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contents

Note from the President
Kim Hendrickson Radovich 6

Chapter Officers
Meet the Board 8

Calendar
Upcoming Events 11

Discover
New Faces | New Ideas 13
Meet the 2019-2020 Board 14
Members Making News 17
Designer's Notebook 21

Trends
New Wave:
Commercial Trends at NeoCon 32

Social
Five to Follow:
Drew's Instagram Favorites 37

Departments
Tech Talk: The Vendor Viewpoint 40
Tech Talk: Virtual Reality 42
Practice: Lighting 44
Business of Design 45

Metro Moments
Summer Social Flower Power 48
Summer Showhouses 51

Sponsor Directory 56

Index to Advertisers 57



STANDING OVATION

Keith Baltimore's dramatic interiors elicit rave reviews from clients and other fans

text by Michele Keith | photography by Ric Marder Imagery

Page 22

Profile
A Match Made in Heaven
Benjamin Moore and Bonnie J. Steves
Page 28



Q&A
The World of Italian Tile
Page 39



Fab Find
Page 58

On the Cover:
Master Bedroom designed by Keith Baltimore.

Photo by Ric Marder Imagery



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A note from the President



A Farewell of Sorts

It is with mixed emotions that I transition off the board of ASID NY Metro. It certainly has been a wonderful two-year run. I have been so very fortunate to be blessed with a board of committed colleagues made up of interior designers, industry professionals, emerging professionals and students who work tirelessly to support the New York interior design community. I am happy to report that over these two years we have made many strides. The chapter has grown enormously on so many fronts.

The initiative to grow social media has certainly been successful. We now boast an Instagram feed with well over 25,000 followers. This forum provides our membership, industry professionals and sponsorship continued visibility. Membership grows steadily, as do sponsorships. A strong social media along with a robust social event calendar have provided us a forum for connecting interior designers and industry professionals who otherwise would never have met. We are excited to host another group of designers at our second annual Paris Design Experience during Maison et Objet and Deco Off in January and other curated design opportunities will be offered throughout the coming year.

ASID New York Metro represents design communities from East Hampton, Long Island to Westchester as well as the four other boroughs. Over the past three years a concerted effort to engage the Long Island Design Community has proven to be a tremendous success and this past summer we reached out to the Westchester Design community to establish an ASID presence there. We will continue to engage with Brooklyn, Queens and the outlying areas—all a part of this Metro chapter. This will ensure a continued network between all ASID NY Metro Designers who work both in and outside NYC with industry professionals and begin relationships that are all inclusive. Our strategic plan to educate, elevate and empower has certainly been fulfilled. The mission continues with a group of committed board members led by a young President, who will focus on students, emerging professionals and prioritize education which will bring a fresh new energy to the chapter.

In this last issue of the 2019 term we are excited to share some of the highlights of the past year, as well as a taste of what's in store. From honors bestowed upon our members Virginia Guillian and Phyllis Harbinger at the Leadership Conference in Atlanta to bragging rights of Barry Goralnick (whose smart task lighting sheds a bright light on the design scene) to our own Past President Glenn Gissler and Associate Marina Case (published in *Inside the American Home*). The issue features a range of inspiration from Keith Baltimore's dramatic interiors in deep moody hues to a riot of color in Bonnie Steves' collaboration with Diamond Sponsor Benjamin Moore at last year's AD Home Show. Emma Tessler continues the color story at NeoCon. Joan Ravasy takes us on a tour to Napa Valley and Diana Mosher brings us back home to the summer showhouses in The Hamptons, a New York Metro tradition.

In closing, I would like to express to you all how deeply honored I am to have had the privilege to serve my design community as the President of ASID NY Metro. I feel especially blessed to have worked with a group of professionals who I admire and respect. Thank you to President-Elect Alyssa Grella, Director at Large Benjamin Huntington, Finance Director Jennifer Minsky, Director of Professional Development Brian Gallop, Membership Director Claire Druga, Emerging Professional Director Keith Jones, Anthony Miksad our Student Rep and Ali Bullis our Administrator.

I owe a special debt of gratitude to our Communications Director and editor extraordinaire, Diana Mosher, whose unparalleled commitment to this board and publication has made this journey all the more fulfilling.

I will miss you all,

Kim Hendrickson Radovich
President, ASID NY Metro Chapter

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chapter officers



Kim Hendrickson Radovich

President

About: Kim Hendrickson Radovich is the principal of Kim Radovich Interiors and Kim E. Courtney Home. Trained at the School of Visual Arts and Parsons School of Design her extensive background in the fine arts informs her signature style. Kim's full service design firms in NYC and Huntington Bay NY specialize in both residential and commercial interiors.

president@nymetro.asid.org



Alyssa Grella

President-Elect

About: Alyssa heads Studio Grella in Glen Cove, NY. Passionate about the design process, her goal is to intrigue and inspire clients with solutions that embrace refined, bespoke design. A graduate of The School of Visual Arts, Alyssa holds NCIDQ and LEED AP designations.

president-elect@nymetro.asid.org



Brian Gallop

Professional Development Director

About: Brian is Territory Sales Manager, New York Region for Waterstone Faucets. Previously a board member in the Arizona Chapter of ASID, he produces innovative, engaging industry events that build enduring relationships between brands and designers.

professionaldevelopment@nymetro.asid.org



Diana Mosher

Communications Director

About: Diana is lead designer at Diana Mosher Associates. Her successful career in publishing while attending New York School of Interior Design also enables her to offer media consulting for design clients.

