



## BUSINESS

### Gold Standard: Baltimore Design Center Offers Divine Design Inside and Out

The design firm garners May "Golden Storefront" award for its curb-appeal aesthetic.

By [Katie Fogarty](#) | [Email the author](#) | May 17, 2010

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Design destination Baltimore Design Center is all about aesthetics. The 12,000-square-foot showroom houses an extensive assortment of fashionable furnishings, serving as the hub of owner Keith Baltimore's design domain. Baltimore beautifies homes and commercial properties across New York and the U.S. and as far-flung as the Caribbean; he brings the same curator's eye and stylish sensibility to his storefront at 35 Main Street.

For 11 years, [Baltimore's design firm](#) has brightened the corner of Main Street and South Maryland Avenue with colorful, artfully curated window vignettes. "I let the windows evolve," Baltimore said. "It's whimsy; whimsy and fun. Sometimes, I'm guided by a color or a theme. Sometimes, I get a great piece in from Europe and it needs to go in the window."

A Sands Point resident, Baltimore calls Port Washington "Main Street USA" and says he "loves" living and working in town. "I take pride in my store," Baltimore added. "It's infectious. If you take stock in what you do, take pride, the people next door think, 'He looks good, I should maybe put a coat of paint on.'"

Baltimore is expanding his Main Street presence, opening a satellite showroom at 41B Main Street called Grout, featuring high-end tile, mosaics and marble. Set to open in June, the 1,200-square-foot showroom will provide design services and tiles for kitchen and bath and indoor/outdoor stones and pavers. Baltimore is also refurbishing the design center, refacing the exterior and adding new signage and landscaping.

The [Golden Storefront Award](#) is a joint effort of community groups Residents for a More Beautiful Washington ([RFMBPW](#)) and the Greater Port Washington Business Improvement District ([BID](#)).

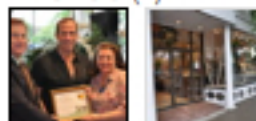
"We're excited that Keith's amazing energy is being spread further through Main Street," said Mindy Germain, executive director for RFMBPW. "Our efforts to revitalize Main Street, to create a more vibrant downtown, requires the type of vibrancy that Keith brings to his shop and his work every day."

The "Golden Storefront" is awarded monthly. Votes for merchants can be cast Residents' [Web site](#). Previous winners include Finn Mac Cools, Sullivan's Quay, White Plus One, SVH Interiors, Louie's Oyster Bar & Grille, H on the Harbor and Painting with Flowers.

The Golden Storefront Award recognizes local merchants for maintaining attractive, well-groomed public facades and sidewalks. Winners must maintain a debris free storefront and sidewalk area, weed and water sidewalk tree beds, regularly sweep sidewalks, adhere to trash collection schedules and maintain clear sightlines into store windows.

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