

Master craftsman  
Jean-François Furieri.



# PLASTER MASTER

*Iconoplast puts a new face on the Old  
World tradition of decorative plastering.*



**Above right:** "Expense depends on extent," Furieri points out. Wall plaques or sconces, for example, start as low as \$35. **Left:** Ornate plaster mouldings add a sense of history to this bath. Interior designs by Jacques Dinel.

**P**laster runs in Jean-François Furieri's veins. For three generations, his family's studio in the French Riviera has moulded architectural details and sculptural flourishes for many of the great homes of Europe. The tradition continues, though today Furieri's atelier is a cavernous warehouse in Toronto, and his clients are as likely to live in a condo as a chateau.

"The applications of plaster mouldings are endless," says Furieri, the master craftsman behind Iconoplast Designs Inc. "They are used for ceilings, crown mouldings, friezes, columns, pilasters, niches, sconces — anywhere you want to add some architectural detail, or a sense of the past."

Because plaster is one of the easiest materials to finish, Iconoplast's delicate ornamentations are a versatile decorating medium. Says Furieri, "It can be tinted, painted, gilded, marbled — made to take on any aspect. It brings a completely new dimension of warmth to a home."

Iconoplast Designs Inc., 122 Vanderhoof Ave., Toronto, Ont., M4G 4C1 (416) 467-8819. (Open to the trade only.) *By Sandra McKenzie*