

INTERIOR DESIGN®

SEPTEMBER
2009



high on
new york



firm: curated site: flatiron district

What would drive a couple expecting their first child to leave the family-friendly Upper West Side for the trendy Flatiron district? One word: space. Or, to be more precise: the lack thereof.

Kate Verner, an expert in product licensing for home furnishings, and her husband, Joseph Iacono, a hedge-fund partner, were—like a lot of

in a family way

New Yorkers—masters in the art of “making do.” Each room in their small two-bedroom did double duty. The spare bedroom also served as an office; the living room became a dining room during large dinner parties. But then Verner became pregnant with a son, and the prospect of turning some unused spot into a nursery sent her and Iacono looking for more space.

They found plenty in a 4,500-square-foot loft, an entire floor of an 11-story building on a block of converted warehouses. As first impressions go, the apartment was short on charm, warmth, and pretty much every other attribute most people want in somewhere to live. And the prospect of creating a home in a space that could have swallowed their old apartment many times over was intimidating. But liberating. “In the past, the space dictated ➤



walk through



Opposite: An acrylic mural by Millree Hughes was commissioned for the apartment's den, furnished with a Harvey Probber cocktail table, an Antonio Citterio sectional, and a custom wool rug.

Above: The kitchen's Charlotte Perriand stools sit with their backs to the dining area's pendant fixtures by Hivemindesign and chairs by Peter Traag; beyond are the den's armchair and ottoman by Frank Gehry.



From top: An Italian 1950's side table stands on the living area's wool rug by Suzanne Sharp. Rounding out the seating group, Ludwig Mies van der Rohe's daybed, a pair of '50's armchairs, and a custom mohair-covered sofa surround an Edward Wormley table; the photograph above the gas fireplace is by Joseph La Piana. In the adjoining sitting area, the couple's daughter looks at a pair of '60's armchairs by John Graz and a '50's floor lamp by Jean Royère.

how we lived. Everything was compartmentalized. This is where you eat. This is where you sleep," Verner says. "Now we were faced with a new way of living. We could think about how the space would function."

To do that, the couple turned to an old friend, Verner's former colleague Elena Frampton, a principal at Curated. (The two had worked together at Clodagh in the 1990's.) Frampton was asked to turn the stark loft into a place that could both serve as a backdrop for frequent entertaining and meet the everyday needs of a young family—which would soon include a daughter and a Weimaraner as well.

Previous owners had done a generic build-out with open living space forming an L that wrapped a block of bedrooms and bathrooms on one side. Though that basic setup remains, Frampton reconfigured the private spaces by reducing the size of the enormous master suite, complete with gym. A smaller master bedroom and bath are now flanked, on one side, by a playroom, guest quarters, and a utility room and, on the other, by two children's rooms. From there, the challenge was to figure out a way to transform what Frampton calls the





"football field" of remaining space into individual "rooms" without compromising the flow.

The first thing you notice upon entering is a new partition covered by a scribble-patterned mural that sets the mood in a playfully elegant way while concealing the study. Throughout, Frampton relied on colorful rugs and a lively selection of vintage and custom furniture to define function areas. "Part of what makes the space modern and young is the mix of things," she says. A rug in David Hicks's Y pattern gives shape to the den. Two oversized dome pendant fixtures hover above the adjoining dining area, setting it off from the open kitchen. A small sitting area is divided from the main living area by a Barcelona daybed.

A sofa with mohair upholstery helps make that formal living area less so. Sheer draperies, meanwhile, help soften the north-facing space without blocking the natural light, something which is sporadic everywhere in spite of the four exposures. "It changes quickly and dramatically," Frampton notes. The kitchen is flooded with morning sunshine but dark the rest of the time. Conversely, the master bedroom is dark until late afternoon. She ➤



From top: A Danish '50s rocking chair sits opposite the master bedroom's his-and-hers walk-in closets, concealed by wool felt curtains. An Isamu Noguchi pendant fixture hangs in the son's room, which also has an acrylic mural by Hughes. Fittings by Sieger Design contrast with the slate tile in the master bathroom's shower.

are you
eco intelligent?



Products can only be as sustainable as the materials and processes used to make them. That's why we created Eco Intelligence® — a smarter way of thinking.