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Jennifer Minsky

Finance Director

About: Jennifer graduated with a degree in Fashion Design and worked in luxury sales and visual merchandising for the Gucci and Fendi stores in New York. Since 2012, she has been the District Sales Manager of New York Metro for Hansgrohe.

finance@nymetro.asid.org



Benjamin Huntington

Director at Large

About: Benjamin graduated with honors from Kingston University in England and apprenticed with a London architectural firm. His New York-based design studio specializes in high quality total interior refurbishments.

at-large@nymetro.asid.org



Claire Druga

Membership Director

About: Claire received her B.S. in Interior Design from Appalachian State University in 2015. She has worked as a design consultant for the Daltile Marazzi Design Studio. Claire is currently working toward NCIDQ certification and provides freelance interior design services.

membership@nymetro.asid.org



Anthony Miksad

Student Representative

About: Anthony has been an ASID member since freshman year in the BFA Interior Design program at Pratt Institute. He earned an Associate's Degree in Kitchen and Bathroom Design accredited by the NKBA.

studentrep@nymetro.asid.org



Keith Jones

Emerging Professional Chair

About: Keith is Specification Representative at Wilsonart. He studied at Parson School of Design in New York and Paris. Keith has also worked with Giorgio Armani, Lacoste and Macy's in visual merchandising roles.

epac@nymetro.asid.org

new york metro ambassadors



Asler Valero

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.

asler@aslervalero.com



Vanessa Deleon

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

vdeleonvda@gmail.com

long island liaison



Katharine Posillico McGowan

About: Katharine launched Katharine Jessica Interior Design in 2003, a multi-faceted boutique firm specializing in both residential and commercial projects.

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ASID calendar at a glance...

OCTOBER

Oct. 3
ASID NY Metro Annual Meeting
A&D Building
New York, NY

Oct. 6-9
Decorex International
London, UK

Oct. 6-14
Venice Design Week
Venice, Italy

Oct. 9-13
Design Week Mexico
Mexico City, Mexico

Oct. 10
Exclusive Tour
Kravet | Workspace at 200 Lex
New York Design Center

Oct. 19-23
High Point Market
High Point, NC

Oct. 24-27
WestEdge Design Fair
Santa Monica, CA

Oct. 29 – Nov. 1
The New York Tabletop Show
FortyOne Madison
New York, NY

Oct. 30
ASID NY Metro LI Event
Final Touch
Syosset, NY

NOVEMBER

Nov. 2-6
TEFAF New York Fall
Park Avenue Armory
New York, NY

Nov. 10-11
BD|NY Boutique Design NY
Jacob K. Javits Center
New York, NY

DECEMBER

Dec. 2-8
Design Miami/
Art Basel Miami Beach
Adjacent to Miami Beach Convention Center

Dec. 10
ASID NY Metro Holiday Party
Location TBD

*ASID NY Metro chapter events in red

Visit www.nymetro.asid.org/events for more events and monthly chapter meeting announcements.

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New Faces | New Ideas

The NY Metro Chapter of ASID is fortunate to be part of an innovative, ever-changing design hub. In this issue we feature Joan Ravasy of Joan Ravasy Design, Zunilda Madera of foley&cox and Kitty Dadi of Kitty Dadi Photography. We're excited to spotlight these talented members of our creative community.



Joan Ravasy

About: A devoted Professional ASID member, Joan has served in all board positions, attended ASID HQ Platform, and is the immediate Past President of the NJ Chapter. ASID National has also named her a regional ambassador to represent ASID resources to students enrolled in Interior Design programs in NJ and NYC schools. One of only 10 Designers named to the Design council of Signature Kitchen Suites of LG, Joan was welcomed to SKS as a charter member, where she was involved with product development and research, which just won awards at 2019 KBIS. Within her own firm, she works from both Tewksbury, NJ and Boca Raton, FL to deliver commercial and residential projects. Joan enjoys curated design with high end vintage, unique bespoke furnishings repurposed for residential interiors. Her unique, one of a kind concepts and resources will soon be spilling out online, stay tuned!

fun fact: During her off time, Joan enjoys spending time at the beach and riding her bicycle with her stilettos on.



