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FACT SHEET

Background information on Stephanie Dyer *Interior Design and Product Design*

Portland, OR --- Torn between a love of Landscape Architecture and Interior Design, in 2003 Stephanie Dyer ultimately chose to attend the Art Institute of Portland and major in Interior Design. The location and schooling in Portland brought her closer to her family and friends. Upon graduation in 2006, she hit the ground running working for a small yet high-end residential architecture studio. Her focus then transitioned into hospitality design, working for another firm that specialized in glamorous hotels, spas, and restaurants. There she gained valuable management experience working on large-scale projects.

“I’ve always appreciated and therefore sought the dual focus of Hospitality and Residential Design; Residential being intuitive and intimate, and Hospitality being public and interactive,” said Dyer. In 2009 she started freelancing, working with clients on primarily residential and some hospitality projects, and even taught at the Art Institute of Portland for a time.

“Working on my own gave me the freedom to explore that which brought me great satisfaction- it was in this space that the dream of Archipelago Tile first surfaced. During this time, I met and began collaborating with Megan and Jason Coleman of what is now Clayhaus Ceramics, designing a 6”x6” decorative relief ceramic tile line called the Topo Collection. As I gradually made headway toward actualizing the dream of Archipelago Tile, I continued to work on interiors projects as they arose and make new product industry connections.”

In 2010, she consolidated her years of experience under the name Stephanie Dyer Interior + Product Design. Another serendipitous product collaboration followed—this time she applied existing tile designs to a wallpaper collection for Paper Paint Press, titled Tessellations. “I hope to create a steady momentum and expand product development into other interior applications, such as area rugs, tabletop, lighting, upholstery fabric, and accessories. But at the heart of these endeavors is Archipelago Tile- the initial spark, the passion, the catalyst for a new career path for me and my family.”

When she looks back to the decision she faced in 2003 - Interior Design vs. Landscape Architecture—Archipelago Tile can be seen as the missing link. It is a product that strives to bridge the gap between interior and exterior space, offers integration into a landscape, and celebrates abstracted natural forms. It possesses at once distinctly human and natural qualities.

“It’s of utmost importance that Archipelago customers have an enjoyable experience throughout the process of selecting our cement tile. From the initial spark of interest to a final decision, the first viewing in a new space, and the first time it’s revealed to family, friends, guests or clients—these are the moments that collect, the process that deeply connects people with their environments. I want the quality of the process to match the quality of the product—exceptional and unexpected, warm and grounded. This product provides us a human connection so often lacking in our increasingly digitized age; it offers a link to our past, to our roots, to the earth, and speaks to our genuine selves,” noted Dyer.