Our goals are quite simple: to design products that benefit the environment in every phase of their production and use, offering fabrics that reduce their impact on our shared natural resources.

Eco Intelligence® brand fabrics meet established criteria for:

- Product and Material Transparency
- Chemical and Material Safety
- Recyclability or Recycled Content
- Renewable Energy and Resource Efficiency

Eco Intelligence® fabrics are manufactured by Victor, a leader in eco-engineering for over ten years. They are available from leading furniture manufacturers and fabric distributors. Find them at VictorGroup.com and see what it means to be Eco Intelligence.®



good chemistry.
Circle 79

Another acrylic mural by Hughes graces the daughter's room, with its mobile of artificial flowers.



addressed the problem with a combination of floor lamps, table lamps, and track lighting, and she was careful to choose colors that could change, chameleonlike, over the course of the day. "People often look at our spaces and can't put a finger on why they're comfortable, but a lot of it is about color," she continues. The colors of two other murals require no explanation, however: blue in the son's room and pink in the daughter's. —*Kimberly Goad*

FROM FRONT B&B ITALIA: SOFA (DEN). **THROUGH EMMERSON TROOP:** COCKTAIL TABLES (DEN, LIVING AREA). **AM COLLECTIONS:** CUSTOM RUGS (DEN, MASTER BEDROOM). **THROUGH ORANGE:** STOOLS (KITCHEN), SIDE TABLE (LIVING AREA). **HIVEMINDDESIGN:** PENDANT FIXTURES (DINING AREA). **EDRA:** CHAIRS. **THROUGH HARRIS KRATZ ANTIQUES:** CREDENZA. **KNOLL:** ARMCHAIR, OTTOMAN (DEN), DAYBED (LIVING AREA), TABLES (CHILDREN'S ROOMS). **THROUGH MARY ANN LEMBO:** ARMCHAIRS (LIVING AREA). **LOST CITY ARTS:** CUSTOM SOFA. **RUG COMPANY:** RUGS (LIVING, SITTING AREAS). **CORAGGIO TEXTILES:** CURTAIN FABRIC. **MAHARAM:** SOFA FABRIC (LIVING AREA), CURTAIN FABRIC, HEADBOARD FABRIC, CHAIR FABRIC (MASTER BEDROOM). **THROUGH MODERN LIVING SUPPLIES:** ARMCHAIRS (SITTING AREA). **THROUGH MODERN ONE:** TABLE. **THROUGH PAUL MARRA DESIGN:** LAMP. **THROUGH RUMBA:** CHAIR (MASTER BEDROOM). **THROUGH ABC CARPET & HOME:** BEDCOVER, PILLOWS (MASTER BEDROOM), RUGS (CHILDREN'S ROOMS). **THROUGH NOGUCHI MUSEUM STORE:** PENDANT FIXTURE (BOY'S ROOM). **ARGINGTON:** BED. **BED BATH & BEYOND:** BEDSPREAD. **DORNBRACHT:** SHOWER FITTINGS (BATHROOM). **STONE SOURCE:** TILE. **IKEA:** CRIB (GIRL'S ROOM).

walk through

couple contacts

DESIGNERS IN SPECIAL FEATURE

C&G Partners ("Concrete Playground," page 240), 116 East 16th Street, 10th Floor, New York, NY 10003; 212-532-4460; cgpartersllc.com.

Andre Kikoski Architect ("Concrete Playground," page 240), 180 Varick Street, Suite 1316, New York, NY 10014; 212-627-0240; akarch.com.

Observatoire International ("Concrete Playground," page 240), 295 Lafayette Street, Suite 915, New York, NY 10012; 212-255-4463; lobsintl.com.

SLDesign ("Concrete Playground," page 240), 2042 Amber Street, 101, Philadelphia, PA 19125; 267-519-3764; sldesign.com.

Tristam Steinberg Design ("Concrete Playground," page 240), 324 South Kingsley Drive, Los Angeles, CA 90020; 917-478-4678; tristamsteinberg.com.

StudioMDA ("Concrete Playground," page 240), 102 Franklin Street, 3rd Floor, New York, NY 10013; 212-343-3330; studiomda.com.

