + marketing industries and both passionate lovers of modern design. Collectively they are a superlative example of the “yin and the yang”. The continual interactions and movement of these two energies, yin to yang and yang to yin, causes significant events to happen.



“Design is willingness to envision beyond traditional thinking of how things should look + function, and to ask one important creative question... What if?”

David Woo, Founder IF+D

David Woo, a graphic design graduate of the School of the Worcester Art Museum, started his own concert promotion/artist management company at age 19, promoting an extensive + diverse range of major talent including Aerosmith, The Eagles, Hartford Ballet, The Boston Pops Orchestra and Muhammad Ali. Mr. Woo has previously worked with Academy Award Winning Inventor, Juan De La Cierva (Oscar 1969) in the marketing of an interactive technology project and later designed, developed, and marketed his own unique brand product called "Why Tie Shoelaces?" which after eight years is still successfully sold in all Wal-Mart stores nationwide. In 1997, Mr. Woo co-owned a consulting + private funding firm representing clients such as Benjamin Bassi, one of the co-founders of Lycos (Nasdaq TRLY), the top five internet sites in the world.

Ivona Janieszewski, launched a successful career as fashion stylist for numerous musicians, models and television personalities in her native Poland as well as in the US. Her meticulous attention to detail and experimentation in using interesting fabrics + materials attracted clients from game show icon, Bob Eubanks ("Newlywed Game") to Emmy Award Winning Producer/Director, Tony Verna ("Live Aid", "Pope John Paul's Prayer for World Peace"). Ms. Janieszewski served also as a design assistant for an interior designer prior to launching her own couture clothing line.





J O U R N E Y

Destiny was around the corner...who would think that a simple task of seeking unique flooring for a new home would evolve into an exciting journey! Discovering the floor was an experience to remember. It made an everlasting impression, that was quite evident...a floor so rare deserved to be marketed in a way that was never done before.

In their early research, the founders discovered that buyers disliked the floor shopping experience and were consistently confused, going through a tiresome ordeal of looking through a multitude of display stands containing small samples. An innovative concept was developed to simply put the Elesgo® flooring in its natural habitat ... on the floor; in real sized furnished rooms versus display stands, to allow people to walk + experience the floor and to envision what it would look like in their homes.

Vignettes were created representing full sized rooms. Each room was furnished with creative upscale modern furniture that equaled the high quality of the flooring. The public response was overwhelming. The company's philosophy of what a flooring company should be was based upon coming into the industry as outsiders with no preconceived notions, but with a fundamental vision to know what buyers wanted to see.

MANUFACTURER Elesgo's 46 yr old manufacturer markets to over 60 countries worldwide and are among Europe's leading suppliers + manufacturers of wood and products derived from wood. They own and operate four plants in Germany, the largest of which measures over 3.2 million sq. ft.; one plant in Poland; and one plant in addition to five company owned contracted forests in Russia. HDM embarked on a mission 17 years ago, to help create more viable solutions to make this a better and safer world to live in. The development of the exclusive world patented surfacing process called "ELESAGO®" that utilizes Electron Beam technology to harden the acrylic resin based surface, was herald as an environmental achievement. The Elesgo® Supergloss and SuperMatte floors are continuous pressure laminates, consisting of an acrylic resin surface fused to a high density wood-based fiberboard core and integrated with the world patented Unilin® Click Joint Locking System that enables the floor to be free floating floor so that it does not require any use of nails or glue for installations. One simple click results in quick + easy installation.

AWARD WINNING ECO-ENVIRONMENTAL RESPONSIBILITY

HDM, the manufacturer has always been a stellar example of responsible environmental leadership. When laminates were first introduced in the late 80's, the primary goal was to develop an alternative to melamine resin, which contained harmful substances. The result is a world-patented ELESAGO® brand of innovative surfacing, using Electron Beam technology which allows no emission of harmful substances. Emission E1 High Density Fiberboard is used and the acrylic resin is free of any dangerous components that can affect one's health. HDM has created programs to avoid uncontrolled overexploitation of natural resources and their active forestry management programs include re-planting of trees along with incorporating usage of limbs + branches into the wood fiber manufacturing process. In order to protect the forest + to preserve nature, the glued timber in Spruce + Pine from HDM's own forests in Russia, is FSC certified and all waste arising from production is either used to generate energy or distributed for recycling. Modern filtration systems are used and the low amount of energy needed in their production process results in not giving off any exhaust or drainage. Today, the ELESAGO® brand is distinguished for its eco friendliness and for their commitment to the advocacy for a safer environment and health, HDM has been awarded the prestigious and highest attainable "Blue Angel Environmental Award" by RAL , a German institution that safeguards against the use of harmful and dangerous substances.

