



## Luxurious Showhouses Give Decorating Ideas with Charitable Focus



This month, I was invited to preview the [Lake Forest Showhouse](#), an annual tradition sponsored by the Infant Welfare Society. In all its grandeur, the Lake Forest home designed by renowned architect, David Adler,



contained an endless supply of beautiful and innovative designs provided by interior designers, landscape architects and suppliers of every kind of product for the home you can imagine.

With 7-10,000 visitors expected over these few weeks, (ending May 19) the \$40 ticket prices raise considerable funds for a charity that does good things for so many. Many other organizations are jumping in to offer showhouses, hoping to get the same turn out

as the Infant Welfare Society Showhouse events.



## **SHOWHOUSES OFFER CHANCE TO GIVE BACK AND PROVIDE TARGET MARKETING CAMPAIGN**

I asked [Farrow & Ball](#), a high-end paint and wallpaper company from England why they have participated as a supplier, donating so much time and thousands of dollars in gorgeous paint and papers, and they responded: **“It is a relevant way for Farrow & Ball to be of service in their local Chicago community while reaching an audience who is interested in their product.”**

## **INTERIOR DESIGNERS OFFER SOURCES AT SHOWCASES**



Most decorators offer the names of the pieces they are showing at these showhouses, so viewers can get ideas and maybe even shop by themselves. Usually, there is a caveat. You need to have a pass at a design center to shop for many of the pieces showcased in the home. Still, the donation to charity and the ability to walk through your dream home may be just the perfect outing for anyone

looking for the most unusual ideas for their home. With some homes having more than 30 designers showing off their interior design skills, you can compare the work of these artists and use this as a chance to hire the best designer for your own home.

*Photo credits: [Farrow & Ball](#)*