

# DESIGN

The image shows a sophisticated dining room. In the foreground, a long, rectangular table with a highly reflective surface is set with two large bouquets of white roses in clear glass vases. The table's surface perfectly mirrors the flowers and the room above. In the background, three framed abstract artworks are displayed on the wall, each featuring intricate circular patterns and scattered dark dots, reminiscent of a constellation or a complex geometric design. Above the table, a modern chandelier is suspended, consisting of several large, clear glass spheres of varying sizes attached to a dark, branching metal structure. The overall aesthetic is clean, modern, and artistic.

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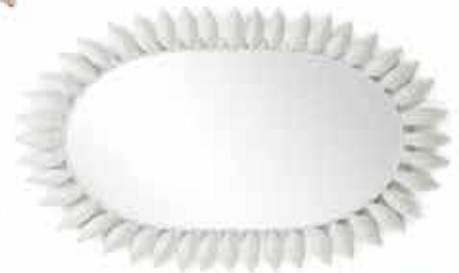


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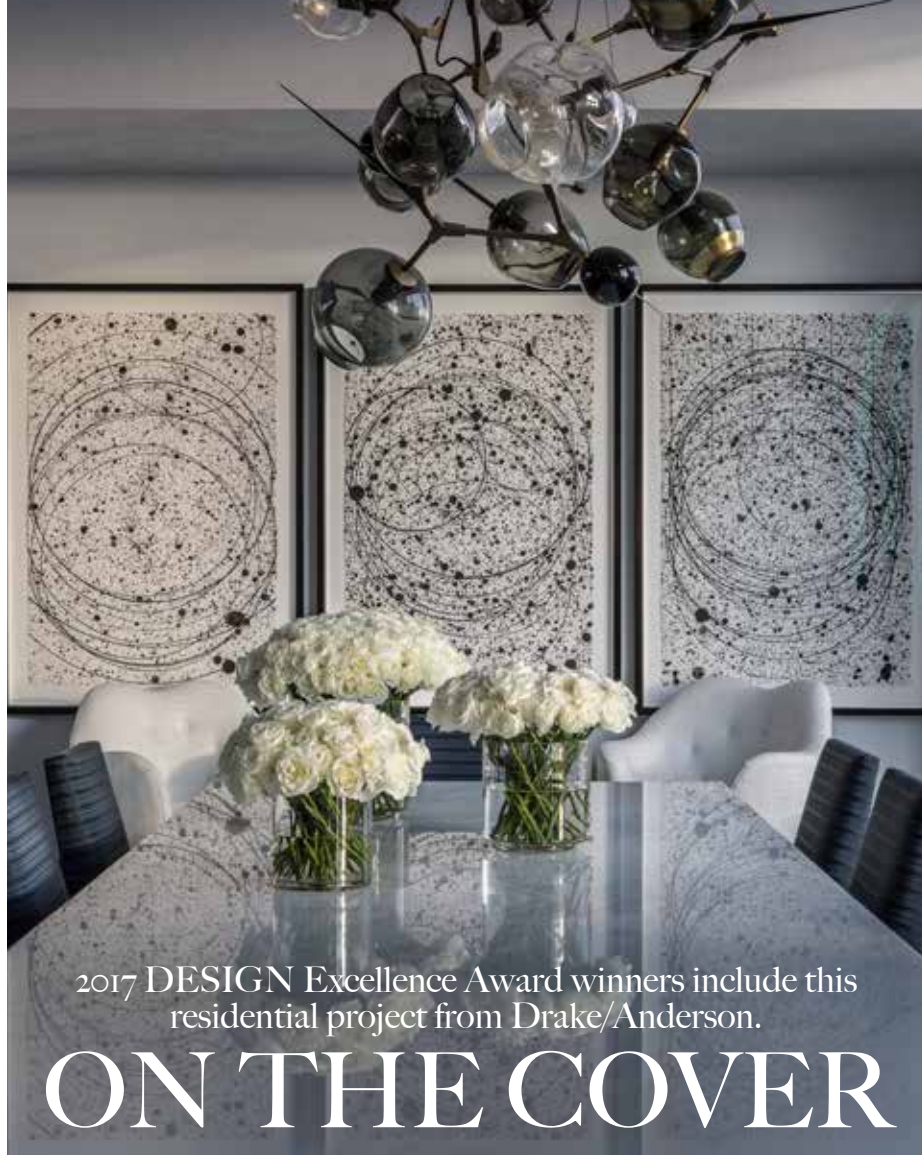
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Cover photo: Marco Flicca

2017 DESIGN Excellence Award winners include this residential project from Drake/Anderson.

# ON THE COVER

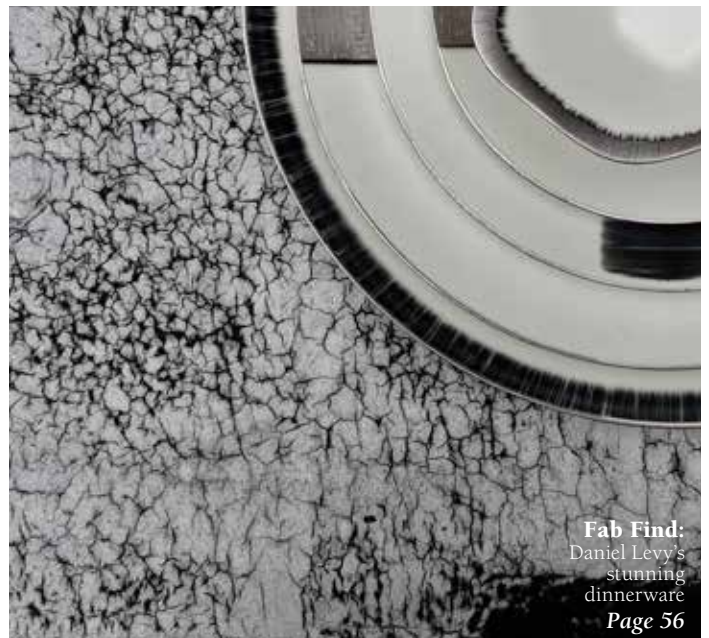
## Award Winners in 15 Categories

text by Miriam Makram

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**Profile:**  
Laura Bohn  
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**Fab Find:**  
Daniel Levy's  
stunning  
dinnerware  
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# A note from the President



## New Goals in the New Year

I am honored and privileged to serve you as President. I want to thank the many outstanding, inspiring and tireless members who keep the ASID running day after day throughout the year.

With the New Year just around the corner, it's the time we set our personal and business intentions for the next 12 months, and the ASID NY Metro Chapter has big plans for 2018. Three top priorities that emerged from our strategic planning are:

- Rolling out fresh initiatives that convey to the public the value and importance of working with ASID designers.
- Providing more continuing education options for our members, including a focus on the business of design.
- Creating opportunities for ASID Sponsors and Industry Partner members to build meaningful relationships with designers, including students and emerging professionals.

As President-Elect, I helped forge a new partnership with Holiday House that has already resulted in greater visibility for the Chapter and new talking points for our members as they connect with the public. Stay tuned for full event coverage of Holiday House in our Spring 2018 issue of DESIGN.

One of the first activities I presided over as the new 2017–2018 Chapter President was our Committee Open House/Membership Drive in November. Thank you to Lexington Home for hosting this event in your showroom at the New York Design Center.

All ASID Chapters rely on the volunteer efforts of their members and NY Metro is no exception. If you are not already involved, please accept my personal invitation to make your 2018 even better by joining the inner circle and volunteering on one of our committees. It's a win-win. We get to tap into your ideas about how to make the chapter better. You get to increase the value of your ASID NY Metro membership by making new professional connections or learning a critical new skill that can take you, or your business, in a different direction. Make it even more rewarding by inviting a Chapter friend or new business contact to serve with you on a committee of your choice.

Maybe you are interested in planning and executing this beautiful DESIGN magazine or helping to build relationships with the design media? Join the Communications Committee. Or have you always wondered what goes into planning CEU events? Check out the Business Development Committee. We have a working group for nearly every area of interest and expertise from Finance to Public Relations. You can find a complete sign-up list at [www.asidnymetro.org](http://www.asidnymetro.org) or contact Virginia Guillian, Finance Director, for more details about how to get involved.

Another proactive way to support our ASID NY Metro community is by entering the annual ASID NY Metro DESIGN Excellence Awards. Thank you to all who took the time out of their busy schedules to submit projects to the competition—and congratulations to all the winners. See our coverage on page 24.

This issue of DESIGN Magazine also features interesting profiles of Laura Bohn and Caleb Anderson, lots of Metro Moments, our new Sponsor Directory, and—just in time for New Year's—our Fab Find: unique platinum-edged porcelain dinnerware from Daniel Levy.

As I embark on this leadership role with the 2017-2018 Board members, we invite you to share your ideas for creating a vibrant ASID NY Metro Chapter. I am looking forward to our many exciting projects for 2018. All my best wishes are extended to you and your family for a joyful holiday season.

Bjorn Bjornsson  
President, ASID NY Metro Chapter

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## chapter officers



### **Bjorn Bjornsson**

*President*

**About:** Born and raised in Iceland, Bjorn was educated in Denmark where he received his Masters degree in Architecture/Interior Design at Copenhagen's Fredriksberg Technical School of Interior Architects.

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### **Asler Valero**

*Professional Development Director*

**About:** Asler is a Venezuelan-American interior designer based in New York City. He balances his passion for design with traveling the world and working with charity organizations such as Housing Works, DIFFA and UNBOUND.