PRODUCT OF THE YEAR AWARD

On March 8, 2005, Elesgo® Flooring was presented with the "Product of the Year Award" by the Construction trade and DIY industry magazine, "B+H-MARKT Magazine" in Cologne, Germany. Each year, B+H-Markt accesses exciting product developments that progress into new innovations of exceptional quality for the construction + DIY industry. This year's awards comprised of 140 products represented in the categories of "Living", "Construction" and "Technical". Elesgo® Flooring won the coveted award in the "Living Category" and was selected from a competitive field of 64 manufactured products that excelled into the finals. "Product of the Year" was done via a national country wide (Germany) vote by professional industry managers.



"One of a kind high gloss finished laminate... floors look fabulous"

Luxury Las Vegas Magazine

"This is the Rolls Royce of laminate flooring"

Jay Needelman, CPA

"Floor is remarkable...unlike anything I've ever seen before"

CJ Powell, CJ Powell & Associates

"With 25 years experience, this is the most incredible laminate floor I've ever experienced"

Jim Cummings, Cummings Floorcovering

"Classically elegant, beautiful and luxurious"

Judith Sullivan, Nevada Real Estate Corp

"Everyone that views it is astounded by its incredible looks"

Larry Weitz, Weitz & Associates

"An upscale one of a kind flooring that's in a class of its own"

Vegas Home and Garden Magazine

"Extraordinary floor is hygienic, quiet + pet friendly"

Dr. Witold Iglowski

"ELESGO's product is unique..."

Floor Covering Weekly

"Drop Dead Gorgeous Floors"

Las Vegas Living Magazine

"A must see floor that is incredible"

Paul Chevrier, Everycontractor Inc.

"Revolutionary flooring that has no comparison"

Jeff Vilkin, Tradewinds Construction

"The world's most remarkable laminate flooring"

Jason Tsou, J.T. Engineering Services, IF+D2

"Who knew you could fall in love with a floor ..."

Lark Williams, host of "The Home Show"

"Chic furniture, art and custom flooring"

Las Vegas Condos & Townhomes

CLIENTS

IF+D has successfully completed many flooring installations for private residences, executive offices, celebrity clients like Oscar Winning filmmaker producer John Daly, high rise residential properties such as Turnberry Place Las Vegas and prominent commercial spa destinations such as the 18,000 sq ft Tuscan inspired, La Bella Salon & Spa in Albuquerque, New Mexico. The company has already successfully secured contracts for exciting upcoming luxury residential developments and resort spas. The Elesgo® Supergloss Collection, in addition to fifteen modern furniture packages is offered to homeowners of the modern urban "Manhattan Condominiums" project in Las Vegas. The Supergloss Collection is featured as "standard flooring" for the elegant Mediterranean inspired, "IL Picco" development of world-class "customminium" residences in Lake Las Vegas. The interior design firm contracted for IL Picco is the award winning Cleo Design, whose principals, Ann Fleming and Ken Kulas, are renowned for their cutting-edge aesthetics in such prominent properties as MGM Hotel Casino, Mandalay Bay and currently, Wynn Las Vegas Hotel Casino. Award-winning custom homebuilder, Dawn Davide is featuring The SuperMatte + Supergloss Collection as standard flooring along with furniture packages for her new modern contemporary home development, "The Alexis at Country Club Estates" in Albuquerque, New Mexico. In addition, IF+D is contracted to provide the new Aqua Floor at the new 27,000 sq ft La Bella Spa at New Mexico's premier ski casino resort destination, "The Inn of The Mountain Gods Resort Casino" in Ruidoso, New Mexico. IF+D continues to work with developers of residential condominium and loft projects.

EVOLUTION

IF+D continues to forge strategic relationships with creative furniture designers and manufacturers that represent the best in contemporary design. Furniture lines exclusive to IF+D include MAXsf, Bontempi Casa and the "New Mod Collection" manufactured by OuterLimits Furniture and designed by the Pinnacle Award Winning design firm of GoodmanCharlton whose stylish furniture design has been used in many celebrity homes (Madonna, Bruce Springsteen), music videos (Prince), advertising campaigns (Gucci), hotel lobbies (The Hard Rock Hotel & Casino) and Manhattan boutique hotel design projects (Marcel Hotel, Bentley Hotel) as well as exciting hip restaurants and clubs.