Zuni Madera

About: Zuni has been with foley&cox for over a decade. She has worked her way up through the positions of Assistant Project Manager, Project Manager and Senior Project Manager until she was promoted to the role of Design Director in the fall of 2016. Zuni is a graduate of The Fashion Institute of Technology with a BFA in interior design. Her role draws on her extensive knowledge of the industry. She leads client communications, project design and development and project administration (including timelines and budgets) from concept to completion. Zuni plays an instrumental part in developing the design team.

fun fact: Zuni is a mother to twin toddlers. She and her husband love to dance with the twins.



Kitty Dadi

About: Kitty is an architectural interiors photographer based in the New York metro area. Her client focus consists of architects, interior designers and professionals in the architectural/design product industries. Using her skilled understanding of light and color, and its interplay with structure and design, she captures the creative and dynamic imagery needed to translate her clients' visual expectations and give it a voice. Many people think it's just a click of the shutter button, when in fact it's a whole process of setting up before you even take one shot. And then from there, get the perfect angle and the best light to create that impeccable image. Editing plays a huge part in the success of a photo. Cleaning up unwanted items in the photo or maybe even adding something that wasn't even there to start, it's all part of the creative process. Kitty has been working for the past three seasons with the D&D Building to capture Spring and Fall Market events. Please stop and say hello during market while she's capturing all the events and maybe she'll capture you too!

fun fact: Kitty enjoys biking, running and hot yoga... her most challenging run yet has been climbing Machu Picchu in Peru this past Spring!

Meet the 2019-2020 Board

When ASID NY Metro President Kim Radovich steps down on October 1, President-Elect Alyssa Grella assumes the chapter's top leadership position. Congratulations to Alyssa and all the ASID NY Metro members being sworn in at the 2019 Annual Meeting: President-Elect Benjamin Huntington, At Large Director Kristin Firine, Communications Director Miriam Makram and Student Representative to the Board Anthony Miksad. Returning to fulfill their second year of service are Membership Director Claire Druga, Professional Development Director Brian Gallop, Finance Director Jennifer Minsky and Emerging Professional Chair Keith Jones.



Alyssa Grella, President

About: Alyssa Grella of Studio Grella in Glen Cove, NY heads a successful firm that's passionate about the design process. Alyssa's goal is to intrigue and inspire her clients with solutions that embrace refined, bespoke design. She believes that design is a collaborative process between project

teams, clients, vendors and trades. The result is custom spaces tailored to make her client's vision a reality. Recent projects include Garvies Point, a waterfront redevelopment project in Glen Cove; The Ritz Carlton Residence in North Hills; as well as upscale restaurants and private residences on Long Island and in the New York metro area. Studio Grella specializes in interior design for residential and hospitality clients. In 2017, Alyssa was recognized with an ASID NY Metro Chapter award for Model Apartment Design, an honor that reflects her commitment to fine design as well as her skill as a designer. A member of the NY Metro Chapter of ASID since she was a student representative to the board from her days at The School of Visual Arts, Alyssa believes in honing her professional skills and holds NCIDQ and LEED AP designations. Known for designing environments that are timeless, Alyssa creates engaging designs of lasting value.

fun fact: *Alyssa planned to be a doctor, but changed her mind when her future husband was studying to become an architect and she became intrigued by design. She went to SVA and never looked back. Today, she and her husband run their interior design firm together.*



Benjamin Huntington, President-Elect

About: For almost 40 years Benjamin has worked on a wide variety of design projects such as Hamptons houses, a 15,000 square foot ski chateau, several brownstones, numerous Manhattan apartments, offices, an art gallery and

several country houses including a full renovation of a large Victorian house in Scotland. Benjamin earned his BA with Honors in England and in 1989, after nine years working at a London based Architectural firm, moved to New York, founded his New York based design studio and became an Allied Member of ASID. In 2002, Benjamin passed the NCIDQ, became a NY State Certified interior designer and became a professional member of ASID. Over the past 30 years Benjamin has also trained in the art of Feng Shui with some of the great Western Feng Shui masters. Five years ago he was awarded Feng Shui Master status. Aside from his design practice, Benjamin has been constantly active volunteering for the interior design community including: Past ASID NY Metro Board member and Chapter President, IDLNY (Interior Designer for Legislation in NY) Past President and Past Chair of the ASID National GPAC committee. In 2018 Benjamin received the ASID National Medalist award for outstanding service to the interior design profession.

fun fact: *In 1980 I shared a birthday party and cake with George Michael—we have the same birthday.*



Claire Druga, Membership Director

About: Claire began her journey with ASID as a student in the ASID Carolinas chapter. She received her B.S. in Interior Design from Appalachian State University in 2015 and dreamt of starting her

design career in New York. Claire continued to grow as a designer with the ASID NY Metro chapter by participating in numerous events as well as by joining the Emerging Professional Committee and the Professional Development Committee. Claire's work experience includes positions for residential interior designers as well as being a design consultant for the Daltile Marazzi Design Studio. Claire is currently working toward NCIDQ certification and provides freelance interior design services in New York.