Rafael Viñoly Architects ("Concrete Playground," page 240), 50 Vandam Street, New York, NY 10013; 212-924-5060; rvapc.com.

PHOTOGRAPHERS IN FEATURES

Eric Laignel ("Mansion in the Sky," page 190; "Bunny Love," page 198; "Abe Lincoln Slept Here," page 206; "Ace Is Wild," page 222; "A Museum of His Own," page 230), ericlaignel.com.

Joshua McHugh Photographer ("A Museum of His Own," page 230), 111 Fourth Avenue, Suite 4K, New York, NY 10003; 212-598-0533; joshuamchugh.com.

Michael Moran Photography ("United, They Sit," page 214), 10 West 18th Street, 7th Floor, New York, NY 10011; 212-334-4543; moranstudio.com.

DESIGNER IN CROSSLINES

Local Projects ("Think Locally," page 57), 315 West 39th Street, 908, New York, NY 10018; 212-480-0479; localprojects.net.

DESIGNERS IN WALK-THROUGH

Curated ("In a Family Way," page 86), 54 West 21st Street, 501, New York, NY 10010; 212-448-1091; curated.com.

Konyk Architecture ("Sign of the Times," page 79), 68 Jay Street, 509, Brooklyn, NY 11201; 718-852-5381; konyk.net.

Kazuyo Sejima + Ryue Nishizawa/SANAA ("Fashion Sense," page 97), 1-5-27 Tatsumi, Koto-ku, Tokyo 135-0053, Japan; 81-3-5534-1780; sanaa.co.jp.



PHOTOGRAPHERS IN WALK-THROUGH

Joshua McHugh Photographer ("In a Family Way," page 86), 111 Fourth Avenue, Suite 4K, New York, NY 10003; 212-598-0533; joshuamchugh.com.

Eric Laignel ("Sign of the Times," page 79; "Fashion Sense," page 97), ericlaignel.com.

DESIGNER IN MIXED MEDIA

Stephanie Goto Design Group ("Urban Village," page 104), 1 Union Square West, New York, NY 10003; 212-475-5575; stephaniegoto.com.

DESIGNERS IN KITCHEN/BATH

Billinkoff Architecture ("While You're At It . . .," page S2), 310 Riverside Drive, Suite 202-1, New York, NY 10025; 212-678-7755; billinkoff.com.

Laura Bohn Design Associates ("While You're At It . . .," page S2), 345 Seventh Avenue, 2nd Floor, New York, NY 10001; 212-645-3636; lbda.com.

Zeff Design ("See and Be Seen," page S9), 515 West 20th Street, 4W, New York, NY 10011; 212-580-7090; zeffdesign.com.

PHOTOGRAPHERS IN KITCHEN/BATH

Elliott Kaufman Photography ("While You're At It . . .," page S2), 255 West 90th Street, 5C, New York, NY 10024; 212-496-0860; ekaufman.com.

Eric Laignel ("See and Be Seen," page S9), ericlaignel.com.

DESIGNER IN CENTERFOLD

MOS ("The Party's Over," page 175), 92 William Street, New Haven, CT 06511; 646-797-3046; mos-office.net.

Interior Design (ISSN 0020-9508) is published 15 times a year, monthly except semiannually in April, May, and October by Reed Business Information, Reed Business Information, at 360 Park Avenue South, New York, NY 10010, is a division of Reed Elsevier, Inc., 275 Washington St., Newton, MA 02459-1030. John Paulsen, Chief Executive Officer. Periodicals postage paid at New York, NY, and additional mailing offices. Postmaster: Send address change to INTERIOR DESIGN, P.O. Box 5662, Hattiesburg, MS 39303-0662. ADDRESS ALL SUBSCRIPTION REQUESTS AND CORRESPONDENCE TO: Interior Design, P.O. Box 5662, Hattiesburg, MS 39303-0662. TELEPHONE TOLL-FREE 800-900-0804 (continental U.S. only) 515-247-2584 (all others). Publications Mail Agreement No. 40685203. Please return undeliverable Canadian addresses to: RCS INTERNATIONAL, BOX 697 STN. A, WINDSOR, ONTARIO N9A 6N4. Address all single copy requests along with payment to INTERIOR DESIGN, P.O. Box 5662, Hattiesburg, MS 39303-0662.