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Expansion at the Louvre

United Press International

PARIS — Custodians of the Louvre, already the world's biggest museum, have dug up a new trove of medieval treasures. Literally.

Archeologists are digging up the grounds of the former palace turned museum and are unearthing hundreds of artifacts, from fortress walls to shoe soles.

At one dig site a 12th century fortress and dungeon built by King Philippe Auguste have been uncovered.

By the end of 1985, visitors will be invited into the hole to scrutinize from eight yards under ground level, in the former castle moat, the bases of two ancient towers and a roomy dungeon.

Archeologists say there were two other fortress towers, but their remains will stay buried below the rambling structure of today's Louvre museum.

"The history of the Louvre Palace is not as well known as it should be," Culture Minister Jack Lang said while touring the sites that will eventually give a real-life history of the palace.

The history of the Louvre, in part, is the history of France, since both the "modern" Louvre and its heavy stone predecessor were seats of French rulers.

Monarchs and emperors razed and rebuilt at their pleasure. The present-day museum took more than 300 years to complete, starting with the ambitious designs of Pierre Lesco.

The final touch, sprawling gardens around the Louvre today, are the result of a bomb hurled at the palace on Christmas Eve, 1800. The blast destroyed 46 houses and killed 10 people but just missed its target — master of the palace, Napoleon I.

Napoleon promptly demolished the surrounding neighborhood and expanded the palace grounds to give himself a wider berth from the rowdy populace.

As 100 workers have excavated to build a futuristic glass pyramid that will form a new entrance to the Louvre, they have uncovered a pot-

pourri of everyday medieval artifacts.

They found shoe soles, game dice and even a piece of oriental Ming china — which pyramid architect I.M. Pei has deemed of inferior export quality.

Archeologists have found the once densely populated area had all the services of any medieval neighborhood, including a street reserved for prostitutes. The bones of sheep sold at an open market give more clues to downtown Paris, 14th century style.

This second dig site will never be open to the public, since it is to be bulldozed over for completion of the pyramid within four years.

But the unearthed artifacts will become part of an exhibit on the Louvre's history inside the museum, which attracts 3 million tourists a year. That will only add to the days it already takes to thoroughly tour the Louvre.

"But we want to make sure that the world's largest museum is also the world's most beautiful and interesting museum," Lang said.

Dock strike not honored by British

United Press International

LONDON — Some 600 longshoremen defied union calls to strike Monday and went to work while dockers at three other British ports voted to continue working in a growing rebellion against the union's national call to strike.

Dock workers at Immingham and Grimsby on England's northeast coast kept the two ports — two of Britain's largest — operating normally. The sites were bare of picketers.

Only one out of 300 longshoremen at Belfast and Larne, the two main ports in Northern Ireland, voted to join. Dock workers in Ipswich, on England's east coast, also voted to continue working.

A union spokesman in Belfast said the dockers decided unanimously to keep working because they thought the strike call was "political."

All 12 Scottish ports have obeyed the call, as have the English ports of Liverpool, London, Tilbury and Hull.

The Transport and General Workers Union, the TGWU, called its 35,000 members out on strike Friday to protest the British Steel Corp.'s use of non-union labor to unload coal for the Ravenscraig steel plant in Scotland.

A dockworkers' strike would help British miners, who walked off the job March 12 to protest government plans to close 20 unprofitable mines and eliminate some 20,000 jobs.

Anti-strike dockworkers say a longshoremen's walkout would be a "political" action, aimed at bringing down the government of Prime Minister Margaret Thatcher. Union leaders say the strike is over the use of "scab" or non-union labor.

Wallpaper goes to designer labels

United Press International

NEW YORK — When Karl Peterson was a student at Harvard Business School, he was unnerved to hear a professor announce three rules of investment: never give money to anyone who has long hair, a beard, or plans to go into business with his wife.

"At least I didn't have a beard," Peterson said. No longer long-haired, he is still a believer in business deals with spouses. With his wife Lyn, he now owns and operates Motif Designs, a growing interior design firm.

Motif Designs began in 1975 as a wallpaper store, and expanded into designing. Recruiting big name designers to lend their name to new wallpaper lines, the Petersons helped inject some glamor into what had been a rather dusty end of the interior design business.

"We had that entrepreneurial drive," said Lyn. But they were a couple in search of a career until the day Lyn went shopping for wallpaper for their new home.

"I found it to be a horrifying process," she said. "They were rude, didn't give me the time of day, and overcharged me."

With an MBA in the family, the Petersons knew all about marketing niches and unfulfilled needs. They decided to open a wallpaper store.

With a \$10,000 investment in 1975, the Petersons opened a business in Larchmont, N.Y.

"The same dissatisfaction I felt with the wallpaper store I began to feel for the designs," Lyn said.

Lyn, who had a background in design, began drawing up her own patterns at the dining room table back home.

"We were doing very well locally, but having trouble getting exposure beyond," she said. "I kept saying 'if only we had a name.'"

While dining at a restaurant with friends, Lyn noticed a Marimekko wall-hanging and mentioned that she had one in her home. Everyone at the table, it turned out, had a Marimekko, and the Petersons decided to approach the company about a wallpaper line.

Marimekko chairman Ristomatti Ratia said "no" three times before the Petersons persuaded him to stop by their store. Lyn then summoned her mother's wealthiest friends, put on her best designer clothes and staged a welcome for Ratia.

Ratia did not succumb before checking with other wallpaper companies. He then decided the Petersons would make the best associates. Marimekko "was the making of our fortune," Lyn said. With "name" wallpaper, Motif Designs jumped from \$250,000 to \$1.75 million in sales within a year.

Growth entailed some trauma. The Petersons stored their inventory in the basement, and a typical suburban flooding problem turned into a near-disaster for the business. The garage storage area began spilling out into the street.

"The police would ticket our wallpaper for illegal parking," Karl said.

Motif Designs has since developed lines of children's wallpaper, added Ralph Lauren to their stable of designers, and begun designing and selling fabrics and home furnishings.

They have also graduated to more formal storage area. "We're just outgrowing our fourth warehouse," Karl said.

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