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### **Kim Hendrickson-Radovich**

*President-Elect*

**About:** Kim was trained at the prestigious Parsons School of Design. Her extensive background in the fine arts informs the signature style of Kim Radovich Interiors, the Long Island-based firm she owns and operates.

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### **Diana Mosher**

*Communications Director*

**About:** Diana was an editorial director in print and digital media while attending New York School of Interior Design. Through Diana Mosher Consulting she provides a range of interior design and marketing/communication services.

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### **Virginia Guillian**

*Financial Director*

**About:** Born and raised in Tokyo, Virginia is bilingual/bicultural. She received a BFA in Advertising from the University of San Francisco. She is the Marketing Manager for Lefroy Brooks and Cooper & Graham.

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### **Vanessa Deleon**

*Director at Large*

**About:** Inspired by her Cuban roots, Vanessa is as influential as her Art Deco styling rooted in her cultural composition.

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### **Jewells Blackwell**

*Membership Director*

**About:** Jewells graduated from the University of South Florida with a B.S., majoring in Pre-Med and minoring in French and Theater. She is the Regional Sales Manager at To Market Flooring in New York.

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### **Lucy Wang**

*Student Representative*

**About:** Born in the U.K. and raised in Taiwan, Lucy moved to New York in 2016 as an M.F.A. student of Interior Design at Pratt Institute. Lucy attained her Bachelor's degree in Neuroscience and Behavioral Biology at Emory University and practiced undergraduate research at the Yerkes National Primate Center.

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## admin



### **Joya Nuruddin**

*Administrator*

**About:** Joya is an association manager for several associations and has been the Chapter Administrator for ASID NY Metro Chapter since October 2015.

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# ASID calendar at a glance...

## dec

- Dec. 3-5**  
Design Connections  
La Cantera Resort & Spa  
San Antonio, TX
- Dec. 6**  
Sherwin-Williams Colormix Forecast 2018  
Lefroy Brooks, 134 West 18th St., New York, NY
- Dec. 12**  
ASID NY Metro Board Meeting and Holiday Party  
Robert Allen, D&D Building  
979 Third Ave., New York, NY

## jan

- Jan. 9-11**  
The Kitchen & Bath Industry Show (KBIS)  
Orlando, FL
- Jan. 15-21**  
IMM Cologne—The International Interiors Show  
Koelnmesse, Cologne, Germany
- Jan. 19-23**  
Maison & Objet  
Paris Nord Villepinte Exhibition Centre  
Paris, France
- Jan. 25**  
ASID NY Metro Long Island Event:  
How to Get Published  
Stark Showroom, Syosset, NY

## feb

- Feb. 3-4**  
Design on a Dime Miami  
The Moore Building  
Miami Design District, Miami, FL
- Feb. 3-7**  
NY NOW  
Jacob K. Javits Convention Center  
New York, NY
- Feb. 23-25**  
SCALE The ASID National Student Summit  
Los Angeles, CA

## mar

- March 7**  
ASID NY Metro Long Island Event:  
Meet the ASID Designers  
Country Carpet Showroom, Syosset, NY
- March 22-25**  
Architectural Digest Design Show  
Piers 92 & 94, New York, NY
- March 22-26**  
Diffa Dining by Design  
Pier 92, New York, NY

## apr

- April 14-18**  
IHFC Spring Market  
High Point, NC
- April 26-28**  
Design on a Dime New York City  
The Metropolitan Pavilion, New York, NY

\* ASID NY Metro chapter events in red

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# New Members | New Ideas

## ASID NY Metro Welcomes Two New Members

The NY Metro Chapter of ASID is so fortunate to be part of such an innovative, ever-changing design hub. From emerging designers to industry experts and household names, there's no shortage of design talent in the metro area, and we love to boast about our members. In this issue we are proud to present two new members to our creative community.



Photo by Bill Zules

### Ghislaine Viñas

Born in the Netherlands and raised in South Africa, Ghislaine Viñas studied interior design at Philadelphia University. After graduating and moving to New York City, she started out designing commercial office spaces and later established her own firm in 1999. Since then the studio has completed many residential, commercial and hospitality projects. Ghislaine is driven by her passion for design, color and unique attitude towards problem-solving. Her team thrives on collaboration and experimentation in conceiving design solutions for their clients. Ghislaine's product design continues to grow and push the boundaries of color, scale and form with expansion into furniture, textiles and lighting. This award-winning designer has been featured in numerous magazines and television shows, and has also lectured at colleges and universities around the country. She currently lives in TriBeCa, New York with her husband and two children.

**fun fact:** *"At 7 am, my husband brings in a cup of coffee and sets it on my bedside table... we have been married for 21 years and he has done this every morning we have been together."*



Photo by Jason Kerchner

### Audrey Kerchner

Audrey Kerchner, founder of AK Studios, has over 15 years of experience in the marketing world. She has been at the helm of corporate branding and communications, digital marketing, print marketing and multichannel campaigns across several industries. Audrey has a Bachelor of Science degree in Business Management with a minor in Psychology, which has helped shape the way she manages her projects and approaches her strategies.

Audrey's work is strengthened by her hobbies because, in addition to being a strategist, she's also a creative. Art is a huge facet of her personality, but it's her family that acts as the guiding force in her life. They have helped ground her and remind her to always be true to herself and her passions.

**fun fact:** *Audrey is a maker who loves to paint, draw, knit and reuse everyday/found objects to make functional art.*



# Being Bold in Brooklyn Heights

text by Diana Mosher

In the living room, Glenn Gissler Design transformed a traditional space into a sophisticated environment for 21st century living. With the help of sponsor 1stdibs, Gissler incorporated large-scale modern and contemporary works of art and a mix of mostly vintage furnishings and objects.

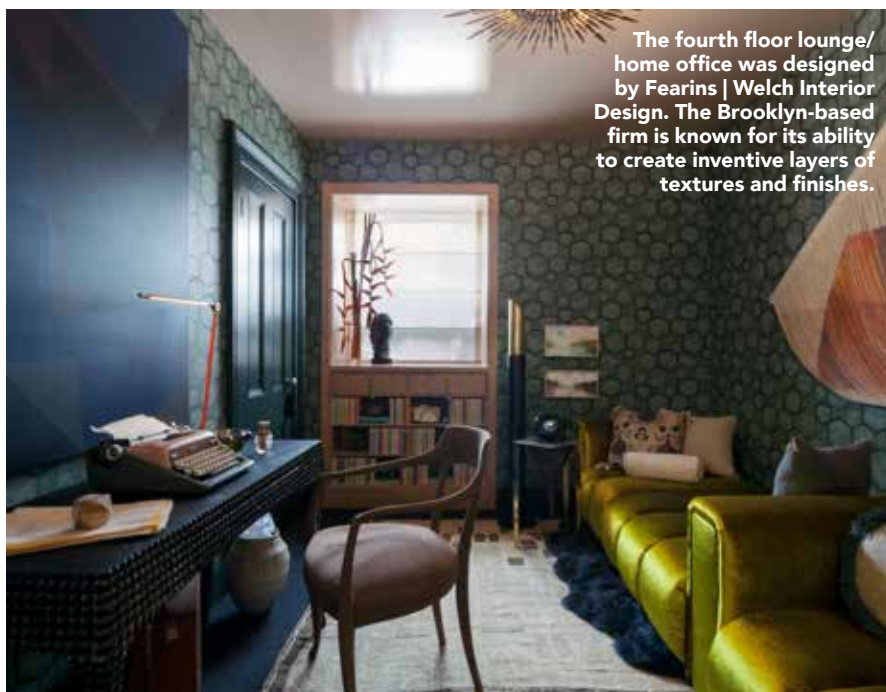


Photo by Gross and Daley

## Brooklyn real estate is hot

and many New Yorkers are choosing it over Manhattan. Now the most populous borough in New York City has a new distinction: its very own Designer Showhouse. “Benefitting the Brooklyn Heights Association, the showhouse is a testament to Brooklyn’s emergence over the last decade as New York City’s center of creative talent,” said Martha Bakos Dietz, President of the Brooklyn Heights Association (BHA). Thom Filicia served as Honorary Design Chair. Event proceeds will help the BHA continue to protect the area’s architecture and historical integrity in an era of constant change.

The classic 150-year-old brownstone at 32 Livingston Street was hosted by Karin and Saul Cooper who have owned the home since 1960. The showhouse, which ran from September 29 to November 5, featured top interior designers and decorative artists from Brooklyn and throughout New York City who transformed the Civil War-era townhouse. ASID NY Metro members were among the featured designers: ASID NY Metro Chapter



The fourth floor lounge/home office was designed by Fearins | Welch Interior Design. The Brooklyn-based firm is known for its ability to create inventive layers of textures and finishes.

Photo by Joshua McHugh



## members making news

President Glenn Gissler of Glenn Gissler Design (living room); Frampton Co (second floor study) and Fearins | Welch Interior Design (fourth floor lounge).

According to Erika Belsey Worth, Co-Chair of the Brooklyn Heights Designer Showhouse, “From the grand proportions of the parlor floor to the rough garret art studio, we had here the raw material to bring out the best of the best, each room providing a different space for the excitement between old Brooklyn and new design.”

Belsey Worth noted that the showhouse had a cohesive feel as you walked from room to room. “You could imagine someone living there. Each of the 16 designers was drawn to a different room and they really responded to, and respected, the bones of the house.” Their work addressed and answered the question: how do we live comfortably in formal spaces in the 21st century?



