

Driven by  
**CREATIVITY,**  
**DESIGN** and the  
**CHANCE** to do  
*something*  
**DIFFERENT**

Deco Illusions offers clients unique solutions for residential or commercial spaces.

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Deco Illusions has produced decorative and historical finishes for residential and commercial clients for over 14 years. Richard Fischer, owner of Deco Illusions, has a passion for creating European-inspired faux artistry and decorative finishes. Driven by a deep appreciation for the history behind these finishes, he enjoys working with his clients to produce unique looks, which use products that are similar to their historical equivalent.

The company is well known and valued in the community for its expansive list of decorative finishes, which can be created on almost any surface. Limiting decorative finishes to walls alone has become a thing of the past. Now custom finishes and designs are used to enhance floors, furniture, cabinetry, fireplaces, countertops, ceilings and just about any other surface in the interior or exterior of your home or business space.

One such business client is Cork 'n Cleaver. To establish the ambience that the restaurant owner desired, Deco Illusions applied a Raku decorative finish to its fireplaces, producing a look that resembles Indian-fired pottery. The walls were done in a cracked bronze and copper metal, and the base moldings and chair rails were made to look like aged Indiana Limestone. Then an arched door was created to resemble hammered copper, and antique hardware was installed to finish the piece.

Deco Illusions also does custom work with Dutch Made Inc. Adding unique finishes and decorative inlays to these already beautiful cabinets can create an original look made



Studio showroom; High-density urethane molds to resemble antique limestone and wood.

specifically for each client. Examples of these cabinet finishes are custom designed inlays, leather, gilded, stone or metal finishes and custom staining, as well as custom concrete countertop finishes.

Deco Illusions has recently added another type of artistry to its repertoire. Greg Mendez, an employee of the company, is a skilled and talented sculptor. He has a Fine Arts degree from University of Saint Francis and has interned under a nationally recognized stone sculptor. Mendez has created beautiful sculptures for clients using metal, clay and stone.

Fischer has been focusing on decorative concrete for the past seven years. He is nationally recognized for his work in this medium and has done numerous projects in the United States and Canada. Decorative concrete has a consistency and thickness similar to plaster but is as strong as concrete.

It can be used in a number of ways, including creating the look of ornate rugs on floors, adding a business's logo to walls or floors, producing custom countertops and vanities, generating the look of hand-carved stone or wood on interior and exterior millwork and beams, or developing theatrical backdrops for home or business spaces. There is no end to the design possibilities of decorative concrete.

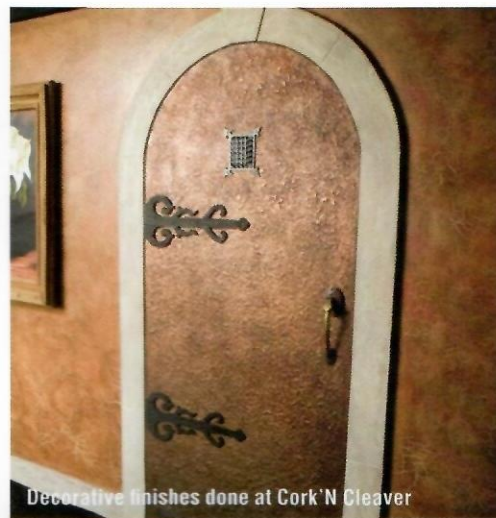
Another new concept in enhancing both interior and exterior spaces is the use of architectural high-density urethane. Deco Illusions is an authorized dealer for the state of Indiana for this product, which is used as architectural millwork and resembles Limestone, Key West Limestone and rare wood finishes. This architectural millwork is perfect for interior and exterior decorative trim, interior molding, columns, fireplace surrounds and mantels. The benefits of this



Hand-carved sculpture out of real Bedford limestone by Greg Mendez of Deco Illusions.

and trades from which he desires to create a network of skilled craftsmen. In return he will provide space to sell their work through consignment or lease. An example of one such artist who is taking advantage of this opportunity is a wood-flooring specialist who takes old wood from buildings and barns and turns it into custom flooring. Deco Illusions can further customize the floor by adding decorative concrete, stenciling and metal inlays.