To accommodate exciting interior design options including new Elesgo® matching countertops, wall + ceiling panels and to expand into new furniture lines, the company is scheduled to open 17,000 sq ft of pure showroom in a specifically designed new modern free standing structure in 2006 in Las Vegas. In addition a new state-of-the-art fabrication facility will house Innovation Water Design. The IF+D philosophy of offering and showcasing incredible flooring along with modern high design furniture is now being accepted as a viable, logical and revenue generating design solution for the modern furniture retail sector. Independent companies such as "Innovation Flooring + Furniture Design 2" in Los Angeles and "Urban Living" in Texas are scheduled to replicate the IF+D format with other outlets expecting to follow in other cities such as Sacramento and Boston.



“I choose to live in an environment that will inspire + enhance my creativity... you can't walk into a room without noticing this floor, now that's star quality.”

John Daly
Filmmaker, Producer, Director
13 Academy Awards, 21 Nominations.
(Platoon, The Last Emperor, Terminator)

ELESGO® FLOORING COLLECTIONS

THE FUTURE IN THE ART OF FLOORING

A floor should reflect who we are and what we represent. It should reflect that advance technology will make it ecologically and environmentally friendly so that others will be able to live in a safer and better world. The floor is essentially the first piece of furniture in any room so it is important that it be also compatible to one's individual taste. A floor must be timeless yet stylish and attuned to design. It should be a perfect combination of beauty, durability and functionality. Those are the innate characteristics of an ideal floor. The future in the art of flooring has arrived and its name is Elesgo®.

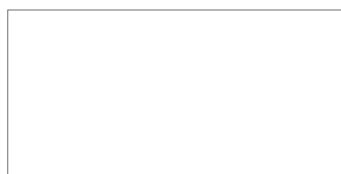
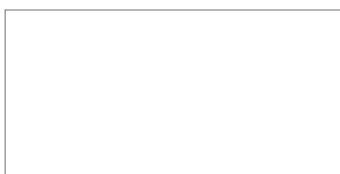
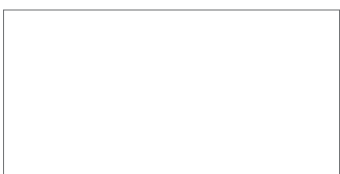
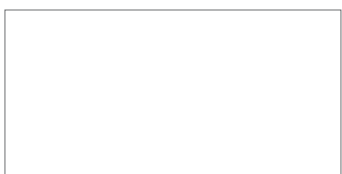
The ELESAGO® FLOORING COLLECTIONS are inspired by the spirit + adventure of the past and the innovative thinking of the future, to create the perfect escape from the ordinary. From traditional to modern to transitional to Asian to eclectic, it is compatible to all lifestyles and gives you the freedom and imagination to design your interior world.



ELESGO® SUPERGLOSS FLOORING COLLECTION™

THE ONLY HIGH GLOSS LAMINATE IN THE WORLD

The award winning Elesgo® SUPERGLOSS FLOORING COLLECTION is an amazing blend of elegant, sophisticated and beautiful flooring with stunning looks that are beyond any comparison anywhere in the world. Quite simply, it is the only high-gloss laminate flooring in the world and has been the “flooring of choice” globally in over sixty (60) countries for exclusive flooring retailers, luxury residential developments, private homes, upscale custom homebuilders, architects, interior designers and contractors as well as international exhibitions + showrooms for world-class automakers such as BMW, Mercedes Benz, and Saab. The Elesgo® Supergloss Floor is a continuous pressure laminate that is much more durable than hardwood; easy to maintain; never requires polishing and perfect for residential and executive office use. Integrated into its free-floating design, is the world patented Unilin™ Click Joint Locking System that is the premier standard in the world. Owners of the ecologically and environmentally friendly SUPERGLOSS COLLECTION are very passionate about their floors and have the comfort of knowing that they are living in a clean and safe environment.



Finally, there's a place where the environment



and its reflections can live in perfect harmony.





**VISUALLY SEAMLESS
MATTE FINISH FOR
RESIDENTIAL
OR COMMERCIAL**

Interior designers, architects and developers alike, are impressed with The SuperMatte Floor's unique look of pure simplicity. Now available in a "visually seamless" finish and a "v grooved plank", the SuperMatte Floor delivers a highly contrasting, distinguishable look that is vastly different in an aesthetic sense from any other non-gloss laminate in the marketplace today. It has an ultra smooth finish that is authentically remarkable and is reminiscent of the look of freshly sanded natural wood. IF+D worked closely with HDM in selecting the initial three debut finishes for the American market. A rich "Wenge" finish comes in a v-groove plank with continuous lamination throughout the groove and is fitted with "Laminopax®", a special honeycomb-integrated sound absorbing structure. The other two exotic finishes, "Light Bamboo" and "Dark Bamboo" utilize a special process to create a "visually seamless" look. Imagine an entire floor without any seams. This one-of-a-kind flooring is a perfect unique design selection for all residential, commercial and retail environments.