fun fact: *I love playing drag queen bingo. The first time playing in New York City was at Linda Loves Bingo and I won a major award, the mystery prize: a pink loofah! From there I went on to play at Meow Parlor's charity drag queen bingo night among their cats. I invited their stars Goldie Lox and Ona Louise to host a charity bingo night at the Daltile showroom that was a big hit!*



Jennifer Minsky, Finance Director

About: Jennifer always had a strong passion for art and design. Jennifer is an oil painter and sculptor and at the age of 15, she began studying at the Art Students League in Manhattan. After graduating from the Fashion Institute of Technology with a degree in Fashion Design, she worked for more than 10 years in luxury sales and visual merchandising

for the Gucci and Fendi stores in New York. Since 2012, Jennifer has been the District Sales Manager of New York Metro for Hansgrohe, a German manufacturer of luxury faucets and shower fixtures. In this role, she uses her design expertise and her strength in sales and customer service. She also supports the Manhattan community of architects and designers throughout the metropolitan area by selecting products to fulfill the specification needs of her clients. In addition to her product role for Hansgrohe, Jennifer also provides continuing education courses on topics such as Universal Design, Selling Luxury, Water Sense and Behind the Wall Plumbing Secrets. Jennifer enjoys volunteering her time to organize local chapter events and is proud to be a member of the ASID community.

fun fact: *Jennifer began her design career at age 12 by rearranging the furniture in her home, while her mother was out of the house.*



Brian Gallop, Professional Development Director

About: Brian is territory sales manager, New York Region for Waterstone Faucets. He is known for producing innovative and engaging industry events that build enduring relationships between

brands and designers and develop brand recognition within the construction and design community. Previously a board member in the Arizona Chapter of ASID, Brian has been an ASID member since 2007. In Scottsdale, he was a waterware specialist and brand liaison at Ferguson Plumbing since September 2015. Previously, at Central Arizona Supply in Phoenix, his responsibilities included showroom designer, social media and VIP events coordinator, TV personality and liaison for industry partners. An enthusiastic volunteer, Brian has been active with the American Cancer Society, Susan G. Komen Fundraising, the Chrysalis Shelter and Big Brothers Big Sisters of Central Arizona. Brian is an avid runner who averages 13 half-marathons a year and ran the 2018 Boston Marathon.

fun fact: *I have been to Fashion Week and met Jason Wu, designer of faucets that are for sale in high-end showrooms around the world.*



Miriam Makram, Communications Director

About: Miriam participated in ASID's Los Angeles chapter and has been involved in our NY Metro chapter since moving to New York in 2016. She has served as Chair of the Communications Committee for the past two years and has

aided in the production of our chapter magazine—*DESIGN*. She also periodically writes for the magazine. Miriam received her B.A. in Studio Arts from California State University, Fullerton and her A.A. in Interior Design at the Fashion Institute of Design and Merchandising (FIDM) in Los Angeles. She started her design career as a professional color consultant—color being her favorite part of design. Miriam has worked as a freelance interior designer, providing project management services for various design firms specializing in both commercial and residential spaces. She currently works for Tahar Décor—a New York based residential firm.

fun fact: *Miriam initially worked towards a Bachelors degree in Kinesiology to become an Athletic Trainer, but after taking one painting class her career trajectory changed for good.*



Kristin Firine, Director at Large

About: Kristin is a project manager for Gramercy Design, a boutique design studio providing architecture, interior design, and bespoke furniture design and build services. Earning a degree with honors from the University of New Haven, Kristin began eagerly interning the summer before sophomore year. From

tile showrooms to commercial design firms she gained as much experience as possible. Upon graduation she was brought on full time by a design build firm before moving onto as architectural associate at Mark P. Finlay Architects in Southport, CT. Realizing that New York City was her true fit, she moved to accept her current position in January of 2019. She began her journey with ASID Connecticut as both President-Elect of her student chapter in college, as well as Student Rep to the Board for her state's chapter. As a two-term Student Rep to the Board, Kristin quickly moved onto Emerging Professionals Chair and then Communications Director. Always stepping into leadership roles, she quickly learned that ASID provides networking and career advancement benefits for every professional. She is excited to continue her journey with ASID NY Metro, while advancing her education through a master's degree in architecture.

fun fact: *Kristin grew up a trained ballet dancer for just over 14 years. She still likes to both take classes and attend performances in her free time.*



Keith Jones, Emerging Professional Chair

About: Keith is currently working as Specification Representative for the largest provider of engineered surfaces Wilsonart. His educational

background began in New York where he studied design and management at Parsons School of Design. During his studies he also spent time abroad in Paris. There he experienced some of world's most visited gardens and museums. Paris influenced him in many ways and inspired him to work in design. Following his studies, design and decorating have become something that he sleeps and lives by. He makes it a habit to build relationships with the design community in New York and throughout his travels he has learned quite a bit of unique design tips. Keith's hobbies include various trips and travels, cooking and catching up on good T.V. One of the best parts of Keith's travel journeys was being featured in an in-flight ad for Delta airlines. Keith was informed the ad was shown on more than 4,000 flights! The ad has sparked an interest in possibly modeling on the side.

