



march inspiration... blue moon pweeeeeeze...

July marks the 50th anniversary of the Apollo Moon Landing and it seems that the topic of the moon is "all around". This February's [Super Snow Moon](#), the biggest and brightest super moon of 2019, appeared on 2/19/19. During our family ski vacation this month, the traditional March [Worm Moon](#) was perigee (the closest point to the earth this year) and it also coincided with the Spring Equinox as well as my eldest son's birthday on March 21st. Cool.

Call me crazy, but all this moon talk reminds me of [Blue Moon Ice Cream](#). It is totally possible if you didn't grow up in upstate Pennsylvania or the Northern Midwest, you may never have even heard of [Blue Moon Ice Cream](#), or maybe you did and like me, thought it was an oddity and never gave it much thought. I actually hadn't thought about it for decades, but recently when writing this Inspiration, it literally just popped into my head.

When we were kids, our big treat was to stop for ice cream at one of the many outdoor ice cream/burger/fries drive-in's popular in the 1960's. A stop for ice cream was a rare treat and it usually occurred on the 3 hour car drive to visit our grandparents in Philadelphia.



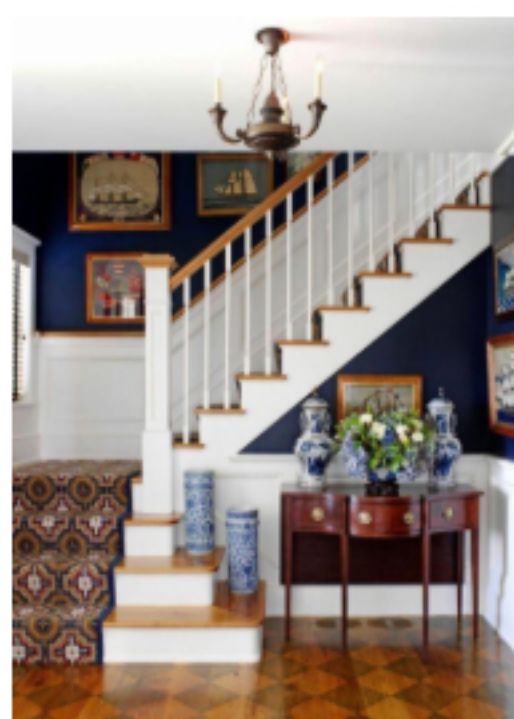
Timed with a potty stop and gas refill, our Dad also used this stop to leverage good car behavior. Even though we were pretty sure he would stop (after all, he did need a gas refill), he refused to discuss it and we were never quite sure until he actually made the turn off the highway. Brilliant parental strategy, as it made us girls try and ignore the pinching and shoving of our siblings and the drooling of our family dog- all packed together like a bunch of sardines in the back of our Buick station wagon.

As soon as we realized we had arrived, there would screams of "ice cream!" Our boxer, Willie, would jump up from the spot he shared with my little sister and the family luggage, wagging his tail in that frenetic way that boxer's do. Given the ice cream stains that dotted the ceiling of our car interior, his treat was to lick the sticky fingers and hands of the slow ice cream eaters who were raising their arms to keep him at bay. Understandably, we all developed into fast ice cream eaters.

The drill went something like this- after piling out of the car, we would all stand in line, already familiar with the numerous flavors listed on the hand painted menu board. Our youngest sister, not yet able to read, would ask my mother to recite the litany of the flavors listed. The rest of us would roll our eyes, knowing that our sister would end up ordering the same flavor as she always did. It was sooooo annoying. We would wait for my mother to recite the last flavor and then we would storm the window to be first in line to place our orders. "Vanilla, chocolate, chocolate, butterscotch swirl...." Our little sister would then walk up to the window, stand on tip toes, grip the edge of the counter, and in her cute baby voice say, "[Blue Moon, pweeeeeeze](#)".

I always wondered if [Blue Moon Ice Cream](#) was a "real" flavor or if it was just the brain freeze of a local upstate PA ice cream purveyor. I could never describe the flavor exactly- a cross between raspberry and blueberry? What I can describe is the color- undoubtedly Smurf Blue which left a very unattractive blue stain around my little sister's lips and on her teeth, not to mention on the ceiling of our car interior.

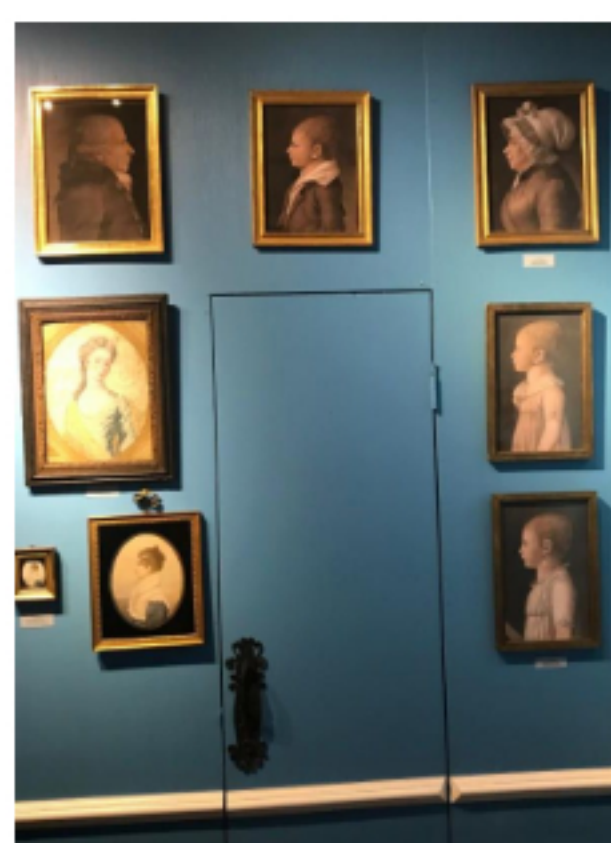
Thanks to the wonder of the internet, I was able to "google" [Blue Moon Ice Cream](#). Here is what I discovered- "Blue moon is an ice cream flavor with bright blue coloring, possibly originating in Milwaukee, Wisconsin. The Chicago Tribune described it as "marshmallow sweet and tasting remarkably like Fruit Loops or Fruity Pebbles". Who knew?



Not to wax on too much about ice cream, I also want to talk about the color blue, as in the blue most of us tend to think of when someone says, "Once in a Blue Moon". If I had to guess, I would place that color blue as the #1 color of choice with many clients, especially those who have homes near bodies of water. Blue remains a classic (Smurf Blue, not so much). Right now I am compiling a [Paint and Finish Specification](#) for a project on the island of Nantucket. The house named "[Moon Watch](#)" (another auspicious and recent Moon occurrence), stands with a direct view of the Atlantic Ocean. The color scheme requested? Yes, *blue*... as in indigo, navy, cobalt and ultramarine. Blue is what I like to call a color neutral. It goes along happily with every other color and rarely jumps off the page. It can be elegant, staid or whimsically cheerful. Like the moon, it's pretty close to perfect.

To date, we have had no requests for [Blue Moon](#) (aka Smurf Blue), but it is definitely on my bucket list and who knows? Someday, we just may have a client who sits across the table and says, "I'd like a room designed in [Blue Moon, pweeeeeeze](#)".

No matter what color, shape or size, here's to our moon, it's waxing and waning, a never ending constant in our lives.



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