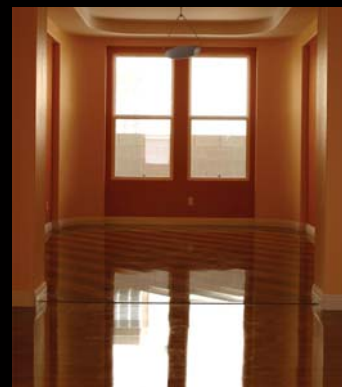


ELESGO®SUPERMATTEFLOORINGCOLLECTION™



YOU SAID CLASSIC...
THEY SAID SEXY...

He said luxurious, unique, extraordinary, modern, amazing, phenomenal, elegant, inspiring, exceptional, remarkable, glo
She said architectural, witty, daring, awesome, durable, fashionable, imaginative, upscale, contemporary, shiny, distinctive, b
Some said original, charming, cutting edge, sick, unreal, unusual, super; mind blowing, revolutionary, pure, eclectic, high end, superb, mo
Others said comfortable, functional, beautiful, logical, decorative, significant, exclusive, fantastic, odd, smooth, unmatched, transitional, cu





...assy, warm, clean, breathtaking, very Zen, traditional, radical, far out, tight, wonderful, stylish, aesthetically pleasing, chic,
 ...brilliant, neat, minimalist, innovative, stunning, inventive, dramatic, sleek, cool, unbelievable, sensual, harmonious, delightful,
 ...od, heavy, fabulous, classy, unconventional, hip avant-garde, drop dead gorgeous, well-designed, retro, simple, eye-catching, high quality,
 ...cutting-edge, free, sophisticated, unmistakable, fluid, inventive, poetic, artistic, definitive, cold, striking, adventurous, attractive, appropriate.

WE SAID OK...



WHAT'S
 NEXT?

ELESGO®AQUAFLOORSERIES™

**A WATER
RESISTANT SOLUTION
FOR THE COMMERCIAL
ENVIRONMENT**

The new Aqua Floor Series is destined to open up an entire new world of immense possibilities. Designed with a SuperMatte finish, produced with the ELESGO® Electron Beam technology and integrated with the Unilin® Click System, The Aqua Floor Series advances further with a synthetic core that is water resistant, waterproof and impervious to moisture. The Aqua Floor does not require any underlayment and has been specifically fitted with acoustically designed, "sound dampening chambers" that provide for a quiet sound underfoot. The result is a perfect floor that is ideal for residential use in wet areas and commercial installations for retail, healthcare, education and hospitality with specific emphasis in the hair salon, health spa and restaurant industries. Aqua Floor Series is available in five exotic wood finishes. Wenge, Teak, Beech, Oak and Champagne Pine.



STEVEN BROOKS of DIVA STUDIO
and one of the “Top 20 Salon Owners in America”
on the **AQUA FLOOR SERIES™**

“The ELESKO® AQUA FLOOR SERIES is the most innovative new design development for the salon/spa industry. Finally, a floor has been designed and marketed to address the pertinent + specific needs of the salon/spa sector. In the US, there are over 250,000 salon/spas with new ones opening daily. Whether it’s replacing a water damaged floor every few years, re-modeling an existing salon or building a new dream salon, we now have a viable flooring design solution. I love the “wood floor look”...it’s timeless and classic. However, real hardwood flooring is just not durable or practical especially for the high traffic in the salon/spa industry. Now the new totally water-proof Aqua Floor is the ultimate commercial salon flooring design solution. Elesgo’s cutting edge world-patented advanced technology has produced a real winner. The look is just phenomenal...an ultra smooth super matte finished look of real exotic wood. With high quality, durability and low maintenance, its an investment that will pay for itself in the long run...

NOT ONLY IS THAT BOLD, IT’S BEAUTIFUL.”



Beauty industry leader, educator and national inspirational speaker, Steven Brooks co-founded with wife, Lisa, the award winning salon, DIVA Studio in Las Vegas. Steven is First Vice President of The Salon Association (TSA), Founding Board Member of Profound Beauty Inc., and “International Business Educator” for the Wella Corporation.

DIVA Studio has been awarded numerous awards including “Top 20 Salon Owners in America” (Salon Today Magazine), “Best of The West” (Glamour Magazine), “Best of the Best” (ELLE Magazine), “Top 200 Fastest Growing Salons in America” (Salon Today Magazine, last 5 yrs.), “Market Leader Salon of Distinction” (Wella Corporation), “Best Color Salons in America” (Sophisticuts Magazine) and had the distinction of hosting the North American Hairstyling Awards (NAHA).

