

West Austin Edition  
October 2005

# Living

m a g a z i n e

PRST STD  
US POSTAGE  
PAID  
DALLAS TX  
PERMIT #4344

*Creative Designs*

are just the beginning  
at Imagine Floors  
Design Center



# Creative Designs

are just the beginning at  
Imagine Floors Design Center

By Ann Cornelius

**Y**ou've dreamed of creating a truly unique home with special touches, a custom home that reflects your distinctive style. Perhaps you envision an entry with inlaid tile designs, site-finished or hand-scraped wood floors, interesting faux finishes and amazing colors to showcase your fabulous furnishings. Eric Oler, the creative genius behind the Imagine Floors Design Center, can help with customizing your floors, staircases, entries, fireplace, kitchen and baths. At Imagine Floors Design Center, they have what it takes to make your project a success from start to finish.

Founded in 1998, Imagine Floors Design Center has become Austin's number one flooring and design source. They offer quality service, turn-key guaranteed installations and impeccable designs. In just a few short years Eric Oler has developed a reputation that

has drawn clients from all over the Austin area. Some of the largest, most reputable builders in the area rely on the expertise of their flooring and interior design team when constructing custom homes ranging from \$750,000 to those costing several million.

"Having the opportunity to design a floor should be no different than creating a painting, or any other kind of art," Oler mused. "A good floor designer can translate the intent of the interior designer and decorator to create a mood the client desires. On our Web site, [www.imaginefloors.com](http://www.imaginefloors.com), clients can view some of the amazing work we've done. David Bravo and I have worked on several upscale homes, and the unique designs reflect our clients' demand for excellence."

David Bravo, an extraordinary designer at John-William Interiors, has worked with Eric Oler on homes in North Shore and Costa Bella. David

explains, "I am able to see a room complete in the mind's eye. This is not a gift that everyone possesses. Eric is also very gifted. When we work together it brings a great deal of creative energy to the project. When I run into a problem in interpreting the client's vision in the architectural execution, Eric is very innovative. I was doing a very handsome stone staircase and ran into problems with the top step being congruous. Eric laminated and bull-nosed the tile so it resembled real stone and it was an absolute match. He goes that extra step in making sure all the details are exactly right."

## When only the finest will do

Eric says, "Our reputation is built on serving your needs with the finest products, professional turnkey installation and optional interior design services. As you will see, we have an extensive capability for the simplest project to the

most elaborate at affordable prices. In short, we can make your project dreams come true."

You don't have to sacrifice quality to find competitively priced, well-known products at Imagine Floors Design Center. You can choose from a range of elegant travertine, marble and granite tile as well as all major ceramic and porcelain brands, and hardwood floors in addition to many brands and styles of carpeting. "In just a matter of a few months we will open our own brand-new two story 8,000-sq-ft building with an even larger showroom where we can accommodate more upscale product lines at affordable prices," Eric says. Our new location, "Imagine Center" will be located at 911 Ranch Rd 620 N.

Presently at Imagine Floors Design Center you will still find the most up-to-date selections of natural stones like travertine, marble, granite, tile, man-made ceramic and porcelain tile. Add a colorful tile backsplash to the kitchen sink or above the range. For very upper-end homes we pair customers with David as he can create a home design like no other. "David's talent is truly amazing as he is an artist that can visualize endless ways to customize your home," says Eric.

If you like the look of wood, you can choose from traditional sand and finish wood floors (including hand scraped) and prefinished wood floors, including those with a rustic look. If you have existing wood floors, the team can sand and hand finish it on-site. You

will also find fine carpets direct from manufacturers, including the new Dupont "Tacteeze" and Anso "Caress" soft nylon fibers with advanced stain resistance. Wool and sisal carpets also available. The outstanding selections are constantly updated to include the latest styles from Masland, Tufex, Couture, Van Dyjk, Queen, Philadelphia, Interpretations, Beaulieu, Aladdin and more.

### Designing in Stone

Your natural stone can provide a lifetime of beauty and pleasure provided it is properly cared for. Marble, slate, granite and limestone aren't just for bathrooms and kitchens anymore. They're moving into foyers, living rooms, sunrooms, and even bedrooms. "I see the interest in stone going up dramatically," Eric says. "The public is getting acquainted with stone, finding out it is long-lasting, low-maintenance and elegant."

Formal polished-stone floors are making way for a more natural look, especially the increasingly popular limestone. That low-cost material comes in every color and can have a rough or polished finish. A new favorite is travertine, a cream-colored limestone-marble cross, ranging from deep gold to light blond. On the other end of the price spectrum is Burlington stone, a gorgeous English slate with graceful veins. "With all the choices out there you need to be knowledgeable about where to use what stone," Eric cautions.

"We know all of the products available, and are able to help you choose the right one for your lifestyle and the look you want to achieve. Complete interior design services are available, including paints and specialty finishes, plumbing, lighting, and more."

You'll want to see all the products available for yourself. Go online to [www.imaginefloors.com](http://www.imaginefloors.com), or visit the Imagine Floors Design Center at 107 Ranch Rd 620, South Suite 117, Austin, Texas. Imagine Floors Design Center is open Monday through Friday from 9:30 a.m. to 5:30 p.m. and by appointment only on Saturday. To set up an appointment or to visit the showroom call 512-250-9135 or 266-0101. 

