

PALM BEACH

Society

PRESENTING SOCIETY 59TH YEAR
NANTUCKET NEWPORT NEW YORK SARATOGA SOUTHAMPTON

FEBRUARY 3-9, 2012
Five Dollars

SCOTT SYNDER, SCOTT DIAMENT
& AUDREY GRUSS *are...*

North Asking

by Michael Price

ART AND FURNITURE: CEDRIC DUPONT ANTIQUES | JEWELS: BETTERIDGE AT GREENLEAF & CROSBY | JEWELRY BOX: A.B. LEVY GALLERY | PHOTO: MICHAEL PRICE

Scott Synder

Price: WHAT YOU LOVE TO HEAR FROM A CLIENT?

Synder: "This is too much work, please, just do it!" "I cannot believe you did it and I love it!" "Now, you have to do New York, Aspen and London!"

Price: HOW WOULD YOU DESCRIBE YOUR PERSONAL STYLE?

Synder: Traditional and tailored, never trendy. Coordinated, complex, yet careful, complicated with an air of ease. Luxe but livable and wearable.

Price: A FAVORITE FIND?

Synder: A pair of handsome French Jacob Chairs at Philippe Guegan in Paris. Custom made Kiton Suits from Trillion.. anything, everything from Trillion Palm Beach. My over-sized stainless steel watch by Nixon... bigger watches are better, for any occasion!

Price: MOST LIKELY TO WATCH ON TV: "CRIBS" OR "EXTREME MAKEOVER"?

Synder: *Cribs*? Is that slang for a rappers houses? So, *Extreme Make Over*... I just finished a pilot for my own Design Show: *Scott Snyder, Life By Design*. It is more wholesome then most reality TV. I am also a *NBC* junkie: *The Today Show* at 7AM and *Jimmy Fallon* at 12:30 PM.

Price: WHERE YOU GO TO "PAINT THE TOWN"?

Synder: I have been 50, since I was 10 years old! I don't know if I have ever painted any town. I enjoy... hosting dinners at Colette and dancing at The Preservation Dinner Dance in Palm Beach. Also meeting friends at Swifty's in New York, dinner at Hotel Costes in Paris and drinks at The Connaught Bar in London.

Scott Diament

Price: YOU SEEM TO HAVE GOTTEN THE ENTREPRENEURIAL SPIRIT AT A VERY YOUNG AGE?

Diament: Yes, my father spent weekends taking me to garage sales in the New York area to buy things, some being antiques and jewelry and then every few months we would hold our own garage sale and see if we could sell the items for more. My grandfather was a big influence as well, he dealt in government surplus items and paid me well to help him at the age of 8.

Price: WHAT MOTIVATED YOU TO ESTABLISH THE PALM BEACH JEWELRY, ART & ANTIQUE SHOW?

Diament: The show was established because the Palm Beach County Convention Center was built in 2003, I along Robert Samuels and Kris Charamonde decided that we could build a better show and we did. I had exhibited in other organizers' shows in the past but if our CC hadn't been built, there would be no show.

Price: IF YOU COULD HAVE ANY PAINTING HANGING ON YOUR BEDROOM WALL...?

Diament: I would like to have Botticelli's *Primavera* hanging on my bedroom wall. I am a big fan of old master art and this particular painting is very beautiful and moving when you are standing in front of it. As it is in the Uffizi in Florence, I do not think that it will be on my bedroom wall anytime soon. By the way, the Palm Beach Show Group is a supporter of Friends of the Uffizi and it happens to be my favorite museum.

Price: SOMETHING YOU HAVE TAKEN A SHINE TO?

Diament: Related to collecting, I have very diverse interests. I like antique furniture of many different periods as the techniques of crafting fine wood items varied. I like silver that has artistry to it as well as 2D art in most forms, water color and oil. I collect fossils on some days and watches on others. My career choices have certainly helped me hone the collector instinct.

Price: WHERE WE CAN FIND YOU WHEN YOU'RE OFF THE CLOCK?