DIVA Studio’s “DIVA Backstage” team of elite stylists + make-up artists have serviced such celebrities + special events as Cindy Crawford, VHI’s Divas 2004 with Jessica Simpson, Patti LaBelle, Cyndi Lauper + Tyra Banks, Britney Spear’s Show Team, Celine Dion’s “A New Day” cast, The Mark McGuire Wedding, Fashion Emergency- E Channel, Jenny Jones, Playboy’s 50th Anniversary Playmate Search, Discovery Health Channel “A Star is Born”, WB’s VIP Parties and fashion shows for Bagley Mischka, Neiman Marcus, Saks Fifth Avenue and MAGIC.



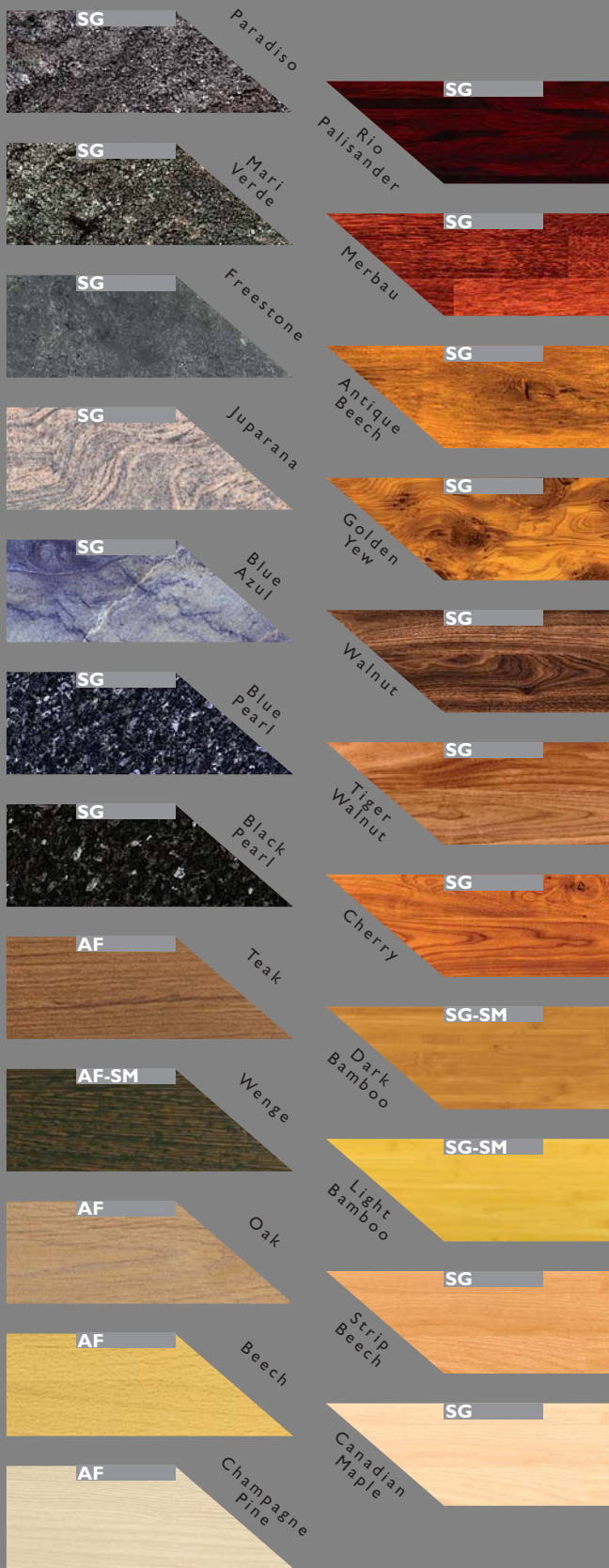
"As an owner of an existing 18,000 sq ft spa, the AQUA FLOOR SERIES is going to be tremendous. It's my choice for my new 27,000 sq ft spa at The Inn of the Mountain Gods Resort Casino in Ruidoso, NM. The look of the Aqua Floor is unbelievable... better than real hardwood, if you can imagine that to be possible, but the real value proposition is that it's totally waterproof. As a custom homebuilder and luxury residential builder, I know the Elesgo Brand... its unique, high quality and very durable".