fun fact: *I generally choose travel destinations based on cuisine.*



Anthony Miksam, Student Representative to the Board

About: Anthony is currently enrolled at Pratt Institute in their B.F.A. Interior Design program. Originally from Pennsylvania, Anthony studied Kitchen and Bathroom Design in his home state and remarked that program gave him a "unique background in specific residential design and construction standards. I hope that this will come in handy in my professional future!" Currently, Anthony spends his time researching inspiration for future projects and just to fill his brain with creativity. The new age of technology has really helped him in creating elaborate interior systems. Anthony's personal style is modern with a touch of warmth through texture and pattern. Anthony has a great interest in hospitality spaces like hotels and restaurants. Creating an environment to spark conversation and community is all he could ask for in a successful space! As the Student Representative of New York Metro, Anthony wants to help guide students in their transition from the educational world to the professional. The students should embrace all of the opportunities

that ASID NY Metro has to offer, this could be anything from social events with professionals, to exclusive tours of design firms and show rooms. Lastly, Anthony wants to create a student environment that lifts each other up and showcases what the future for interior design is going to be.

fun fact: *I originally studied Baking and Pastry Arts before coming to Pratt Institute for Interior Design.*

ASID Leadership Conference 2019—Atlanta

text by Miriam Makram and Benjamin Huntington

Loews Atlanta Hotel was the site of this year's ASID Leadership Conference—an event bringing together designers from all career stages. The unifying theme in each of the talks, presentations and events was “when you are your best self, you can successfully lead others.”

This was not your average conference, however, it was set as an experience! Designers not only attended presentations, but they took tours of remarkable projects throughout the city like the Mercedes-Benz Stadium, participated in health and wellness activities like Sunrise Yoga and engaged with other designers from across the nation at curated networking events.

Opening the conference was keynote speaker Shantell Martin, a visual artist best known for her large scale black and white drawings, right here from our own back yard—New York City.

During the presentation Shantell asked the audience this one question: Who are you?

As the saying goes—You are you!

Clearly the answer being much more complicated and nuanced, Shantell simplified it by breaking down both the

question and answer into an acronym: the first letter of each word of “Who Are You” gives you W-A-Y; and the first letter of each word of “You Are You” gives you Y-A-Y.

She explains all you need to do is find your WAY today—through hard work, practice and patience—and you will reach YAY. As cheesy as these acronyms may sound—Shantell notes—the answer is that simple and with good intention and authenticity it will work.

A great setting off point for the rest of the conference where experiences like *Developing Your Leadership Voice*, *Leadership Strategies Using Empathy to Design and Problem Solve*, and *Unmasking the [Super]Power of Storytelling* continued the conversation of how knowing yourself will allow you to lead yourself, your team, your firm and your chapter better.

Other aspects of the conference included how ASID National is leading in the design industry by advocating for designers on the legislative level.

New York Metro chapter's incoming President-Elect Benjamin Huntington—shares more on this topic.

Benjamin Huntington:

One of the evening events at the Leadership experience was the first ever meeting for the Thought Leadership & Public Policy group. This pioneering event brought together a widely varied group of dedicated ASID individuals from across the country to share understanding of the current state of legislation for interior designers and discuss potential initiatives for growing their legislative recognition across the country.

John and Rita Carson, Guest FASID, welcomed guests to the evening and introduced ASID's tireless VP of Government and Public Affairs Bryan Soukup.

Bryan spoke of new strategies including: Monthly ASID & IIDA webinars providing invaluable methods to support local legislative initiatives, the revamped legislative section of the national ASID website, the legislative successes across the country including greater recognition by state legislators and the passing of supportive legislation. However, legislative gains are not the only focus of this group, but also defending threats to our existing legislation for



The 2019 ASID National Award recipients

members making news



BJ Miller with Virginia Guillian and Randy Fiser



ASID NY Metro incoming President Alyssa Grella with Virginia Guillian

example, the reoccurrence of deregulation in Florida.

These legislative endeavors require constant vigilance monitoring all 50 states by the ASID Government affairs team including time, resources and of course, money. It is Bryan's goal that this event will be the first of many to raise additional funding for our "David and Goliath" struggle to ensure that the ASID legislative team is the strongest voice possible protecting and advancing the rights of every interior designer across America.

Attendees of the event discussed many ideas including what works, what doesn't, new grass roots initiatives and how to further the legislative needs and goals of the interior design profession. These ideas will form the building blocks for developing a new legislative manifesto by ASID National and once it is formed, will be disseminated to every local ASID chapter providing invaluable and innovative tools for all members.

It was truly heartening to hear the passion and conviction of so many dedicated ASID members during the evening. CEO Randy Fiser, Hon. FASID,

Chair BJ Miller FASID, Chair-Elect Jennifer Kolstad, ASID and our own Phyllis Harbinger, FASID were a few of the thought leaders present. This was a wonderful event providing critical insights into the wealth of knowledge available to ASID in support of a robust and forward-thinking legislative agenda!