A portion of the shop is dedicated to production. This is where Deco Illusion employees design and manufacture many of their clients' pieces. Although many finishes are created right on the job site, Deco Illusions offers many more options to clients, such as custom hand-painted wallcoverings, finishes on furniture and ceiling tiles and millwork



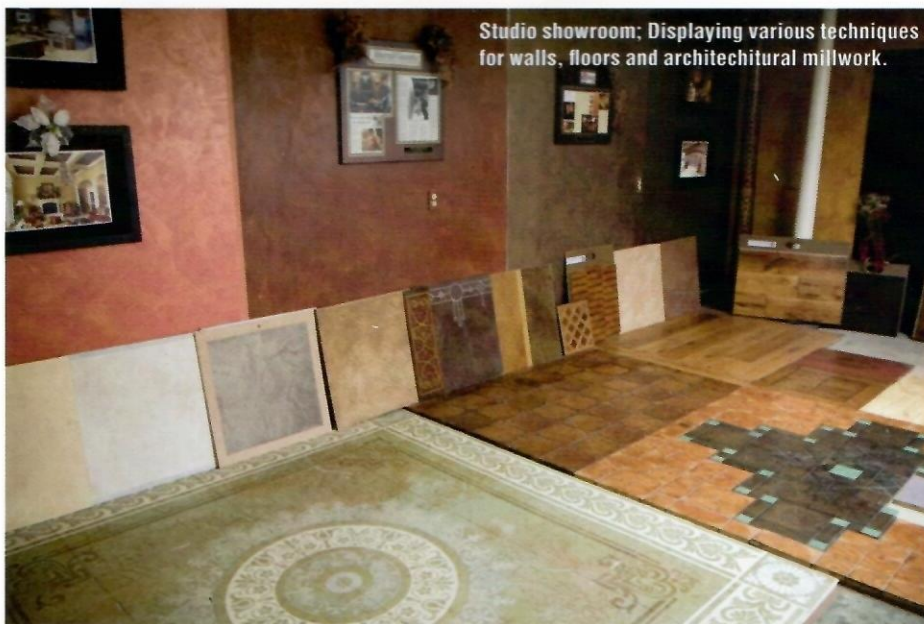
Decorative finishes done at Cork 'N Cleaver

product are numerous. For instance, this millwork is lightweight, so it can be easily hung on any surface. It is malleable, so it can be carved to any shape, and it lasts as long as concrete and wood and can be finished to resemble any type of stone and wood (even the rare and endangered species). Thus, the options are limitless.

Fischer is also a regional representative for pegRAIL™, a manufacturing expert in the retail fixtures and visual presentation industries. He is looking for associated dealers in the area. For more information about pegRAIL™, visit its web site at [www.pegrail.com](http://www.pegrail.com).

With an endless amount of options available to clients, making a decision about what to do with a space can seem like a daunting task. While Fischer has always consulted with clients about their choices by visiting their home or business, the process just got a lot easier. Deco Illusions has opened its 6,000-square-foot showroom. This expansive studio features a variety of work samples, including walls, floors, millwork, finishes and space plans. Thus, clients are able to view samples and materials and gain more insight into how each piece could help establish the atmosphere they desire. The showroom isn't just open for clients though; designers, builders and architects are welcome, as well.

Fischer has worked with many talented artisans and craftsmen over the years and wants to use the studio to showcase their work. He is looking for a plethora of artisans who specialize in an assortment of skills



Studio showroom: Displaying various techniques for walls, floors and architectural millwork.

and pre-finished wall panels for commercial spaces. This is especially useful for custom builders who have a large amount of millwork to finish.

The company is not only interested in style, it also has a genuine concern for the environment. Fischer says Deco Illusions proactively seeks out eco-friendly products with low volatile organic compound, or VOC, vapors. He also avoids solvent-based or oil-based products by using water-based or epoxy products instead.

The showroom is located on Main Street in Roanoke, across from Carol's Furniture and next door to the Indiana's finest up-scale restaurant with a four diamond rating, Joseph Decuis. Fischer says setting up headquarters in Roanoke was "ideal," as it is a unique, old-style, historic town with an artsy feel."

The old-time backdrop compliments the historical finishes that are the foundation for the company. Future plans for the studio include refinishing the exterior to complement the town's architectural history, which will also serve as a sneak peek into the talents of Deco Illusions. ☺

## For your information

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**Years in Business:** 14

**Products and Services:**

Developing unique interior and exterior environments through decorative finishes.