Photo by © Rachael Stollar

For the second floor study, Frampton Co’s “canopy of leaves” concept was inspired by the classic tree-lined street view. Brooklyn-based wallpaper company Flavor Paper developed a custom Frampton Co coloration of their Wild Thing pattern.

# Hello High Point

## Private VIP Market Tour with President-Elect Kim Hendrickson-Radovich

### ASID NY Metro

President Elect Kim Hendrickson-Radovich of Kim Radovich Interiors hosted a Private VIP High Point Market Tour on October 14. Designed for High Point veterans as well as newbies, Hendrickson-Radovich shared tips and insights collected during her 15-plus years of attending the market. Participants learned how to navigate fabulous showrooms while previewing new fall lines. “We had VIP access to some of the finest showrooms at the show,” said Hendrickson-Radovich. “During our tour we visited the extraordinary Highland House, Bernhardt, Theodore Alexander, Robin Baron Collections and Hickory Chair.” The tour included breakfast hosted by Highland House, lunch hosted by Theodore Alexander, bubbly by Robin Baron Collections and the Art & Design Party by Galerie magazine at Theodore Alexander. Look out for another VIP tour with Kim Hendrickson-Radovich at April’s High Point Market.



Kim Hendrickson-Radovich’s tour included VIP access to showrooms such as Robin Baron Collections.

# New York Interior Designer Laura Bohn Pens First Book



Photography Credit: Vladimir Weinstein

**Celebrated New York-based interior designer Laura Bohn** is releasing her first book, *Ways of Seeing*, a fabulous overview of her design process. Bohn sums up her highly personalized approach by saying, “My work tempers the coolness of modernism with the warmth of classicism. Interior Design magazine recognized what I do when it dubbed me the ‘Queen of Soft Modern.’ In other words, I’ve found my own way of seeing.”

A native Texan, Bohn began her career in Paris as an haute couture model, then moved to New York where she studied at Pratt Institute with Joe D’Urso, a legendary modernist. This led her to join forces with John Saladino, another design luminary, paving the way for her partnership with Joseph Lembo. Lembo-Bohn Design was widely recognized as one of the 1980s most creative and visionary practices, which resulted in Bohn being inducted into the Interior Design Hall of Fame.

In 1996, she founded Laura Bohn Design, employing her design signature of distinctive interiors informed by a strong sense of architecture intertwined with the sensuous use of unexpected materials, shapes and color palettes. An innovative leader in the residential reclamation of Manhattan’s former industrial and commercial spaces—the loft conversion of a 1907 Beaux-Arts bank building is one of her high profile projects—Bohn is equally skilled at creating the interiors of tranquil country retreats and sublime beach houses. *For more information, visit [lbd.com](http://lbd.com).*

**Bohn is known for the sensuous use of unexpected materials, shapes and color palettes.**



students making news

# Immersive Experiences Prepare Us for the Future

## Meet the New York School of Interior Design Chapter

text by Laurie Sheindlin

**We believe in building a collaborative and supportive design community in our school.** When a New York School of Interior Design (NYSID) student joins our ASID chapter, they're joining a group of designers who are as passionate about design as they are. We believe immersion is the best way to learn anything. We eat, sleep and breathe design.

Everything we do is with the goal of become better designers who are more connected and more knowledgeable in our field. When we're not at school, we're reading about design, talking about design or thinking about design. Our chapter organizes field trips to industry partners which allow us to experience a behind-the-scenes look at these companies. If and when we use these products we can speak in-depth about how they are made.

So far, we have visited Lindsey Adelman Lighting, Lisa Hunt Creative, IMG Interior Design and the West Elm Design offices. We currently have other exciting projects and destinations in the works, but they're top secret for now. If you follow us on Facebook, you'll be the first to know: [facebook.com/NYSIDASIDstudentchapter](https://www.facebook.com/NYSIDASIDstudentchapter).

Laurie Sheindlin



Jessica Fischer



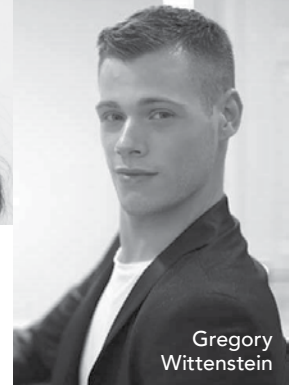
Alexandra D'Alessandro



Karen Ruiz



Gregory Wittenstein



### ASID New York School of Interior Design Chapter 2017-2018 Board

- President:** Laurie Sheindlin
- Vice President:** Gregory Wittenstein
- Secretary:** Alexandra D'Alessandro
- Treasurer:** Jessica Fischer
- Committee Chair:** Karen Ruiz

# Design Connex NYC Student Social at Steelcase

text by Michael Houck

**It was late afternoon on October 5, and everyone in the School of Visual Arts Interior Design (SVAID) studio was rushing to get ready for Design Connex NYC at Steelcase.** Launched in 2016, this annual student social brings together all the interior design schools in the city as well as ASID, IIDA and AIA. It has quickly become one of the most popular events of the year.

Everyone at SVAID was excited to meet and socialize with other students studying interior design here in New York. We needed a BREAK! We arrived around 6:30 pm just in time to enjoy the sunset out on the terrace and

beautiful views of Columbus Circle. While we engaged over beverages and hors d'oeuvres, the space slowly filled with a diverse group as conversations of life, school and interior design took place.

The benefit of making connections within the academic community and the interior design community at large was the broad message of this networking event. SVAID students stayed fairly close and we made our way to the dance floor as the music amped up. As the crowd got larger, the vibe felt like being in a club. Singing and dancing offered an escape from all the work piled up on our desks.

The dance floor got even more crowded as ASID and IIDA raffled off a chair. Also, the

**“Everyone at SVAID was excited to meet other interior design students. We needed a break!”**

DJ took on the role of MC and quickly had us doing the soul train. As the hours passed and the night grew long, we made our way to the general seating areas to cool down and have some final beverages. Upon our departure we were kindly gifted with swag bags from local interior design companies, courtesy of ASID and IIDA. With a final farewell we made our way back into the city streets to go on with our busy school schedules.

*Michael Houck is a junior at the School of Visual Arts Interior Design where he runs all social media and serves as Vice President of the ASID Student Chapter at SVAID. He will graduate in Spring, 2019.*



# Kravet & ASID Student Challenge

## The 2017 Textile Design Winners are Revealed

text by **Bonnie Hoeker**

### For the second year in a row, the Kravet and ASID Student Textile Design

Challenge returned to The New York Design Center. In late September, over 30 students participated from the top New York Metro Design schools: The New York School of Interior Design, Parsons, The School of Visual Arts, The Fashion Institute of Technology and The New York Institute of Technology.

Eight teams were divided and given an architectural and design style to serve as their inspiration. The styles ranged from Classicism to Brutalist. To guide them in their design process, each team had an ASID professional mentor. The mentors included Rhonda Eleish, Tamara Eaton, Lee Melahn, Charles Pavarini III, Brooke Lichtenstein, Jan Jernoske, Phyllis Harbinger and Bridgette Gottlieb.

Interior Designer Linherr Hollingsworth served as the “Tim Gunn” of the day, providing her graceful guidance and expert advice from her experience designing a textile line for Kravet. The challenge truly allowed students to fully integrate themselves into the textile design process from tracing sketches to digital manipulation to a printed design on fabric.

On Wednesday, November 15, a party was held in the Kravet showroom at The New York Design Center to honor those who participated and reveal the winning design of an upholstered chair, which is to be auctioned off for the Kips Bay Designer Showhouse Gala.

Each student received a printed version of their designs to use for their portfolios. Their design boards, which included their inspiration style and early sketches, were displayed around the showroom, giving other guests a peek into their design processes.

The winning design came from students Destiny Bates of NYIT, Connor Lucas of Parsons, Paul Lee of NYSID and their mentor Jan Jernoske of Transitional Interiors. Their Beaux Arts textile transformed the traditional style into a creative and modern reinterpretation. It really embraced the digital printing method by adding texture through color depth rather than the traditional method of it being woven. ■



Mentor Bridgette Gottlieb, and moderator Linherr Hollingsworth, working with their team members Danielle Joy and Po-Jung Chen.

Photo Credit: Megan Lane for Kravet



Phyllis Harbinger and Emma Tessler of Design Concepts Interiors with FIT Students Ediley Collante and Ariel Holder

Photo Credit: Eileen Meny Photography for Editor at Large



Mentor Charles Pavarini III with his team members, Krystina Glasner, Yue Wu, Ayelet Klammer and Kaushiki Gon.

Photo Credit: Megan Lane for Kravet



The winning team of students: Destiny Bates of NYIT, Connor Lucas of Parsons, Paul Lee of NYSID and their mentor Jan Jernoske of Transitional Interiors, posing with their winning design upholstered on the Kravet armchair.

Photo Credit: Eileen Meny Photography for Editor at Large

# Podcasts With Designers In Mind

text by Miriam Makram

The podcast craze is no passing fad. According to annual reports from Edison Research and Triton Digital released earlier this year, podcasts continue to rise in popularity. They are so informational, educational and entertaining that sometimes it's hard to get enough. Always responsive, members of the design community have created many inspiring and thought-provoking options. These are five of our favorites.



