



**For immediate release**

**Contact: Marie Gachet Co- owner  
1 (707) 649 9312**

**[www.frenchceiling.com](http://www.frenchceiling.com)**

### **FRENCH CEILING in the Limelight**

**Walking up Market Street to the Castro, you will be surprised to find a large, pink storefront with a minimalist sign reading “LIME.” Peeping through the store window, as if looking through rose tinted glasses, one sees a 60’s version of “La vie en rose“ revisited by designer Craige Walters and Greg Bronstein, the owner of this hip new spot in San Francisco.**

**As you step into the restaurant, you are taken with a feeling of glow and spaciousness. The white and chocolate colors are wrapped up in a sensuous combination of material and lighting. A brilliant, lacquered, white stretched ceiling, mirroring everything below, uniquely enhances the space.**

**The shiny stretched ceiling is the ideal medium to recreate the 60’s style, and allows a smooth flow along a curved wall and opening to let the globe-shaped light fixtures protrude. Wherever you are in the restaurant, you feel as if you are floating in the three-dimensional space of the “2001 Space Odyssey” movie. If you direct your view toward the ceiling, you can observe all the goings-on in the restaurant as if from a birds-eye view, yet with the twist of being immersed into a drawing by Escher. Every guest adds to and is made part of this different and unique design concept.**

**Craige Walters and Greg Bronstein did not only want to cover up the existing ceiling, but also achieve a more dramatic look. They contacted a Bay Area-based company called FRENCH CEILING to help them to realize their vision. This company had experience in creative spatial design and had already done several prestigious installations, among them showrooms at LIMN designer furniture store. Their experts use a vinyl membrane, a concept that has been used in Europe for many years. The use of vinyl was born out of the need for efficiency, elegance and safety, and has been streamlined over the years to become the system used today so effectively by FRENCH CEILING.**

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At LIME the choice of glossy white was perfect to give this corridor-like space more light and volume. The project was successfully completed in June 2004, and the result is outstanding. Apart from the pleasing aspects, vinyl ceilings do not need painting, are easy to keep clean, and are durable, fireproof and waterproof. They can be installed in a great variety of places from residential to commercial, not to mention temporary exhibits, for which two- and three-dimensional shapes can be created. Their range of colors can adapt to any decorative needs from a conventional setting to more dramatic effects, and even to those delicate translucent pastels. The unique vinyl membrane allows for a rapid space transformation, creating both conventional flat ceiling spaces and avant-garde application for the decorative design industries. As a visit to LIME will confirm, the stretched ceiling offered by FRENCH CEILING is effectively used by Craige Walters as a versatile and artistic tool.

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french  ceiling  
Stretched ceiling system