Dawn Davide

Owner, LA BELLA Spa & Salon
"2005 Builder of the Year" (Homebuilders Association NM),
Chairman, Building America Program NM,
Winner Parade of Homes Feature Builder (5 years)



ELESGO® COLLECTIONS PROPERTIES AND FINISHES



SG	SM	AF	SG = Supergloss	SM = Supermatte	AF = Aqua
✓	✗	✗	Will never require polishing		
✗	✓	✓	Authentically remarkable, ultra smooth matte finish		
✗	✓	✓	Reminiscent of the look of freshly sanded natural wood.		
✓	✓	✓	Easy maintenance + cleaning		
✗	✗	✓	Water resistant synthetic core		
✗	✗	✓	Impervious to moisture		
✓	✓	✓	Rated for residential use		
✗	✓	✓	Rated for commercial use		
✓	✓	✓	Scratch resistant (under normal conditions)		
✓	✓	✓	Stain Resistant + resistant to household chemicals		
✓	✓	✓	Wear/pressure resistant		
✓	✓	✗	Fire retardant tested for European DIN 4102		
✓	✓	✓	Cigarette burn resistant		
✓	✓	✓	Fade + sunlight/UV ray resistant		
✓	✓	✓	Crayon + permanent marker resistant		
✓	✓	✓	Dent resistant from high heels		
✓	✓	✓	Quiet non-skid surface		
✗	✗	✓	Quiet sound underfoot with integrated sound dampening chambers		
✓	✓	✓	Antistatic + hygienic + pet friendly		
✓	✓	✗	Ecologically + environmentally friendly (limbs/branches used)		
✓	✓	✓	Free-floating click system (no glue or nails), can be re-installed		
✓	✓	✓	Quick, easy installation, can be walked on immediately		
✓	✓	✗	Sealed wax impregnated edges for moisture resistance		
✗	✗	✓	Requires no underlayment		
✓	✓	✓	Optically brilliant finish, no dye lots ... perfect match every time		
✓	✓	✗	Acrylic resin based (Formaldehyde + solvent free)		
✗	✓	✓	Acrylic resin based (Formaldehyde free with aluminum oxide)		
✓	✓	✓	World patented UNILIN click system, rated the world's best		
✓	✓	✓	World patented Acrylic Surfacing hardened by Electron Beam		
✗	✓	✗	Visually seamless finish		
✗	✓	✗	V Groove planked finish		
✓	✓	✓	Exclusive 15 year Limited Residential Regressive + Structural Warranty		
✗	✓	✓	Exclusive 10 year Limited Commercial Regressive + Structural Warranty		
18	3	5	Available finishes		





iwd innovationwaterdesign
ARCHITECTURAL WATER ENVIRONMENTS

Innovation Water Design (IWD) is a full service water design studio in collaboration partnership with notable water feature specialist, Rick McKee and IF+D. IWD's mission is to create cutting edge, custom crafted indoor + outdoor water environments for the residential, commercial and hospitality industries. Whether a small job or a large project, IWD can create a high quality, excellent splash fee designed products customized specifically for the client. From conceptual design to high-tech engineering + fabrication to final installation + periodic maintenance, IWD's skilled teams will ensure the highest level of quality and aesthetic beauty to its artistically designed water features. The water elements is an imaginative integration between the world of "art & illusion" and technological advancement. Each waterfall is custom crafted from the finest materials and fabricated on state-of-the-art computerized equipment including custom CNC routers that results in the exact specifications. A diverse selection of interesting materials can be integrated into any project.

With over ten years of extensive experience and knowledge, Rick McKee has built a solid reputation in all aspects of water design. He has been responsible for designing, developing, installing, and/or maintaining remarkable creations for luxury upscale residences as well as large commercial projects. He has completed prior work and currently continues to provide service for many hotel-casino destinations including The Bellagio, Caesar's Palace, Mandalay Bay, Paris, New York New York, The Four Seasons Hotel Las Vegas, Isle of Capri (Shreveport, Louisiana), The Paris, Luxor, MGM, Mirage, Monte Carlo, Harrahs, Rio, Tropicana, Stardust, Flamingo Hilton, and Siegfried & Roy's Secret Garden.



Water is a vital element in life.

It nourishes us.