Diament: Your assuming by this questions that there is an off the clock? I have my mobile phone with me 24/7/365 and my business card features it, seriously, for better or worse I am always accessible. For enjoyment I especially like boating with my children Alexander and Leo, but I take the phone with me.

Audrey Gruss

Price: YOU WERE BORN IN LITHUANIA AND RAISED IN NEW JERSEY. HOW DID YOU END UP IN PALM BEACH?

Gruss: My parents and I came to the U.S. when I was a child and I grew up in northern N.J. After graduating with a BS in Biology from Tufts in Boston, I began my career in New York where I met my husband Martin. We came to the Palm Beach Polo Club 25 years ago, since Martin was an equestrian and then became a polo player. 16 years ago, we moved to Palm Beach and love this beautiful community.

Price: WHAT ARTIST FROM HISTORY WOULD YOU HAVE HAD PAINT YOUR PORTRAIT?

Gruss: Pablo Picasso. How fascinating it would be to see yourself through the eyes of a great master! Features fractured by cubism ... what fun!

Price: HOW DO YOU FIND TIME TO DO IT ALL?

Gruss: I don't, but I want to, so I do the best I can! My husband, my family and my friends are my priorities, but it's always a balancing act of time and energy. Martin is completely supportive, so that makes all the difference. My family and most of my friends understand that I've made a commitment to find a cure for depression, so they usually cut me some slack.

Price: TELL US ABOUT YOUR HOPE FOR DEPRESSION RESEARCH FOUNDATION?

Gruss: My mother Hope struggled with depression for most of her late adult life. When she passed away in 2005, I vowed that I would do all in my power to help conquer this dreaded illness. I soon discovered the staggering reality that in the 25 years since the introduction of Prozac (and other SSRI & SNRI antidepressants) there has been virtually no change (just adjustments) in the basic treatment of depression. In order to encourage more cutting-edge research at a faster pace, I started the Hope for Depression Research Foundation (HDRF) in 2006 in memory of my mother Hope. To date, HDRF has funded 98 innovative studies in 13 countries and 16 U.S. cities, at 48 leading research institutions. Although doctors couldn't find a cure for my mother's physic pain in her lifetime, I feel confident that with HDRF's progressive research, we will make significant strides in my lifetime.

Price: WHAT DO YOU DO WITH YOUR FREE TIME, IF YOU HAVE ANY?

Gruss: I've always appreciated the creative output of others and that's why I enjoyed my time as Director of Advertising and Creative Services Worldwide at Elizabeth Arden. The visual, performing and decorative arts enhance our lives. Whenever we can, Martin and I enjoy going to theater, film, dance, music and art events - from Art Basel Miami, to the Rolling Stones at Wembley, to "La Traviata" outdoors in Provence. Flowers and gardens are a passion, so I usually arrange my own flowers, often cut right from the garden. For me, golf is the ultimate challenge! Against all advice, Martin is my best instructor and is amazingly patient with me on the golf course. We actually enjoy playing together!

Audrey Gruss is Founder of Hope for Depression Research Foundation (HDRF). She is charity partner of this year's Palm Beach Jewelry, Art & Antiques Show. The concept represents the most thorough integration of a "non-profit" participating sponsor with a "for-profit" enterprise. Creativity is the key - based on the integration of the artists and the audience. The result is the "HOPE ART-OF-DESIGN WEEKEND", a 3-day program featuring a novel combination of charity-inspired and Show events that are complimentary, as a thank you to those who have supported the cause. Gruss called upon longtime friend Scott Snyder (nationally-acclaimed AD100 interior designer and Palm Beach Chair of the Arts Committee) to bring in his expertise and renowned colleagues to produce a HOPE Designer Showcase for preview at the Opening Night of the Show. Scott Diament is President/CEO at Palm Beach Show Group, producer of the Palm Beach Jewelry, Art & Antique Show. Contact: Scott Diament, Palm Beach Show Group at 561.822.5440; Audrey Gruss, HDRF at 212.676.3209 or 561.515.6454; Scott Snyder, Scott Snyder Inc. at 561.659.6255.