

# SHOP TALK

◆◆◆ Relaxing, trend-setting, ecofriendly—not the first words that come to mind when you think of the dentist. But Fred Pockrass, D.D.S. (Dr. Fred to his patients), made those his bywords when he ditched traditional practice to create **Transcendentist**.

Client comfort and respect for the environment are obvious in new ways and old. Instead of X-rays, Pockrass uses digital technology; instead of throw-away paper bibs, he uses cloth bibs that are washed on site. A first visit covers a “full tour of your mouth,” including images, a check of your bite, a consultation with Dr. Fred, a full teeth cleaning, and a foot massage. That’s right, a foot massage. The unique concept and details are the brainchild of Dr. Fred and wife Ina, a former attorney who serves on the board of Julia Butterfly Hill’s Circle of Life Foundation.

*Transcendentist, 3030 Ashby Avenue, Suite 101, Berkeley, (510) 841-3040, www.transcendentist.com.*

◆◆◆ **The Painters Place** started doing custom framing in Marin in 1966 and moved its fabrication workshop to Berkeley in 2000. Still a family business, it’s now son Matt Painter who’s in charge. He’s quick to point out that he can help you display just about anything—flat works on paper, three-dimensional objects, even sculptures. Specialties are museum matting, water gilding, art conservation, and display of oversized works.

The Painters Place has a wide range of choices, starting with prefinished moldings to complete custom framing. It’s a great place to take anything from posters to fine art. It’s amazing the difference the right setting can make for your

paintings or family mementos.

There’s even delivery and installation on request.

*The Painters Place, 1825 Eastshore Highway, Berkeley, (510) 843-3300. Other stores are in San Francisco and Larkspur.*

◆◆◆ If you can walk on it, **Floor Dimensions** probably sells it and installs it: carpeting, area rugs, ceramic tile, wood and laminate, and vinyl. Since they keep a large selection in stock you can usually get what you want without waiting. That includes popular alternative coverings like cork and bamboo. Family owned and operated, Floor Dimensions offers the Bay Area’s largest selection of flooring at competitive prices. Everyone involved in the operation is a direct employee, not a contractor, so commitment to customer satisfaction is especially strong.

If the choices seem a bit overwhelming, you can let the friendly and knowledgeable staff guide you to a satisfying decision. With so many options, you’ll find you don’t have to give up style just because you’ve got kids and pets. Floor Dimensions offers in-home estimates if you need a certified installer and professional advice for do-it-yourselfers.

*Floor Dimensions, 1081 Eastshore Highway, Berkeley, (510) 525-5656; 3571 San Pablo Dam Road, El Sobrante, (510) 223-3300; also in Vallejo. www.floordimensions.com.*

◆◆◆ It’s all about you at **Rejuvenate** on College Avenue in the Elmwood. Waking or sleeping, this place will make you want to purr. The most visible products in the store are the Tempur-Pedic pressure-relieving mattresses and pillows from Sweden.

The unique Tempur material (also known as “memory foam”) was originally developed for

NASA. It senses your body temperature and weight and automatically adjusts to fit your body type. Give it a try. But don’t fall asleep in the store. Rejuvenate also sells health and massage products to keep you happy day and night.

*Rejuvenate, 2840 College Avenue, Berkeley, (510) 540-7100.*

◆◆◆ Here are a few of Daniel Rossomano’s favorite things: antiques, art, the Rancé spa line imported from Milan, leather-bound books, handsome stationery, and ceramics by Jonathan Adler and Fornasetti. Visit **Rosso Mano**, his new College Avenue store, and there’s a good chance they’ll be some of yours, too.

Before opening in May 2002, Rosso Mano was a fixture in the antiques world, but actually the shop features a blend of antique and contemporary items. “The response has been incredible,” Rossomano says. “I think that’s because customers really like the mix of old and new and also the fact that we have something for everyone, no matter if they want to spend \$20 for special soap or a candle, or \$2,800 for an antique Italian terra-cotta cherub from the 1900s.”

Unique household accessories and gifts for home and garden include the line of Toyko Bay watches, clocks, vinyl bags, and retro trays that look straight out of the ‘60s. Customers are buying up the Great Arrow hand-silk-screened cards and the springtimey floral pillows by Chris Sheffield are popular. Rosso Mano also helps customers with interior design needs.

*Rosso Mano, 5332 College Avenue, Oakland, (510) 653-4269.*

—A.D.