PASADENA A Passion for Color

By Kat Ward

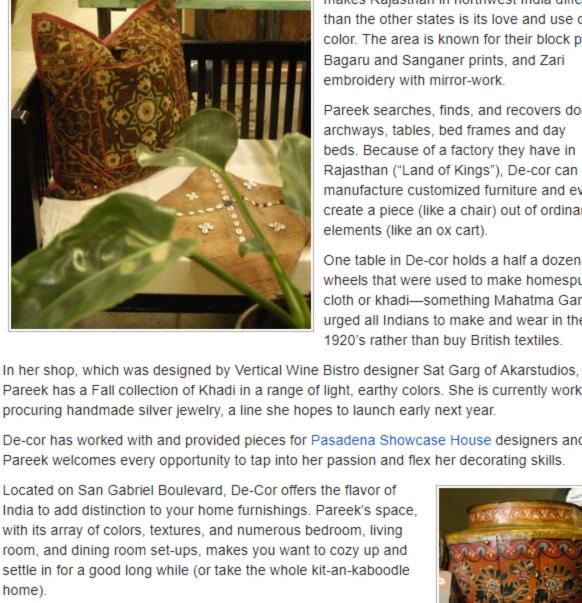
Sep 6, 2012 She had no business plan and no financial backing. What she had was passion.

Deepali Pareek spent three months in her native India, invested in one container of

goods, and opened Livin' Art on Mission Street in South Pasadena—just as construction started on the nearby metro that shut the small town's main street, and only a month before the tragedy of September 11th.



poufs, and ottomans. Pareek says that what



makes Rajasthan in northwest India different than the other states is its love and use of color. The area is known for their block prints, Bagaru and Sanganer prints, and Zari embroidery with mirror-work. Pareek searches, finds, and recovers doors, archways, tables, bed frames and day beds. Because of a factory they have in Rajasthan ("Land of Kings"), De-cor can also manufacture customized furniture and even create a piece (like a chair) out of ordinary elements (like an ox cart). One table in De-cor holds a half a dozen wheels that were used to make homespun cloth or khadi—something Mahatma Gandhi urged all Indians to make and wear in the

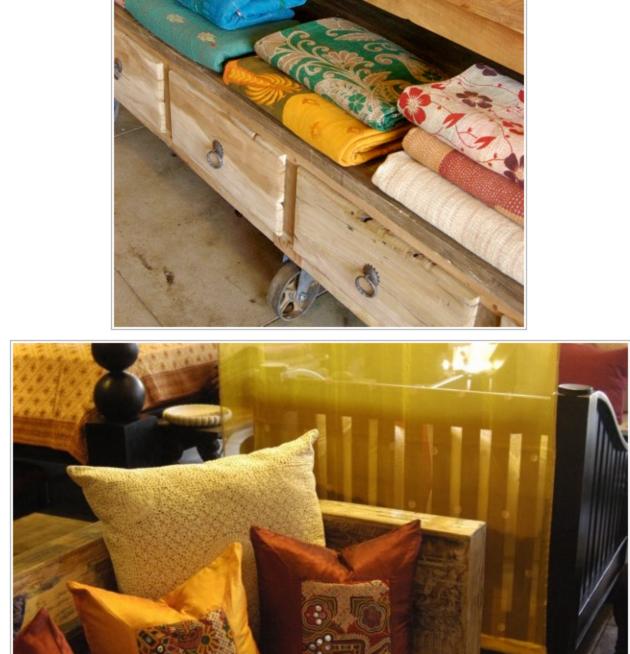
1920's rather than buy British textiles. Pareek has a Fall collection of Khadi in a range of light, earthy colors. She is currently working on De-cor has worked with and provided pieces for Pasadena Showcase House designers and

De-Cor 30 South San Gabriel Blvd. Mon.-Sat., 10 a.m.-7 p.m.; Sun., 12-5 p.m. For more info, call 626.405.0897 or visit de-cor.com





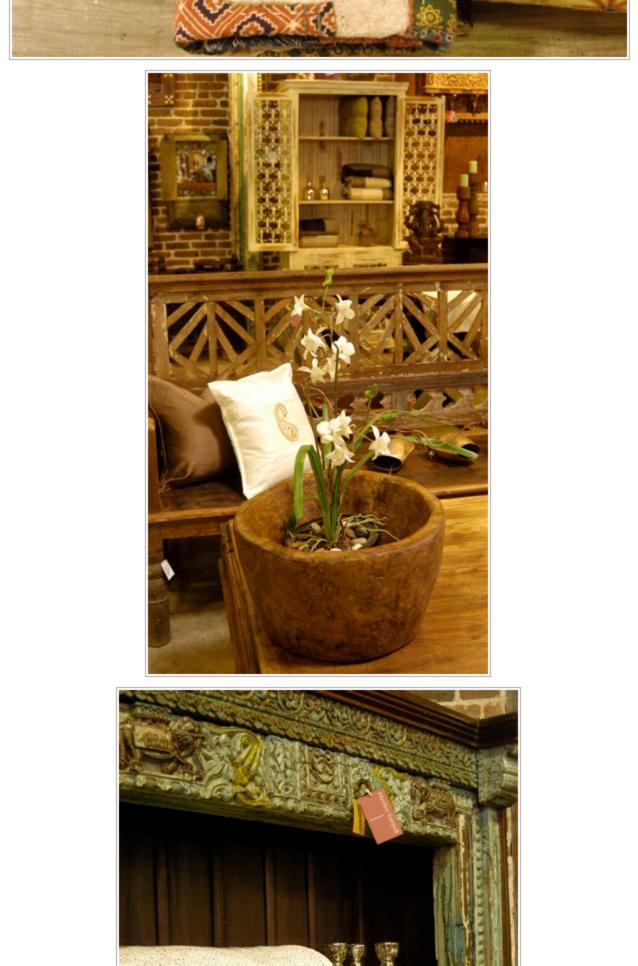














Have you already been to De-cor? What are your impressions? Any favorite pieces? What did

you take home with you?