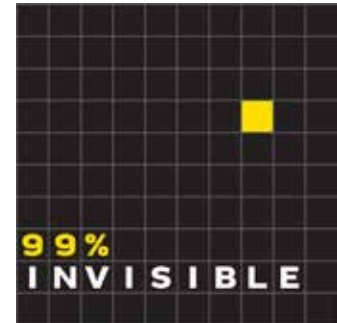
## Clever: A Podcast About Design

The creators of Clever—Jaime Derringer and Amy Devers—each have an eclectic mix of experience and expertise in design and art. Derringer is the Founder and Executive Editor of the popular design blog Design Milk, as well as a multi-media artist. Devers is a furniture designer and TV personality from popular shows like A&E's Fix This Yard and OWN's Home Made Simple. In the podcast, Derringer and Devers have candid and useful conversations with designers.



## The Chaise Lounge: Talking the Business of Interior Design

Nick May—Creator and Host—is the owner of a successful painting business who developed the basis of this podcast from his passion for podcasting and experience helping interior designers grow their business. He interviews top designers from around the country, covering topics such as how and why they got into the design field, how they gain success and other relevant subjects.



## 99% Invisible

This podcast is unique because it focuses on the unnoticeable design and architecture that surrounds us, carefully considering the thought that goes into the things we do not think about. Creator and Host Roman Mars grew this podcast from humble beginnings when it was produced in his bedroom, growing it into one of the most popular podcasts on iTunes with 150 million downloads. 99% Invisible is now produced from a studio behind his house.



## DnA: Design and Architecture

Host and producer of KCRW's DnA podcast is Frances Anderton, a frequent public speaker, published author and writer for various publications including Dwell magazine, The New York Times and KCET's Artbound. With her background in architecture and knowledge of politics and current events, Anderton believes she "has a unique vantage point on architecture and design." The podcast explores design issues from her point of view.



## A Well-Designed Business

LuAnn Niagra's podcast is a resource that shines a light on how to operate a design business that is profitable and productive. Having started her career as the co-owner of Window Works—an award-winning window treatment retailer—she knows a thing or two on how to accomplish that. Niagra believes "excellence is a decision" and that you only become successful "when you decide to make it happen." She tells listeners how to take the action and make success happen!





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awards

# DESIGN Excellence Awards

## Meet the 2017 Winners

text by Miriam Makram

We're excited to present the winners of the ASID NY Metro chapter's 2017 DESIGN Excellence Awards which celebrate stellar work in 15 categories that showcase a range of projects from restaurant design to outdoor residential design. First Place and Second Place winners were recognized during an awards ceremony in October at the NY Metro Chapter's Annual Meeting hosted by Theodore Alexander in their newly renovated showroom at the New York Design Center. The DESIGN Excellence Awards recognize the recipients for their creativity, outstanding attention to functionality as well as aesthetic design solutions and ultimately their commitment to demonstrating that Design Impacts Lives. Congratulations to all the winners!

### First Place

#### RESTAURANT DESIGN

#### **BENTEL & BENTEL ARCHITECTS**

**Project Name:** Les Sablons / **Location:** Cambridge, MA

Les Sablons is the French inspired vision of Bentel & Bentel and their restaurateur client. Stationed in the Conductors' Building, a National Historical Landmark in the Harvard Square area of Cambridge, Bentel & Bentel's design is an astute calibration of historical elements and modern flair. Preserving what architectural features they could, brick walls and terrazzo floors are juxtaposed by eye grabbing modern art and bold colored furniture.



Photo by Peter Vanderwarker

TRADE SHOWROOM DESIGN

JOAN  
BLUMENFELD,  
PERKINS  
AND WILL

**Project Name:** Hafele New York Showroom / **Location:** New York, NY

As an international leader of functional hardware and specialty fittings, the Hafele showroom of New York serves as a "one stop shop" for architects, designers and their clients. Joan Blumenfeld, Principal and Global Interior Design Director of Perkins and Will, delivers on her client's vision to bring the brand to life. Grand display cases glide along a track to accommodate the plethora of functional hardware collections; an entire room is dedicated to displaying the various applications of their LED lighting; and a sprawling kitchen illustrates specialty features for organization.



Photo by Michael Moran

PROFESSIONAL  
OFFICE DESIGN

TOM  
POLUCCI,  
HOK

**Project Name:** Dentsu Aegis Network Office / **Location:** Los Angeles, CA

The conversion of what once was a parking garage into the office of Dentsu Aegis Network was led by Tom Polucci, Director of Interiors and the creative team at HOK. With no shortage of challenges, the HOK team worked closely with the construction crew to tackle issues like ceiling height and HVAC systems. The end result, however, was the thoughtful, nature-inspired workplace with a mid-century modern aesthetic. Neutral material palettes are accented with unique beaded curtain motifs made of natural walnut. Painted beads in various sizes are affixed to tension cables reaching from floor to ceiling, providing a visual partition without hindering the openness of the lower level.



Photo by Benny Chan



## awards

### HOTEL AND SPA DESIGN

## TOM POLUCCI, HOK

---

**Project Name:** InterContinental  
New York Barclay Hotel (IHG  
Barclay)

**Location:** New York, NY  
Originally built in 1926 by  
the Vanderbilts as upscale  
residences, the property was  
later converted to the 704-room  
InterContinental New York  
Barclay Hotel. Last renovated  
in the 1980s, the IHG Barclay  
was long overdue for an interior  
make-over. The HOK team  
was tasked with the 16-floor,  
420,000 square foot project that  
took more than 20 months to  
complete. In keeping with the  
exterior's Federal style, period  
specific motifs like stripes, eagles  
and arrows were incorporated  
into the interior design.



Photo by Eric Laignel

### RESIDENTIAL KITCHEN DESIGN

## ELENA FRAMPTON, FRAMPTON CO

---

**Project Name:** Private Residence

**Location:** Larchmont, NY  
The renovation of the three-  
story Georgian-style home in  
Larchmont, NY designed by  
Elena Frampton includes eight  
bedrooms and an expansive  
kitchen, totaling 4,900 square  
feet. Paying careful attention  
to harmonizing the old with the  
new, Frampton's design connects  
the elegant embellishments  
of the Georgian style with the  
straight, clean lines that are  
reflective of modern design.



Photo by Joshua McHugh

RESIDENTIAL BATHROOM DESIGN

**VANESSA DELEON ASSOCIATES**

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**Project Name:** Fifth Avenue Apartment / **Location:** New York, NY

This modern bathroom actualized by Vanessa Deleon Associates is imbued with a cool monochromatic palette that elicits a fresh, spa-like ambience. Soft patterns of chevron add subtle texture to the space, while sconces, pendant lighting, back-lit mirrors and cabinets add luxury and openness.



Photo by Alan Barry Photography

RESIDENTIAL BEDROOM DESIGN

**MONICA KAHN DESIGN**

---

**Project Name:** Scarsdale Modern Georgian—Master Bedroom / **Location:** Scarsdale, NY

Turning the interior of this Georgian Colonial new construction into a modern oasis is the product of Monica Kahn Design's creative ingenuity. Use of neutral, monochromatic color schemes evokes a relaxing feel, while subtle textures and lighting add interest and charm. At the focal point of the room is the elegant upholstered bed flanked by custom black and gold lacquered nightstands and show-stopping sculptural pendant lights hanging from the center of the tray ceiling.



Photo by Peter Krupenye



## awards

### RESIDENTIAL CHILD'S ROOM DESIGN

## CHARLES PAVARINI III, PAVARINI DESIGN

---

**Project Name:** Teen Girl's Bedroom

**Location:** Tenafly, NJ

Textures mingle in a glamorous and age-appropriate vision. A teen girl's "Dreams come True" room, this is a hip place to study and also host rad slumber parties. A swinging acrylic chair is the statement piece, silver accents and dripping crystals provide bling and the pink kiss pillow solidifies the essence of life at seventeen.



Photo by Marco Ricca

### RESIDENTIAL LIVING SPACE DESIGN

## CALEB ANDERSON AND JAMIE DRAKE, DRAKE/ANDERSON

---

**Project Name:** Midtown Pied a Terre / **Location:** New York, NY

An ode to New York glamour, this contemporary living space employs a restrained palette, luxe materials, elevated fabrics and gleaming surfaces. The room features a compelling mix of vintage, modern and contemporary artisan pieces which form a setting for entertaining that is both comfortable and chic.



Photo by Marco Ricca



RESIDENTIAL HOME OFFICE

**VANESSA DELEON  
ASSOCIATES**

**Project Name:** Fifth Avenue Apartment / **Location:** New York, NY

This Fifth Avenue apartment designed by Vanessa Deleon Associates marries the bold with the elegant. The home office pairs whimsical details and a luxurious color palette with high-end finishes and sharply defined edges. The combinations of these elements create a balance that aligns with the inviting appeal found throughout the home.



Photo by Alan Barry Photography

RESIDENTIAL  
OUTDOOR SPACES

**DMITRY  
DUDNIK  
DESIGN**

**Project Name:** Orangerie

**Location:** New York, NY

The client's dilemma: ample outdoor space that was unusable in the winter and looked unfinished in comparison to the rest of their home. The designer's solution: an elaborate glass enclosure reminiscent of the French Revivalist conservatories. With the glass and aluminum structure posing an issue for cooling and heating systems, Dmitry Dudnik Design resourcefully devised a plan to hide the units in custom built cabinets. The "mechanical" portions of the systems were also hidden within compartments located outside the structure.



