

Home Accents Today

S A N D O W | M E D I A

Portrait: David Bromstad

Susan Dickenson -- Home Accents Today, 2/5/2013 11:21:59 AM

DESIGNER, ARTIST AND HGTV personality David Bromstad began his creative career in Florida, first attending school at the Ringling School of Art and Design in Sarasota and later conceiving and executing installations for Walt Disney World. In 2006, his career blasted off in a variety of directions when he won a reality design competition and became known as HGTV's first "Design Star."

"I entered the design business totally by chance," he said. "I am an artist by trade and started my career working for Disney. After Disney, I began my own business designing kids' bedrooms. A friend informed me about a casting for the first Design Star show and I applied. Never did I think I would actually win, but I did."

The grand prize was a car, and the chance to host his own television show. HGTV's Color Splash with David Bromstad debuted in March 2007, featuring lively transformations of tired rooms into vibrant spaces, each project topped off with a custom painting created specifically for the client.

In May 2011, he signed with Penny Lane Publishing to bring a selection of canvas giclees of his paintings to consumers. A few months later, he announced a partnership with textiles manufacturer 1888 Mills for a top-of-bed collection, reflecting some of his colorful, bold graphics and contemporary designs.

"When looking for design partners, David was an easy choice," 1888 Mills' marketing and design VP Lexi Schladenhauffen said at the time. "His style is something that is currently missing in home today. It is fresh, bright and speaks to the up and coming consumer that retailers are trying so hard to capture. David's design style partnered with his charismatic personality make him an ideal style icon for the home. Everyone wants a little piece of David's energy in their home."



David Bromstad, photographed at Americasmart Atlanta last month, where he spoke to a packed house about "The Power of Color" and launched a new collection of barware accessories, inspired by his Sea Life series (below), for Thirstystone.

Home Accents Today

Unique Visitors Per Month: 39,988

February 5th, 2013



Home Accents Today caught up with Bromstad last month at Americasmart Atlanta, where he spoke to market attendees about "The Power of Color" and greeted guests in the Thirstystone showroom, where his new line of barware debuted.

What television shows are you involved with - past and present? I've been a host and/or designer on Color Splash, White Room Challenge, HGTV'd, Design Star and Design Star All Stars. And I'm currently working on a new show that I can't discuss yet.

How much of your time is spent on interior design projects, and how much on your artwork? I am involved in every step of the

design process for my projects, so I would definitely have to say a lot of my time. I usually wait until the space is almost complete before I begin my paintings. It usually takes me just one day to complete my art for a space.

What are you having the most fun working on right now? My design business in the Miami area. I'm working on both commercial and residential spaces and having a blast. It's a new area for me and I'm loving every minute.

What can you tell us about your product designs and licensing partners? My art collection launched with a wonderful company - PennyLanePublishing.com, and my bedding and bath collection with 1888 Mills will be launching in the near future. I also partnered with Murals Your Way, an exciting wall paper and mural company, and there's the barware accessories with Thirstystone. I'm currently working on partnering with a home décor company, which is super exciting.

Who or what have been major inspirations in your work and life? Philippe Starck, by far. He is a true



inspiration to me and I adore his work. In life, my father has been my biggest inspiration and hero.

Highlight of your career thus far: Being able to showcase my design on television has been not only the biggest highlight, but an unexpected dream come true.

AT A GLANCE:

Where did you grow up? Cokato, Minn.

Where do you live now? Miami

How do you relax/unwind? I live so close to the beach that I always unwind relaxing by the water and soaking up the gorgeous Miami sun.

How did you earn your very first paycheck? A paper route

What are you reading right now? *Fifty Shades of Grey*

The three words that best describe you: Fierce, fabulous, personable

Your secret indulgence: Louis Vuitton

Complete the sentence, "I wish I knew how to..." blow glass.

PORTRAIT

David Bromstad

Supernova

BY SUSAN DICKINSON

DESIGNER, ARTIST AND HOST personality David Bromstad began his creative career in Florida, first attending school at the Ringling School of Art and Design in Sarasota and later transferring and receiving his education from the University of Florida. In 2006, he came to Miami as a variety of designer when he won a reality design competition and became known as HGTV's first "Design Star."

"I entered the design business totally by chance," he said. "I was an artist by trade and started my career working for Disney. After Disney, I began my own home design company, 'The Design Star Show' and I applied. Before I did I think I would actually win, but I did."

The grand prize was a car, and the chance to have his own television show. HGTV's *Cosmo Splash* with David Bromstad debuted in March 2007, turning both residential and commercial spaces into vibrant spaces, each project topped off with a custom painting created specifically for the show.

In May 2011, he signed with House of Design Publishing to bring a selection of one-of-a-kind home design to consumers. A few months later, he announced a partnership with textile manufacturer 1000 Mills for a regular collection, reflecting some of his colorful, bold graphics and contemporary designs.

"When looking for design partners, David was an easy choice," 1000 Mills' marketing and design VP Lisa Schick explains on the line. "His style is something that is currently missing in home today. It is bold, bright and speaks to the eye and creates excitement that couldn't be found in traditional design. David's design style partnered with his characteristic personality makes him an ideal style icon for the home. Everyone wants a little piece of David's energy in their home."

House of Design Today caught up with Bromstad last month at Anamnestos Artworks, where he spoke to media attendees about "The Power of Color"

and getting guests in the Therapies showroom, where he saw how of his work debuted.

What television shows are you involved with - past and present? I've been a host and designer on *Color Splash*, *White Room Challenge*, HGTV's *Design Star* and *Design Star All Stars*. And I'm currently working on a new show that I can't discuss yet.

How much of your time is spent on interior design projects, and how much on your artwork? I am involved in every step of the design process for my projects, so I would definitely have to say a lot of my time. I usually will start the space in about 30 minutes before I begin my painting. It usually takes me just one day to complete my art for a space.

"I entered the design business totally by chance. I am an artist by trade and started my career working for Disney."
— DAVID BROMSTAD

What are you working on the most fun working on right now? My design business is the most interesting. I'm working on both commercial and residential spaces and having a blast. It's a new area for me and I'm loving every minute.

What can you tell us about your product design and licensing partners? My art collection launched with a wonderful company — House of Design Publishing, and my bedding and bath collection with 1000 Mills will be launching in the near future. I also partnered with House of Design Today, an exciting web page and social network and there's the furniture accessories with Therapies. I'm currently working on partnering with a home decor company, which is super exciting.

Who or what have been major inspirations in your work and life? My father, by far. He is a true inspiration to me and I adore his work. In life, my father has been my biggest inspiration and hero.

Highlight of your career thus far: Being able to discuss my design on television has been not only the biggest highlight, but an unexpected dream come true. *



David Bromstad, photographed at Anamnestos Artworks last month, where he spoke to a packed house about "The Power of Color" and launched a new collection of bedroom accessories, inspired by the Sea Life series (below), for Therapies.



DAVID BROMSTAD: AT A GLANCE

Where did you grow up? Cokato, Minn.

Where do you live now? Miami

How do you relax/unwind? I live so close to the beach that I always unwind relaxing by the water and soaking up the gorgeous Miami sun.

How did you earn your very first paycheck? A paper route

What are you reading right now? *Fifty Shades of Grey*

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