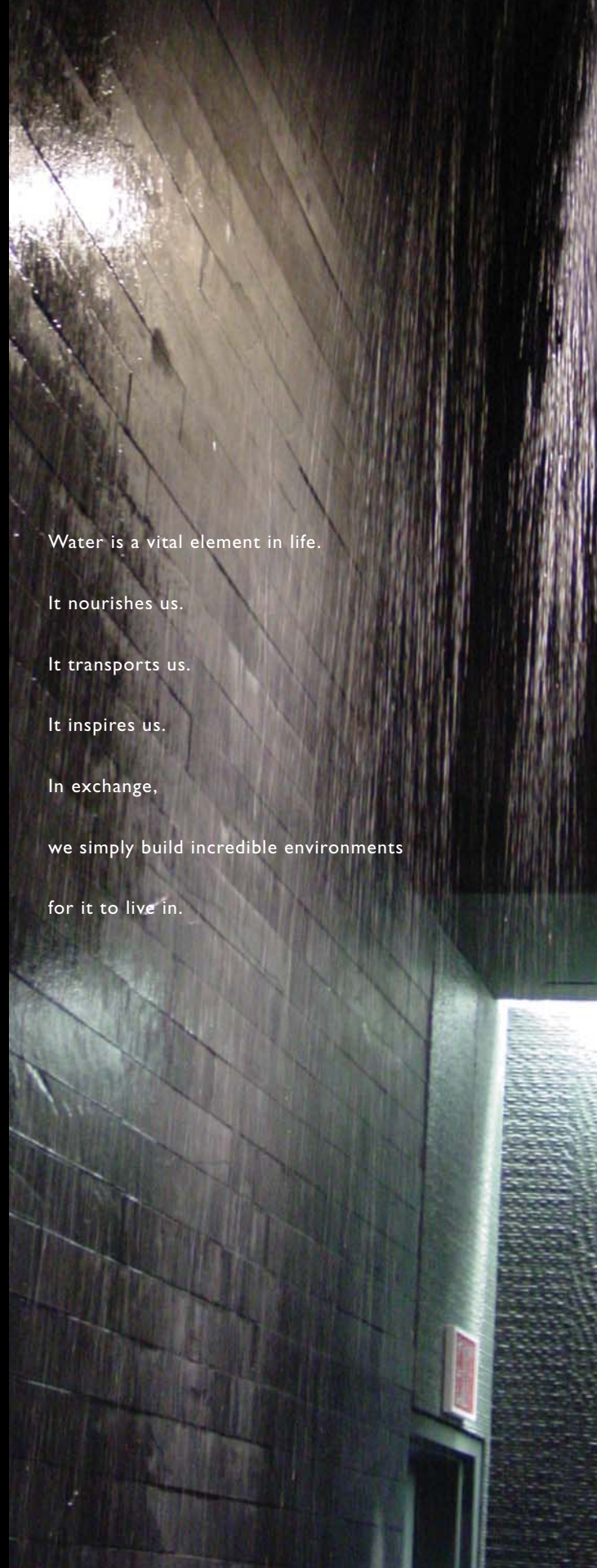
It transports us.

It inspires us.

In exchange,

we simply build incredible environments

for it to live in.







M A X SF

ON ELESGO® SUPERGLOSS



*"The recipe for good design
is three core elements...
material, proportion and restraint."*

James Do - founder MAXsf



COMPANY

With over 10 years of experience, MAXsf has established a solid reputation as a reliable and complete in-house furniture design studio + manufacturing company, with numerous high profile projects and collections in its portfolio. MAXsf is evolving into a recognized national brand, and the company reflects the vision of its founder, James Do... "that each piece of furniture should reflect a true dedication to design, materials + authentic craftsmanship. MAXsf is a privately held company that is in full control of its own destiny with its own design, its own manufacturing, and its own distribution. As a result, the company can ensure quality product and continuously improve customer service. All of the furniture and case goods of MAXsf are designed by James Do and exclusive to the company.

DESIGN

James Do represents the best of today's modern American designers and was honored in 2004 by "The Fine Living Network " as one of the "Top Designers of the Year". Educated at the prestigious Rhode Island School of Design and the Massachusetts College of Fine Art, James began his design career in architecture. That artistic, structural + technical experience gave him a high level of discipline and determination to cultivate his desire to create products that would not only exemplify his own strong identity + spirit, but to also reflect an honest interpretation of "Clean-Modern-Design". In San Francisco, James founded MAXsf and developed his own furniture line, interpreting the clean lines + simple beauty of Shaker craftsmanship. What James Do admires most in a design is simplicity, where "less is more. The strength and integrity in his designs are easily identifiable, resulting in a clean, elegant, sophisticated and timeless classic look that is poetry in a visual sense.





HOME COLLECTIONS

MAXsf's exclusive designed furniture and case goods is a distinct statement of individuality, style and taste. Its modern elegance...streamlined to embrace today's living. The pieces reflect the very best in modern, yet classic furniture and are appropriately represented in two fine collections.