Photo by Anthony Trofymoff



RESIDENTIAL  
SHOWHOUSE

JUAN  
MONTOYA  
DESIGN

**Project Name:**

Kips Bay 2014, Living Room

**Location:**

New York, NY

At the Kips Bay Boys and Girls Club Showhouse (2014), Juan Montoya Design's living room contribution presented an eclectic space with luxurious large-scale furniture, a uniquely shaped fireplace and various works of art providing pops of color. At the center of the room is an expansive double-sided sofa paired with a 2,000-pound coffee table made from one solid piece from basalt rock.



Photo by Eric Piasecki

RESIDENTIAL  
MODEL APARTMENT

DESIGN  
CONCEPTS  
INTERIORS  
AND  
STUDIO  
GRELLA

**Project Name:**

Ritz Carlton Residence

**Location:**

North Hills, NY

The basis of this Ritz Carlton Residence development design concept was to entice multiple buyers. Through the use of sophisticated neutral palettes of grey, white and burnished silver, along with splashes of texture, the Design Concepts Interiors and Studio Grella teams were able to accomplish just that. The initial model unit was sold within the first month, and this success was followed by the second unit being sold fully furnished.



Photo by Peter Rymwid



Photo by Marco Ricca

**RESIDENTIAL TABLE TOP**

**CHARLES PAVARINI III, PAVARINI DESIGN**

**Project Name:** Dining Room / **Location:** Southampton, NY  
 Collections of fine china and glassware germinated the rich color palette for the entire room. Faience cobalt candlesticks are details out of a deconstructed Venetian Palazzo. The chairs are late nineteenth-century Venetian antiques. The placemats' hand-beaded details evoke the client's background as a fashion model in Paris, as does the china, which reiterates the chinoiserie style of the cabinetry in the adjacent room.

**Second Place Winners**

**RESTAURANT DESIGN**  
 Vanessa Deleon Associates

**TRADE SHOWROOM DESIGN**  
 Darrin Varden Design and Benjamin Moore

**KITCHEN DESIGN**  
 Robin Baron Design

**BATHROOM DESIGN**  
 Phyllis Harbinger, Design Concepts Interiors

**BEDROOM DESIGN**  
 Vanessa Deleon Associates

**LIVING SPACE DESIGN**  
 Sandra Funk, House of Funk

**CHILDREN'S ROOM DESIGN**  
 Monica Kahn Design

**OUTDOOR SPACE DESIGN**  
 David Thomas Inc.

**SHOWHOUSE DESIGN**  
 Barbara Ostrom Associates

**COMMERCIAL DESIGN STUDIO**

**CALEB ANDERSON AND JAMIE DRAKE, DRAKE/ANDERSON**

**Project Name:** Offices of Drake/Anderson  
**Location:** New York, NY  
 The offices of Drake/Anderson are located on a light-filled penthouse floor in New York's Gramercy Park neighborhood. The heart of this full-floor design studio is the dramatic conference room. Enclosed by glass walls, it features an impressive custom marble and bronze conference table and is replete with a striking Jonathan Browning chandelier hanging from the skylight overhead.



Photo by Marco Ricca



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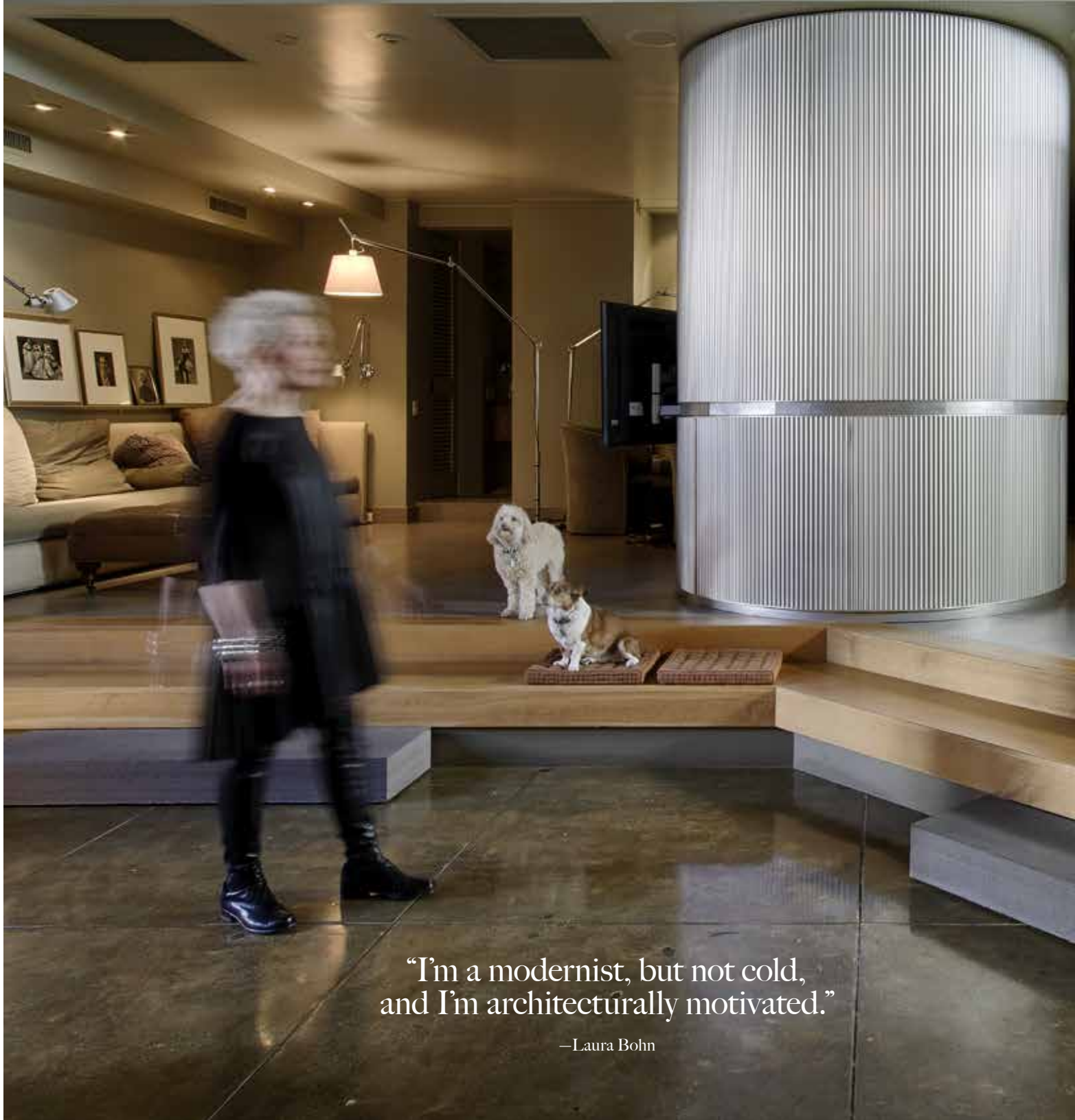
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“I’m a modernist, but not cold,  
and I’m architecturally motivated.”

—Laura Bohn



Laura Bohn's design hallmarks are always fresh, new and appropriate for any type of home, including this stylish interior.

# Catching up with Laura Bohn, Modern Minimalist

A conversation with one of today's most acclaimed designers

text by Michele Keith

"I would have become a designer much sooner. As it was, it took me a while to get started."

What Laura Bohn is referring to is that she didn't enter Pratt Institute until she was 32, nor open her own firm until 1996. Since then she's more than caught up, becoming one of the most sought-after and acclaimed designers of our day.

Speaking with a hint of a Texas drawl—Bohn grew up in Houston—she says, "People come to me for my look, not my interpretation of someone else's style." And in her inimitable fashion, she always makes it appear fresh and new, appropriate for any type of home, from a big-city penthouse to a mountain chalet.

Explaining how she accomplishes this, she says, "I'm a modernist, but not cold, and I'm architecturally motivated. The first thing I do is see how a space is laid out, then look for areas to improve upon or make bolder. Crucial is that everything is not only interesting but usable in terms of flow, materials and functionality."



## profile

One of her favorite design techniques involves mixing things up, especially natural materials and different kinds of woods; combining period pieces with contemporary ones; adding such Texas references as calfskins; playing with textures rather than patterns (leaving them for the artwork); and perhaps most of all, using grey in every hue imaginable.

"I'm not a fan of white paint except as trim," she clarifies. "It doesn't provide warmth, doesn't make a room feel comfortable. Grey, on the other hand, changes with the light. Of course, you have to choose the right shade, but it works because it stays in the background. People don't remember it. Instead, they take away the good feelings and emotions they experienced from being in the room."

Continuously on the lookout for new ways to create "magic," Bohn is enamored with light, combining different styles in one room: ceiling, table and floor lamps, pendants, up lights and down, even two lamps of varying sizes on a table, one perhaps focused on artwork, the other positioned for reading. "It's about creating a unique atmosphere."

Beautiful and worldly—we'd expect nothing less from someone who spent her twenties walking the runways of some of the most renowned haute couture houses in Paris and New York—yet decidedly down-to-earth, Bohn is especially keen on easy care. "It's not fun if you have to worry about everything," she says.

Admired for her hands-on approach, Bohn goes so far as to test fabrics' durability with forks, knives, even paper clips. She's been known to pour coffee on a spot and let it sit for a few days to make sure it's

**This designer is  
keen on easy care.  
"It's not fun if you  
have to worry  
about everything."**

—Laura Bohn

Subtle shades  
of grey appeal  
to Bohn, who  
favors that color  
over white.



