

# DESIGN OF THE TIMES

*Rick Streitfeld creates stained and beveled glass art for the home*

Twenty-five years ago Rick Streitfeld migrated to Huntington Beach. Growing up on the East Coast near Atlantic City, in his move he had chosen it's West Coast counterpart, Pacific City, as HB was called many years ago. He came to designing art windows after working most of his adult life as an optician. In his forties, he found himself bored and just grinding away. Although he had become highly skilled in working with glass for eye wear, he was searching to realize his dream for artistic success.

While Rick had been working creatively throughout his adult life, his pursuits weren't very lucrative. In the late 1990's though, this began to change. He embraced working with stained and beveled glass, and formed his owned business, ArtWindows, in 1997.

Rick's business is founded on a premise 'to always do more than is expected.'

"I have fun with my clients while helping them get what they want in a high-quality art commission," he says. "When I meet a client

for the first time I get to know them as people, establishing a real connection. Like all artists, I have my own tastes and preferences, but the success of my business is built on my ability to listen and respond to my clients' desires for what they want to achieve through my art for their home."

Rick takes whatever time is necessary to work with his clients in selecting a design, and going over the many glass and beveling options. Throughout the design and building process, he takes pictures and often sends photos of work-in-progress to involve them in the process. When the piece is finished a photo is sent, so the client can see the art before the window even arrives on-site.

For Rick, this art business really is a labor of love. Success in marketing is more about how you treat people than how you make a sale," he says. "If you treat people right, the sales will come. I care about my clients and appreciate being given the opportunity to meet them. I offer precise skills with glass, a creative willingness to explore, and a motivation to reflect the interests of the people. Glass work is about light and I want my windows to brighten up the life of those that I create artwork for."

One client, Barbara McCall of Team Real Estate in Huntington Beach had this to offer: "I am absolutely in love with my entryway window that Rick designed for me. He not only made the process of choosing designs easy, he made it an enjoyable experience from start to finish. We live in Southern California to



*Rick Streitfeld*



enjoy life and Rick understands that people not only want fine work to grace their home, they want a good experience in the process. It's one of the keys that has made him very successful."

Rick works most days in his studio, drawing designs or building windows. But he starts the day at his third 'work' site, Java City at 5 Points Plaza.

"I begin with a daily dose of mixing with friends and other locals," he says. "Sitting over coffee, people share their talents, their stories and their dreams. This is typical of Huntington Beach and I just love it! It's a friendly and supportive town, where networking is second nature. To me, that's what life is all about. People helping people." **HB**