Closing out the conference were speakers: Randy Fiser, ASID CEO; Kari Springfellow, VP of Member Experience; and co-founders of Experience Happiness and inventors of The Happiness Practice, Nancy O'Brien and Linda Saggau. Nancy and Linda's closing keynote covered the idea of happiness, how to dramatically increase it while decreasing stress and burn out.

A spectacular gala event was held at the closing of the conference to celebrate this year's members inducted into the exalted School of Fellows. The reception was a glittering array of fabulous outfits, a signature cocktail and delicious hors d'oeuvres. A national event of the year gathered ASID members, leaders and most of ASID National's management team. Past presidents, fellows, medalist and pioneers from all walks of the interior

design industry were there to honor and celebrate the new Fellows and Honorees.

As we sat down at the dinner table the event began with the annual tradition of the "Fellows Walk." Every ASID Fellow present walked in procession around the dining hall arriving on the stage. There were fellows of all sorts from across the country: men, women, old and young. These Fellows represent less than one percent of the ASID membership and are members of the most exclusive group of professionals of our profession.

During dinner, Master of Ceremonies Reed Karloff talked about the importance of our profession, and the incredible dedication of ASID volunteers at all levels. During the evening I was sitting next to Virginia Gullian, who had been honored the day before with the prestigious ASID IP Merit award. When Phyllis, who was sitting with us, was called to be inducted as a Fellow we jumped to our feet, clapping and cheering...it was a truly heartwarming moment to see ASID NY Metro's very own Phyllis on that stage with current national Chair BJ Miller and CEO Randy Fiser holding the finest honor ASID can bestow! ■

Task at Hand

Barry Goralnick's New Collection for Currey & Co. Reinvents Task Lighting

text by Keith Gordon | photography by Currey & Co.

Currey & Company, Villeroy & Boch and Vanguard Furniture are just a few of the many companies tapping into the product design talent of architect and interior designer Barry Goralnick. For Goralnick, finding the right design partner is like making a good marriage. “You have to be in sync in all ways,” he says. “This encompasses creative vision, design, manufacturing, sales and marketing. A successful partnership requires mutual trust and shared sense of humor.”

PHOTO BY MAURA SULLIVAN



Currey & Company is one of Goralnick's newest partnerships. Having identified their potential as a partner based on their product offerings and high quality, he initiated contact and a thoughtful courtship ensued. Meetings with Currey's Creative Director, Cecil Adams, and President, Brownlee Currey, were followed by introductions to the sales, design and engineering teams in Atlanta.

After getting to know each other even better, Currey's undertaking for Goralnick was to reinvent the category of task lighting. Goralnick delved into the assignment. “When Currey asked me to create a collection of task lighting,”

Goralnick clarifies, “my first question was, ‘How do you define task lighting?’ Traditionally, it's the light you need on your desk to illuminate your work. But today our tasks are different and we're not restricted by the confines of a desk. I strived to bring task lighting design forward, while working with a range of aesthetics in a multitude of rooms and situations.”

In a world of multitasking, smartly designed lighting is key for the success of any interior. Our tasks are as varied as our lives these days. We work from home more than ever—in home offices, kitchens, dining rooms and bedrooms. We switch workspaces as often as our busy lives demand. And the task at hand toggles from work to play and from play to work as fluidly as swiping from app to app.



Beaufort
Swing Arm

It's no longer enough for task lighting to be performed by a purely functional lamp on a desk. Barry Goralnick and Currey & Co. require that it look different (and better), too. By blending inspirations from Industrial Style with more glamorous motifs, details and finishes from a variety of periods, Goralnick created a collection of lighting that goes beyond simple task lighting. Individual pieces evoke feelings from other styles, but the defining era of the line is the present day.

Goralnick says that he loves the profession of design, because no two days of business are the same. He acknowledges that no two partnerships are the same, either. This keeps things interesting and inspires him to do his best work. ■



Reeves
Desk Lamp

members making news

Inside the American Home

NY Metro Members Featured in New Book

text by Sarah Fletcher

The work of Glenn Gissler, Past President ASID NY Metro and Marina Case, Associate ASID and lead designer of The Red Shutters in Warwick, NY is celebrated in a new book, *Interiors: Inside the American Home* (Images Publishing Group). Case's featured chapter illustrates a Shingle-style Cape Cod retreat (pictured opposite, top) she designed that offers a fresh and light approach to traditional. Case has a comprehensive knowledge of taste and style through history to the present and she brings that to her work, whether it is traditional, modern, eclectic or fun (or a combination thereof).

Also featured is the Upper West Side living room designed 25 years ago by Gissler (pictured opposite, bottom) for then president of EMI Music Worldwide and his wife. The inclusion of the project in this book speaks to the timeliness of Gissler's work. The living room's imposing scale—26 ft. by 26 ft. with 20 ft. high ceilings—presented an interesting challenge. Gissler's furniture plan included strong pieces and a “half-full, half-empty” approach that resulted in the perfect stage for entertaining and displaying work acquired during their travels.