Photo by David Gilbert



Photo by Peter Margonelli

Dramatic lighting illuminates Bohn's interiors, where she uses a combination of light styles to create a magical look.



Photo by David Gilbert



## profile

removable. “You should be able to have a cat or dog or a child for that matter, and not cringe when they run towards the sofa.”

As friends and clients know, Bohn loves her work, something she poignantly describes in her new book *LAURA BOHN: Ways of Seeing* (Pointed Leaf Press, 2017). She is currently centered on the tri-state area of New York, New Jersey and Connecticut as well as Florida, Texas and California.

“I was very lucky and got incredible assignments from the get-go with my first business partner, Joseph Lembo. Big projects in Japan, Saudi Arabia and Europe,” she says, and that pace continues today.

At the moment, she and her husband of 30 years, contractor/builder Richard Fiori, with whom she did all eight of their

homes and a handful of other projects, are obsessed with a 19th-century chateau in France’s Loire Valley.

“We saw an ad for it in the Times one morning last summer”, recalls Bohn, “and went to see it as soon as we could. It looks like a Disney castle, complete with spires and turrets. The price was amazing and because it’s only 200 years old, it doesn’t have the typical light-blocking halls of older chateaux. Instead, the rooms open onto each other in the classical manner.”

Still, she says it would take a gigantic renovation. “We’re going back soon to look at it again and make our final decision.”

Why the attraction? “I’ve been designing for 30 years,” she says, “I’ve done every kind of project there is. Nothing could challenge

me like this! I’d be able to do something radically different, over-the-top.” And she’d be working with Fiori, as much of a Type A personality as she admits being herself. Little could beat that, but she’ll find a way.

Given Bohn’s creative nature—co-founder of The Designers Collaborative, ASID and Decorators Club member, teacher at Fashion Institute of Technology, Parsons School of Design and Pratt institute among other endeavors—it sounds right when she says, “I envision connecting with local craftspeople or maybe a school. Who knows, there are so many possibilities!”

Whatever happens, her future includes Manhattan, “We’ll still keep an apartment in New York and take on various projects. It’s just too much fun to stop!” ■

Her design approach is straightforward:  
“It’s about creating a unique atmosphere.”

—Laura Bohn



Photo by John Gramen



Bohn likes to contrast varying design elements, from interweaving natural materials and different kinds of woods to combining period and contemporary pieces.



Photo by Eric Laignel



Photo by David Marlow



ask the expert: marketing

# Attracting Your Ideal Client Persona

## Business Development Strategy

text by **Audrey Kerchner**

The saying “If you say you work with anyone you will get no one as a client” rings true because it is challenging and expensive to attract everyone. Today’s consumers like to be seen as individuals and respond better to a personal approach. To attract more clients, develop your perfect client “persona” and market directly to them to grow your business.

You can still talk to—and even work with—prospects who are outside that ideal client persona. The difference is you are only spending your time, energy and money on outbound marketing and advertising on the persona you have cultivated. When you have thoroughly researched and explored your perfect persona, you will know them better than they know themselves, so it will be natural and magical when you provide design concepts and solutions they fall in love with.

Additional benefits of developing a client persona include:

- It will allow you to dive deeply into who they are and what problems they have with design.
- It will give you a much smaller group to spend advertising money on to drive traffic to your website.
- Scaling your business becomes infinitely more manageable with clients that are similar in their wants, needs and how they like to see things. This means less shifting gears between different types of clients.

Great, but where do you start? First, pick a type of client that you have either already worked with, that you enjoyed, or are passionate about. It could be commercial business or a style of design you love to create. Remember you are going to be spending most of your time with these types of clients, so you have to enjoy and get energized by being around them.

Now let’s develop your perfect client persona. First, you create a persona board. Get detailed here, don’t try to stay broad. Instead, hone in on a small list so that you have a narrow group to focus on.

Research. Where do they spend their time in life and online? Where do they shop, eat and play? This information will help you figure out where, and how, to advertise.

What are their design problems, wants, and needs? You may have worked with someone in the past who fits the description of your persona, but if not, find a few people and interview them. It’s a great way to get to know your potential client group without coming across as selling. People enjoy sharing their thoughts, and the idea of being interviewed is very enticing.

Now solve those problems by coming up with ideas and plans. It’s more of a high-level process and concept you are creating to adapt to each client. You save yourself time and research by working with similar clients. You have put the time in up front to get the general information right, allowing you to focus your energy on the individual client’s needs.

Differentiate yourself for the clients. Develop your “unique value proposition” or “unfair advantage” that only you can offer based on who you are, your history and background. You may have picked a persona where you have been on the client side of the industry, so you have insider knowledge that others would not.

After you have defined your perfect client persona, update your website, advertising and other marketing materials to speak to them. You’ll be surprised at how quickly you can grow your client list this way. Once you feel like you have saturation in your market, start this process over again with another group and keep growing. ■

**“When you have thoroughly researched and explored your perfect client persona, you will know them better than they know themselves.”**



## Audrey Kerchner

### Founder, AK Studios

*Audrey Kerchner is an ASID NY Metro IP and the founder of AK Studios, a full-service marketing firm specializing in the needs of interior designers. With her experience as both an internal strategist and at agencies, her knowledge is backed by results. Having worked on many marketing campaigns worldwide, Audrey knows the ins and outs of creating end-to-end strategic plans. She knows the importance of implementing a cohesive plan both online and off to bridge the gaps between digital and print marketing, an approach that positions clients for success.*



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ask the expert: real estate

# A Perfect Pied a Terre Inside the Manhattan Market

text by **Scott Stewart**

A pied a terre in Manhattan is a dream of many around the globe, and I have had the honor of serving many seekers of this ultimate success symbol. What makes the perfect pied a terre? It is different for everyone and the purchase is an unusually emotional one that serves as a looking glass into the buyer's vision of who they want to be.

It is generally a turnkey property requiring very little renovation that immediately speaks to its owner at first sight. Kitchens are rarely a priority but need to be nice, even if compact. Frequently the location is already clear in their minds as they've fallen in love with a neighborhood in Manhattan, and the view is always at the top of their list. When found, they know it right away. Their poker face dissolves immediately and you can share in their excitement!

I recently helped a couple buy a pied a terre at Time Warner. This rather extravagant purchase was made because the wife is a concert violinist and performs at Carnegie Hall and Lincoln Center once or twice a year. Married to a gentleman who is a fund manager, the couple hailed from Texas where they lived in a 10,000 square-foot home with their two children. So a grand feeling of space was essential, and the dream of a panoramic view of Central Park and the New York City skyline a must.

When they walked into the apartment their wish list was satisfied. The duplex layout of this published apartment at Time Warner resonated with them because it felt like a house.

Pied a terre buyers also love bells and whistles, and this apartment had many including automatic blinds throughout, in-wall Surround Sound, and the convenience of a 51st floor gym.

The kitchen is minuscule, but that wasn't a worry! Located at the epicenter of dining and shopping, another important perk for this couple was proximity to restaurants since they planned to do very little cooking, although the kitchen is just big enough to make a meal.

Pied a terres come in all sizes, and 2017 brought a first to my 21-year career. I sold a penthouse in Soho to a purchaser who had just sold a cosmetics company. His main requirement was the ability to park a small fleet of cars in a private garage in the building. While I tried my best over many months to move that wish further down his list, after

showing him 70 properties I finally found a penthouse in a boutique condominium with a three-car garage that he could purchase.

And, as an avid cigar smoker, he loved the idea of having multiple terraces for cigar parties and other outdoor entertaining. His penthouse has two major terraces facing in two directions: the downtown skyline and the Hudson River. The upper terrace has a barbecue and he installed a large flat screen outdoor television so he and his friends could enjoy the outdoors and not miss a game.

He also wanted his children to feel comfortable with their own sleeping quarters. So a duplex layout once again created a sense of privacy for the bedrooms. While he did not intend to cook very much, he wanted a kitchen that looked luxurious and that allowed him to easily serve snacks. A large master closet was paramount for his city wardrobe.

After purchase, my client upgraded the home with a tablet-driven home automation system encompassing air conditioning, blinds, sound and lighting, all controlled from his phone. He also has a stunning glass wine cellar, an incredible watch safe fit for Batman, and a luxury fleet of vehicles at his fingertips when he is in town.

One of my favorite pied a terre sales was a much simpler task altogether. My listing was a chic and modernized 800 square-foot, one bedroom, one-and-one-half bath at 157 East 74th Street, a boutique condominium with a doorman. It was like living on a cloud: white tile and bleached hardwood flooring, white walls, white kitchen, a beautiful little glass-enclosed dining area and comfortable marble baths.

What made this aerie so special was that it had a lovely terrace large enough for a table and chairs and some greenery with a magnificent view of the dome of the St. Jean Baptiste Roman Catholic Church.

At the time of its sale, it was the record price-per-square-foot achieved for a one bedroom in the building, and the view of the



## Scott Stewart Corcoran Group

*Scott Stewart is a licensed Associate Real Estate Broker at The Corcoran Group and Corcoran's Westside Broker of the Year, a member of the President's Council and the Multi-Million Dollar Winners Circle. He was named to The Wall Street Journal's Top 250.*

dome in all its glory is ultimately what sold this apartment.

