

Insider News

STAR POWER NO LONGER A WAY TO BOOST HOLLYWOOD PROFITS

Hollywood studios are suffering through a tearful tale of plummeting revenues these days. Did someone say technology like cheap downloading a streamlining formats?

Did someone say, "Movies are worse than ever?" So how come the conundrum that movie sales are booming overseas? Box office revenues in North America were down 4.9 percent in 2011 from the year before. There were fewer movie tickets sold than in any year since 1992. And piling on the trailers of bad news seems to be the fact that big-name movie stars are few and far between. Even Tom Cruise and Julia Roberts failed, in tandem, in Larry Crowne. Only three of 2012's top 20 films even featured "star power." They were Johnny Depp, Cruise and Robert Downey Jr. in Pirates of the Caribbean, Mission: Impossible and Sherlock Holmes sequels.

Cartoon patrons are bidding bye-bye as well. Animated features were five of the top 10 selling movies in 2010. In 2011 just one (Cars 2) hit the big time. Young males, previously top supporters of the animated hi-jinx, now opt to stay at home with video games and social networking, according to recent surveys.

Perhaps there is a future bit of profitable light for the movies as

Hollywood weeps through 2012. In July, a new Dark Knight is scheduled to appear on screen. In December, there may be an additional "revival" with Jackson's first Hobbit. In the good old days John Wayne or Katharine Hepburn would take an ordinary script and entertain us for a couple of hours at the local movie house.

Jules Rabin

ACCESSORIZE!

One of the most overlooked accessories for interiors is the area rug. Many homes have them, but they often do very little to enhance the space and increase its aesthetic appeal.

If you want to get the most bang for your buck, use area rugs strategically to add intrigue to your home. Here is a quick education on what these gems can do for you. To begin with, area rugs help to define a space by establishing parameters of a seating group or a particular area. They also serve to pull all of the elements in that space together. They help create harmony.

Area rugs can be used over wood floors, tile, laminate, and just about any other surface, including wall-to-wall carpeting. They are smashing accessories in entryways, warmly welcoming visitors as they enter.

Area rugs are a fantastic way to add texture to a room. This is important particularly if there are a lot of smooth surfaces and fabrics. A heavy texture can bring needed balance.

Use area rugs for a burst of color or a pop of pattern. Even small rugs can do the trick. The smaller the rug, the bolder you can get with pattern or color.

Go wild for a change! Animal print rugs act as neutrals and still give you a fantastic design edge.

Nothing sets a style quite like an area rug. Whether your space is formal or modern, there is a rug that will clearly support your look. Rugs that feature florals or an abstract blending of colors can be both classic and formal. For modern spaces, choose sharp geometrics, or rugs with a clear contrast of colors.

When using area rugs under a dining table, make sure all of the legs are on the rug. You can also set it up so that the chairs remain on the rug even when they are pulled out. In family or living rooms, use an area rug under the coffee table to highlight it. Make sure the rug is bigger than the table.

Try angling area rugs to add excitement. Even if your sofa remains straight, you can angle the area rug and coffee table in front of it.

Finally, a word on safety. When using area rugs over slick surfaces, add pads underneath. This will prevent slips and slides.

Enjoy your new accessories!
Wendy Lepkoff