Noted for its stunning array of intriguing interiors for all tastes and styles, the book also showcases the talents of Vicente Wolf, Drake/Anderson, Robert A.M. Stern, B Five Studio, Alexander Gorlin, Deborah Burke, Gabellini Sheppard and more. The introduction is by Marc Kristal, an acclaimed architecture and design journalist. ■

PHOTO OF GLENN GISSLER BY GROSS & DALEY



PHOTO OF MARINA CASE BY KATHIE AUSTIN



PHOTO BY DAN CUTRONA



PHOTO BY PETER MAUSS/ESTO



A True to Food Experience

Signature Kitchen Suites

Education Design Center in Napa

text by Joan Ravasy, ASID, NKBA, IFDA

As a charter member of the Signature Kitchen Suites (SKS) Design Council, I had the honor and privilege of attending the first Design Council event in Napa this past spring. We enjoyed tutorials, cooking demonstrations and immersion into the wine world at the newly created and stunning SKS educational design center (EDC) location in Napa.

State of the art design, integrated products, smart technology in every line up included all that SKS and LG have to offer the design community. It was an incredible immersion into the luxury home appliance world of our ASID National Sponsor Signature Kitchen Suites. Zach Elkin, General Manager, SKS, and his team are determined and dedicated to designers, our needs and pain points. With a road map in place, he aims to have designers be a part

of Signature Kitchen Suites' success and his team is focused on making SKS a "go to" luxury appliance for the design community.

Zach Elkin and the EDC members made an extraordinary experience for the Design Council with food demonstrations by Michelin Star Chefs, featuring the SKS Pro Range with Sous Vide Modality. The edge-to-edge preparation of steak, lamb and fish with preparations of grilled root vegetables was a dining experience like no other.

Signature Kitchen Suites created every detail including gourmet cupcakes and fine wines from select vineyards stored in the new SKS Wine Caves which feature completely integrated wine storage systems in column format. The fabulous interior design of the newly completed EDC is a stunning backdrop for the presentation of the LG and Signature line that they have to offer designers in the luxury appliance marketplace. ■



Visitors to the Signature Kitchen Suites Education Center in Napa are immersed in cooking and wine demonstrations



Joan Ravasy with Gary Thayer, COO, Signature Kitchen Suites and LG Builder

cover story

Standing Ovation

Keith Baltimore's dramatic interiors elicit rave reviews from clients and other fans

text by Michele Keith | photography by Ric Marder Imagery





The unusual grouping of birch tree branches in the corner, faux fur-capped stools and the Lucite table with glass top add subtle yet significant textures to the living room

cover story

A self-proclaimed theater geek, hitting the Great White Way nearly every night when he's in town and a co-producer of such recent hits as the musicals "Carousel" and "Head Over Heels," interior designer Keith Baltimore likens the craft of interior design with that of a Broadway show, bringing together all the elements needed to create a perfect sphere: acting, stage sets, lighting, sound, the balance between dialogue and song, direction.

"I'm an interpreter of how people live," says the Port Washington, NY-based designer, "of what they want and need, of how they will use the spaces I'm designing for them. Dialogue is crucial. I listen and try to extrapolate everything relevant from our discussions. Once I understand, there's an 'aha' moment, and I immediately know what to do. Then I take them to levels they probably would never have imagined."

Describing his work as "anthropological, insightful and instinctive," he illustrates what he means by referencing the pied-à-terre illustrated here. Done for an elegant couple whose primary residence is in Sands Point, Nassau County, found on Manhattan's Upper East Side.

The 2,500-square-foot apartment encompasses a living room, master and guest bedrooms with baths, "glam room" as it's been dubbed—once a third bedroom, now reimagined for the lady of the house as a private spot to prepare for her whirlwind of social activities—laundry, kitchen, foyer and capacious his-and-her, walk-in closets. There is no dining room as the couple prefers going out.

Glamour and drama, part and parcel of every Baltimore design, "always comes from the client, not me," he says. And it's no different here where the designer used luxe materials—think silk, velvet and mohair—dramatic lighting and a wealth of metals—steel, copper and chrome among others—in such surprising ways as the glam room's homage to Hermès with its burnished brass table base bringing

to mind the brand's much-coveted cuff bracelets. The floor-to-ceiling, bronze-framed screen in the living room fronted with handblown, amber-tinted glass mirrors, adds it in a different fashion, providing a breath-taking view of the NYC skyline the clients say is better than a work of art.