The couple purchasing the property resided in Connecticut but worked in Manhattan. This apartment checked off all their boxes. It was in an idyllic location for them, with restaurants like Orsay at the corner. The wow factor of walking into the apartment day or night and seeing the dome inspired them. The terrace was the perfect spot to enjoy. ■

**“The purchase is an unusually emotional one [and] a looking glass into the buyers' vision of who they want to be.”**

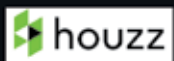


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profile



Caleb Anderson and his design partner Jamie Drake create sophisticated interiors that are luxurious and elegant with a touch of the unexpected.

Photo by Weston Wells

# Expect the *unexpected*

text by **Alexandra Nino**

## **Caleb Anderson** has had an appreciation for beauty

and design from a young age, so the fact that he's created a name for himself in the world of interior design is perhaps to be expected. His designs on the other hand, are anything but! The Texas native is one half of the award winning design team Drake/Anderson, the New York based firm with a reputation for creating sophisticated interiors that are luxurious, elegant, and always a touch unexpected.

Earning his degree in Interior Design, Anderson refined his skills under the tutelage of AD100 designer Jamie Drake and renowned architect David Mann before starting his own firm, Caleb Anderson Design, which quickly received accolades from *Lonny Magazine*, *New York Cottages & Gardens*, and *House Beautiful*. It wouldn't be long, however, before Drake and Anderson would be reunited: In December, 2015 the duo announced they were joining forces to create Drake/Anderson Design. Since teaming up, the pair have completed elegant interiors in some of Manhattan's most esteemed buildings including One57,

the Baccarat Residences, and 56 Leonard, as well as renovations of historic townhouses in London, Paris and around the world.

Now in their third year of business together, they are masters at playing off each other's strengths to create glamorous high-end residential and commercial interiors. "The wonderful thing about Jamie and I is that we're very different people," said Anderson. "There's a certain yin and yang about us. Jamie is more reactive and throws everything out there, whereas I tend to be a little more reserved and methodical." Drake is known for his bold use of color, while Anderson is celebrated for his fresh take on traditionalism which combines stand out antiques with more modern pieces. "We can both see something that the other can't and I think that's how the best design is created," he noted.

Ensuring that they have great vision and concept imagery to work from is something Anderson is very focused on. As such, he's constantly in search of new inspiration. "I'm always looking and noting things down because inspiration is everywhere. It doesn't have to be a literal piece of furniture. It could be as simple as a texture or detail on a piece of clothing,"

said Anderson, who feels that having a visual awareness of what's around you and applying beautiful moments to design is an integral part of the design process.

While his style has evolved and been refined over the years, Anderson is a firm believer that the most interesting rooms will continue to span both place and time. As someone who has always been fascinated by history, he has a passion for pieces that have a story to tell. "As designers we're exposed to so much," Anderson explained, "it's hard, but I look for things that I haven't seen before—pieces and ideas that are unusual or unexpected. To me, the challenge of trying to bring harmony and cohesion to a room with both contemporary and antique elements is exciting." Anderson proves time and again his ability to execute this challenge beautifully—it wouldn't be out of the ordinary to find in his work a midcentury chair paired with a contemporary lamp and a crystal chandelier, for example, or a MackIntosh Hill House chair juxtaposed with a Louis XV desk.

Caleb Anderson and Jamie Drake's approach creates delightfully unexpected combinations, making them one of the most in-demand design duos. ■



Photo by Marco Ricca

**“A room can look beautiful, but if it’s not functional it is not well designed.”**

—Caleb Anderson



# Insights and Innovations

## A Conversation with Chad Stark

text by Gwen Donovan

### Q & A

**Q** Can you tell us about the overall design aesthetic of Stark Studio?

**A** Stark Studio currently has a transitional-to-contemporary product offering. It's a reflection of what Stark as a company is currently selling through its own stores and what is currently trending in the market. I expect in the coming years you will see more traditional designs coming into the line. One of the great benefits of the Stark Studio line is that many of the products have already been field tested within Stark's own showrooms prior to being released in Stark Studio. We already know these rugs will sell and that is a huge plus for our dealers.

**Q** How do you approach the creative process at Stark Studio?

**A** I am always collecting ideas and images of things I like. I am usually attracted to things I have not seen or seem novel to me in some way. I see a lot of products in my job so I know when I see something fresh, something I have not seen in a while. When I sit down with a designer to direct them, we start borrowing motifs and styles and combining them with other complementary inspirational materials. Once we have established a design concept I immediately think about how to express that concept in the woven form. What woven structure does this thing belong to? What dyeing process should be used to capture a certain effect? How should the piece be washed and finished? How can I use the weaving and manufacturing process to further expand

the concept so that something original is produced as a result? Again, it's an evolutionary process.

**Q** Are there specific business objectives Stark Studio has followed to become so successful?

**A** The manufacturing and design resources of Stark Carpet are without peer. There is literally no flooring textile we can't create, source and make. We rely on our mills and work as a team to produce the best products we can. The rug business is a familial business. Stark Carpet is a family-owned business and we are supported by many other small family-owned businesses. It's a business and we have to do what's right for the company, but at the end of the day we are all friends. It's a supply network running from the client all the way to the weaver. We are all dependent on each other. If we are there for them then they will be there for us. This is how we view these relationships. As a rug expert you can't ask for more support than that.

**Q** What sets Stark Studio apart from other home design firms?

**A** Our business is founded on inspiration and passion. Rug making is too difficult and too time consuming to be a casual product of commerce. The inspiration to create comes from understanding what is missing from the market. Design creativity is simply drawing from historical artistic inspirations that would help fill a void in the market and then reformatting those

### Chad Stark SVP, Stark Studio

*Chad Stark is Senior Vice President of Stark Studio and an up-and-coming voice in the design field whose talks at industry events have been lauded for their passion and fresh perspective. Combining his background as an entrepreneur and DJ with his interests in technology, music, interior design and home décor, he oversees day-to-day operations at his family's company where the focus is on rugs and carpeting. He recently shared his thoughts about the creative process as well as Stark Studio's business objectives, what distinguishes the company, and where they are headed.*



Photo credit: Stark Studio

“I am usually attracted to things I have not seen or seem novel to me in some way.”

—Chad Stark

inspirations for the present moment. The better one is at combining and re-formatting those inspirations, the more original and creative the product will be. Design is an ongoing evolutionary process.

**Q** Does your background as an entrepreneur influence the company's future goals and aspirations?

**A** Yes. My background as an entrepreneur influences the company's future goals and aspirations because entrepreneurs are innately never satisfied. We are continuously learning and trying to improve. When things are good, we want them to be great. This constant pursuit for advancement definitely comes from my background as an entrepreneur. However, now I am an *intrepreneur*—an entrepreneur within a larger organization.

**Q** Where do you think the company is headed in the coming years?

**A** Stark will continue to create and curate the most expansive selection of luxury residential and corporate carpets and rugs at a wide range of prices without compromising on quality or style. We will strive to grow our business by reinforcing the most recognizable industry brand and establishing a new standard of customer service through the use of innovative business practices, specialized trade services, groundbreaking technologies, and lifelong relationships with clients and employees alike. ■



# ANNUAL MEETING AND AWARDS CEREMONY

## ASID NY Metro Celebrates New Officers and Top Talent

text by **Diana Mosher**  
photography by **Ayano Hisa** for Editor at Large

The ASID NY Metro Chapter's annual meeting is a fall tradition that marks the changing of the guard. This year's event on October 2 was hosted by Theodore Alexander at their newly redesigned showroom at the New York Design Center. Outgoing Chapter President Glenn Gissler swore in new officers: Chapter President Bjorn Bjornsson, President-Elect Kim Hendrickson-Radovich and Student Representative Lucy Wang. The 2017–18 board also includes: Virginia Guillian, Asler Valero, Jewells Blackwell, Vanessa Deleon and Diana Mosher.

Following his official swearing in, Bjornsson shared his excitement about the year ahead. He'll continue to help raise the ASID NY Metro Chapter's profile and will work on initiatives that elevate the profession in the eyes of the public while reinforcing the message that Design Impacts Lives. Educating the public about the many benefits of using ASID designers will be a top priority of his tenure.

This year's Annual Meeting also featured an awards ceremony. The ASID NY Metro Chapter recently introduced the annual Design Excellence Awards. Gissler presented engraved first place awards and second place certificates to NY Metro members in 15 categories from restaurant to residential living space to model unit.

Our coverage of the Excellence Awards starts on page 24. Congratulations to all the winners! ■



Outgoing President Glenn Gissler swears in new President Bjorn Bjornsson, President-Elect Kim Hendrickson-Radovich and Student Representative Lucy Wang.



Kim Hendrickson-Radovich, Bjorn Bjornsson and David Santiago of Casa Santi.



Design Excellence Award recipient Elena Frampton's team accepting the award on her behalf.





Susan Nagle of Bentel & Bentel.



Vivianne Alves of Ornare, Bryon Hamilton of SAMAD, and Virginia Guillian, Financial Director of ASID NY Metro Chapter.



Theresa Seabaugh, past NY Metro Communications Director; Susan Anthony, past NY Metro President; and Barbara Ostrom of Barbara Ostrom Associates.

The DESIGN Excellence Awards recognize the chapter's talent in 15 categories.



Winners of the NY Metro Chapter DESIGN Excellence Awards pose with outgoing and incoming chapter leadership.