THE JAMES DO COLLECTION

of sophisticated contemporary classic furniture is a mix of Asian Zen with free-form Art Deco, incorporating clean modern lines with the integrity of artisan skilled construction. This "signature" collection is pure James Do and more. The addition of subtle detailing like leather buttoned headboards and lacquer finishes, eloquently adds a new dimension of understated elegance. Upscale with a distinctive "boutique hotel look", this assemblage of "art" will feel at home in any private residence or world-class hotel.





THE SAN FRANCISCO COLLECTION conveys modern metropolitan purity that is inspired from the craftsman tradition, with Mid-Century and Asian references. It is quintessential San Francisco... urban, hip, unique, artistic, timeless and accessible. Available in espresso, cherry and oak finishes, this ensemble transcends time with its simplicity and contrasts that is classic MAXsf. All the versatile pieces were designed to allow for freedom to mix + match seamlessly.





"James' designs are a reflection of how we want to be perceived: understated, strong....and sexy"

Lawrence Remstedt, Principal, MAXsf



C L I E N T S By the late 90's, James Do had firmly established a loyal following of design aficionados that wanted beautifully designed, handcrafted furniture that would stand the test of time. James Do's furniture has been featured in international and domestic design, news + lifestyle publications such as "Metropolitan Home", "Elle Décor", "Dwell Magazine", "Boston Magazine", "Riviera Magazine", and "San Francisco Chronicle Magazine". Exposure from the publicity generated significant interest, and attracted the attention of international retail chains + brand names such as retailer Banana Republic and The Gap, which commissioned custom furniture for their flagship stores throughout the USA. Other clients include Guess? Inc., The Nature Company, Illuminations, Body Options, Alexandria and Giorgio Armani, as well as many notable restaurants. MAXsf's most high profile hospitality clients include: Starwood's fastest growing brand, the W Hotels; and the award-winning Joie de Vivre Hospitality's Waters Edge, Hotel Avante, The Laurel Inn, and Acqua. In addition to their commercial contract portfolio, James Do has also custom designed extraordinary fine art pieces for the prominent private residences including: Oracle's Larry Ellison, The GAP Inc's Don Fisher, and Emmy Award winning commercial filmmaker, Elma Garcia.



H O S P I T A L I T Y & C O N T R A C T D E S I G N MAXsf built its reputation in hospitality design and manufacturing, where design, construction and delivery are all equally important to the client. Owners, operators and design teams either choose selections from MAXsf's extensive line of furniture designs, or they work closely with the experienced team at MAXsf to produce custom pieces specific to the client's needs. The process is as important as the product itself, and communication is essential. Design vision comes only after understanding what the client wants, and matching that with thorough understanding of the material characteristics and construction techniques available. From conceptual design and detailed product development to logistics and distribution, MAXsf will ensure that every stage follows the stringent guidelines of design integrity and quality control. The MAXsf Hospitality Design team is well positioned to provide the perfect high-end contemporary furnishings solution for any project.

M A N U F A C T U R I N G James Do and his partners own and operate a 100,000 square foot manufacturing facility in Vietnam that houses state-of-the-art equipment including SCMI Italian-made equipment. James was born in Vietnam and was in the unique position of being able to own and operate his own factory there. Vietnam has a reputation for a relatively well-educated, highly skilled workforce, with quality hand-craftsmanship, and this resource enabled James to pursue his vision of making quality design accessible. Working with a local partner, James Do chose to move back to Vietnam with his family where he oversees all design and manufacturing production, including training employees on woodworking and construction techniques. A warehouse and manufacturing facility in California is dedicated for one-off custom projects, prototypes, repair, and warranty fulfillment.

As a designer and craftsman, James Do has a thorough + real life understanding of all technical design solutions and production processes. MAXsf furniture focuses equally on the aesthetics + the mechanical aspects of each piece, ensuring that its furniture will withstand the elements of day-to-day life and to truly become a legacy. All chairs are hardwood, mostly mahogany (light and stable), and jointed using standard mortise & tenon. Cuts are plane slide or rift quarter. Most tables, credenzas, armoires are constructed of 1/16" veneer over MDF, with either veneer or hardwood edge banding. A water-based dye in espresso is used over mahogany or rift oak, along with natural finishes over rift oak and cherry veneers. Finishing is a lacquer or conversion varnish with 2-3 layers of topcoat. The manufacturing process uses the highest industrial contract standards.

*Do not go where the path may lead,
go instead where there is no path and leave a trail.*
Ralph Waldo Emerson

TWO CONTEMPORARIES THAT DON'T FOLLOW PATHS



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"Simplicity is the ultimate sophistication"
Leonardo da Vinci

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