



SALSA TRADING COMPANY, INC.
a california home lifestyle store

WHAT'S NEW AT SALSA?

Salsa Trading Company, a one-of-a-kind home furnishings/lifestyle store located in Sonoma, California, offers a fresh, custom approach to designing home interiors and outdoor living spaces. The company's evolving mix of furnishings, accessories and art, known as "Salsa Style," is based on California's heritage: Spanish colonial and early ranch with Native American and Mexican influences. Owners Edna Hayes and Bruce Needleman design many of Salsa's timeless, one-of-a-kind handmade furnishings crafted by families in Mexico and India.

Hayes and Needleman have recently added a new "cocina" room with a traditional brick floor laid with sand sifted between each brick. Stunning kitchen islands can be customized to accommodate the individual's dimensions and functionality. Clients can order islands made with their choice of reclaimed wood, complimented by travertine or hammered copper worktops.

Hand-forged wrought iron pot racks display hammered copper pots and pans. Earthy functional and decorative lead free pottery made by three talented Mexican families complements ranch-ware table settings made exclusively for Salsa Trading Company. Potters utilize techniques passed down from generation to generation to create traditional designs.

Old world artists craft hand-painted hutches with landscape scenes. Salsa clients can commission hutches with paintings based on their specifications. "One of our clients recently commissioned our artists to paint a scene featuring her daughter's horse," said Hayes. "It is beautiful and they are delighted."

Custom bathroom vanities available in a variety of reclaimed wood choices are among recent Salsa concepts. Copper, travertine and onyx stone sinks can be purchased or custom ordered for bathrooms and kitchens. The trend is cabinetry that looks like furniture, according to Hayes.

Hayes and Needleman choose lighting fixtures for their elegance and timeless design. "We offer an impressive selection of iron and pewter chandeliers, hand-forged iron, antiqued tin, and modern onyx designed sconces with an organic feel," says Hayes, emphasizing that fixtures can be custom designed for specific spaces. "All of our furnishings including tables, chairs, armoires, and sofas can be custom ordered to incorporate materials including old doors, recycled woods, hand-rubbed leathers, metals and stone."

Recent additions to Salsa's furniture line include thick chipped glass tabletops exposing earthy, gnarled cactus bases. "Customers with contemporary, as well as traditional houses are purchasing these tables, along with our new free form tables made from the tree trunks of Alamo, from the Yucatan. They are selling as fast as we can get them in," says Needleman. "Designers and realtors are using our more unusual pieces to stage high end homes. Quite often the buyer purchases both the home and the furniture."

Accent pieces such as driftwood from Indonesia and chunky tables made from reclaimed railroad ties from India are also being utilized for many contemporary settings, according to Hayes.

"We are adamant about our design philosophy," adds Needleman. "Bigger is better. Less is more. Large furnishings with little clutter can make a small room appear larger. We believe in simplifying decor in order to create livable, timeless environments."

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Salsa's new "cantina" adjacent to the cocina, displays 10-foot old wood bars with hammered copper tops. An array of unique, custom iron and leather barstool designs are available to accommodate all countertop bar heights.

"Salsa out of doors" is being developed behind the store in an expansive area where covered patios are staged with such furnishings as travertine topped tables and sculptural fountains. "We are finding that our customers want to create outdoor living spaces that are just as inviting as those indoors," says Hayes. "We are seeing a trend towards less traditional landscaping, more sculpture, paving and container plantings; organic, manageable settings which are truly inviting and livable."

Designers frequently consult with Hayes and Needleman at the beginning of a remodel or new construction project. "It is a fantastic opportunity to actually design around some of the elements we incorporate in our pieces," says Needleman. "Our own house is a good example. We were able to design our doorways to fit old doors we reclaimed from haciendas throughout Mexico. It's much easier to work with these elements at the onset rather than to fit them in after construction."

Hayes and Needleman are involved in every aspect of operating Salsa Trading Company. She is in charge of design and production, while he is head of sales. They share the responsibility of sourcing craft people and unique products. Both previously enjoyed impressive corporate careers, which required continual travel. They were married in 1988, established Salsa Trading Company in 1989 - and have since created the Salsa lifestyle, which they live and love to share with others.

Salsa Trading Company is located at 20490 Broadway in Sonoma, California. The store is open Monday through Saturday, 10 am to 6 pm; Sunday noon to 6 pm; and by appointment. Call 707-939-1710 to reach the store, or visit salsatrading.com for a visual tour.

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