Charles Pavarini III accepts his award.



metro moments

# BOOK LAUNCH COCKTAIL PARTY

## Celebrating 10 Years of Holiday House

text by **Diana Mosher**  
photography courtesy of **Patrick McMullan**

**I**talian textile company Frette hosted a cocktail party at a luxury condo in Midtown East to celebrate interior designer and Holiday House founder Iris Dankner's new book *Holiday House: Ten Years of Decorating for A Cure*, published by Pointed Leaf Press.

Now in its tenth year—and with showhouses in Soho, The Hamptons and London—Holiday House is the place where top interior designers go to showcase their talent while helping raise critical funds for The Breast Cancer Research Foundation. Dankner is a breast cancer survivor and her new book, released on October 31, tells the story of how she created and executed the concept for the interior design showhouse.

Running from November 15 to December 6 at The Academy Mansion, the 10th annual Holiday House NYC was another resounding success. Holiday House partnered with ASID NY Metro to fill the showhouse with the industry's most influential designers. Look for our event coverage in the next issue of *DESIGN Magazine* in March 2018 ■



The guest of honor, Iris Dankner, and host Filippo Arnaboldi of Frette, kick off the festivities.



Iris Dankner with Jacqueline Hosford, past ASID NY Metro Chapter President and (below) with Vanessa Deleon, NY Metro Chapter Director at Large and Bobbi Ortega of Vanessa Deleon Associates.



Bjorn Bjornsson and Iris Dankner.



Dankner's book tells the story of Holiday House which raises funds for The Breast Cancer Research Foundation.

# THE ART OF PAIRING UPHOLSTERY AND RUGS

## Robert Allen Long Island Showroom Hosts Cocktails and Conversation

text by **Diana Mosher**

photography by **Jennifer McGraw** and **Creepwalk Media**

**W**ith over 130 SKUs and a color palette comprised of Tea, Patina and Brass, Robert Allen's new Gilded Color Fabric Collection celebrates the range of techniques found in couture garment construction. Beaded embroidery, cut velvets, watercolor prints and more are rendered in patterns that draw from Art Nouveau and Jazz Age textile sources.

Designer Rugs and Carpet by Peykar in Syosset, NY has custom-designed a selection of rugs to coordinate with these fabrics. On October 26, ASID NY Metro celebrated this new partnership at the Robert Allen Group Showroom in Woodbury, NY.

Long Island designers mingled with ASID's NY Metro Chapter Board Members and the new Long Island liaison, Jackie Higgins of Beach Glass Interiors, who has taken over the position formerly held by Kim Hendrickson-Radovich, ASID NY Metro President-Elect.

In her opening remarks, Nina Belczynski, Showroom Manager at The Robert Allen Group, stressed the breadth of choices offered in this new textile collection. "We have a close relationship between our design team and our mills. No one else has those colors." The Gilded Collection's Tea color is the grown-up sister to 2016's Blush color. "That's our grown-up toasted almond shade—from a saturated tea stain to a bright glow of copper. It's a neutral that's equal part organic and luxurious," Belczynski said.

Robert Hakimi, Owner and Operating Manager of Designer Rugs and Carpet by Peykar, added "I really love Robert Allen and the inspiration they bring to color. I know designers love fabrics and I notice a lot of times you start with the fabric; so from the fabric came the inspiration for these rugs. We had [Robert Allen's] fabric mill dye the yarn for us to match." Most of the coordinating rugs are available in custom sizes. Best of all, according to Hakimi, the rug will be ready by the time the couch comes in.

ASID NY Metro President-Elect Kim Hendrickson-Radovich, principal of Kim Hendrickson-Radovich Interiors, remarked that selecting a rug can be an arduous task. "You want the project wrapped up in a timely manner. In this day and age our clients don't want to wait for anything. So I think this is just brilliant. If you know in advance, you can include the rug in your presentation with the fabric, and this rug will be ready for you at the same time the furniture is coming in. That will help you sell the job."

Radovich also said that she used to be terrified of mixing metals, but now she wears a gold bracelet and a silver cuff. "We're pushing the envelope in our design work too. We're mixing metals and it works." ■



Long Island designers packed the Robert Allen showroom for an evening of networking and education.



Kim Hendrickson-Radovich, Jackie Higgins, Robert Hakimi and Nina Belczynski.



ASID NY Metro President-Elect Kim Hendrickson-Radovich introduces the chapter's new Long Island liaison, Jackie Higgins of Beach Glass Interiors.



# GET READY FOR AN EVOLVING HOSPITALITY MARKET

## VIP Panel at Élitis Discusses the Trends

text by **Diana Mosher**  
photography by **Ayano Hisa** for Editor at Large

**M**any ASID NY Metro members have been involved in hospitality projects while others are looking to break into this exciting niche. Designers got a look at future trends on September 7 when Élitis hosted a panel discussion on Trends in Hospitality and Commercial Design at their showroom in the D&D Building.

“My firm has been flirting with hospitality for the last five years. I couldn’t be more ecstatic to be here,” said ASID NY Metro Director at Large Vanessa Deleon of Vanessa Deleon Associates, who moderated the conversation with Carol Cisco, Publisher of Interior Design magazine, and Stephen Brockman, Senior Principal at Deborah Berke & Partners.

According to Cisco, the lines are blurring between health, wellness and sustainability in hospitality projects. Organic bed linens are hot—and so are recycled hangers. Keep an eye on Clodagh’s East Hotel in Miami where Feng Shui, Biogeometry, Radiesthesia and Crystal Healing methods have been used throughout the project.

Another trend to watch is the influence of art in hospitality. Art is now coming to the forefront as a draw and focal point of the project. The growing collection of 21c Museum Hotels by Deborah Berke & Partners—located in the “iced tea belt”—is Southern hospitality in a provocative art field environment that includes video based artwork, said Brockman.

“We find moments when architecture can complement the art. Historic buildings really do root the project in the place,” Brockman added. “We want projects to feel authentic in that place, because when a project is endorsed by the community it becomes a cultural hub for locals.”

Mingling with locals is exciting for all generations, especially Millennials who want an experience each and every time they travel. They give a thumb’s up to quirky brands like Tokyo’s Book and Bed Hotel which also provides an app that connects guests with others who are staying there. Cisco added that Millennials are less concerned with luxe. They embrace smaller guest rooms, but bigger community spaces are a must. ■



Asler Valero, ASID NY Metro Professional Development Director, with Vanessa Deleon.



Carol Cisco of Interior Design magazine; Stephen Brockman of Deborah Berke & Partners; and Vanessa Deleon, ASID NY Metro Director at Large, discuss trends in hospitality and commercial design.



The Élitis showroom provided a stimulating backdrop for the evening’s exploration of hospitality design trends.

# IDLNY PRESENTS

## NCIDQ Certification and How to Get There

text by Katherine Smythe

On November 14, IDLNY hosted a workshop for interior design students and practicing professionals interested in taking the next step to advance their career through NCIDQ Certification. Thom Banks, Executive Director of the Council for Interior Design Qualification, brought his expertise all the way from Washington, D.C. to the Kimball Showroom in New York City to offer designers insights about the application process, the exam format and recent changes to the exam.

“We’ve seen a 17% increase in exam registrations this year which is exciting.

That percentage indicates that the profession is growing, and speaks to the NCIDQ certification’s recognition within the industry as the gold standard for demonstrating professional competency,” said Banks.

Several professions such as law and medicine require certifications to practice, but certification for practicing interior design wasn’t established until 1974 by the CIDQ. As the only exam that measures core competencies backed by education and professional experience, the NCIDQ Exam is considered the highest standard in the industry.

The exam consists of three sections: Fundamentals (designed to be taken by recent graduates or students in their final year pursuing a Bachelor’s or Master’s degree in an interior design program), Professional (designed to be taken by individuals with a minimum of two years of qualified work experience in the interior design field), and Practicum 2.0 (also designed to be taken by individuals with a minimum of two years of qualified work experience in the interior design field). Individuals must take all three sections within a time frame of 10 exam administrations, or about five years.

Formerly a handwritten exam, Practicum 2.0 has been converted into a computerized, user-friendly platform, a modern upgrade that’s been well-received so far. “This year we debuted the new online platform for the Practicum portion of the exam. We’ve already seen an increase in the number of registrations, which suggests a pent-up demand for this format which allows applicants to take the section at different times and locations,” said Banks. The



Thom Banks, Executive Director of the Council for Interior Design Qualification, spoke about the importance of an NCIDQ certification.

Photography Credit: Jen Brister for Editor at Large

new program does not require training to use and it doesn’t involve other program software knowledge such as AutoCAD, Revit, etc.

NCIDQ Certification is fully portable; designers retain their certified status throughout regulated jurisdictions in North America. They also gain wider industry visibility and access to a strong and growing professional network.

“NCIDQ certification is the first step towards advancing your interior design career. Licensure within a given jurisdiction is equally important. State certification, such as NYCID in New York, becomes critical when it comes to industry regulation and practice laws. With a mission to advance the interior design profession as a whole, IDLNY offers educational sessions and connections

to critical resources that support interior designers as they navigate both the NCIDQ and NYCID certifications,” said IDLNY President Dan Villella.

Today, 12,000 interior designers hold active certifications by renewing each year, and approximately 31,000 interior designers have achieved NCIDQ certification since it was established more than 40 years ago.

While applicants can prepare for the exam with resources provided by most schools or membership organizations, Banks noted that the CIDQ is working on revamping the official practice materials available online for purchase.

Applications for the Spring Exam are open until January 15 and exams will be administered throughout the month of April. *For more information, visit [cidq.org](http://cidq.org).* ■



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