Regardless of the style of any room, Baltimore says all his work reflects a classic yet cutting-edge aesthetic, incorporating the latest innovations in products and materials. It is easy to see in the couple's living room with its pair of Art Moderne, 1930s swivel chairs, faux-fur capped, bronze stools by Kelly Wearstler for EJ Victor and the custom, velvet-covered sofa. Admitting that sometimes you have to force classic and modern elements to work together, though it often happens naturally, he says, "there's nothing like layering old

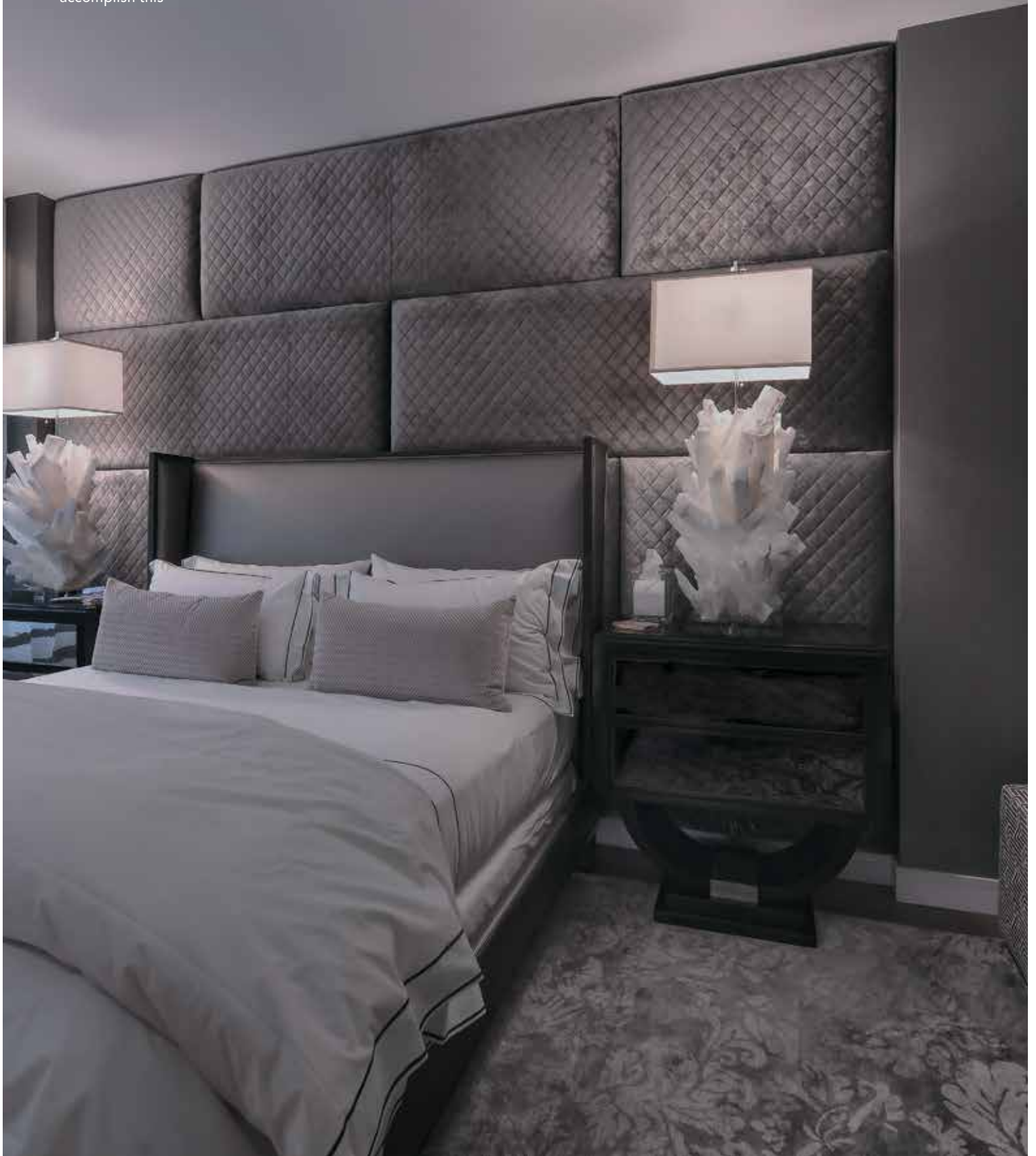


Keith Baltimore



The kitchen features a dropped ceiling. Centered above the Calacatta marble island is a chandelier-shelving unit dazzling with crystal Baccarat bar ware. The floor is fused oak

Baltimore wanted the master bedroom to feel snug in the big city. The wall of quilted velvet behind the bed and monolithic selenite (a crystal also known as gypsum flower) lamp bases help accomplish this





Enveloped in tufted silk, the glam room features a crystal chandelier and sconces, Mongolian lamb-upholstered ottoman and glass-top table supported by fused-together, burnished-brass rounds. The vanity chair provides a pop of the homeowner's favorite accent color, pink



Simple luxury—with a natural punch. The top half of the walls is cloaked in squares of textured cork. Marble lines the ADA-approved shower. The floor is marble



Angled to capture the best views possible, the floor-to-ceiling, mirrored screen, framed in bronze, adds a glamorous sparkle to the living room. The patterned rug is from Stark, the immense sofa is custom

Everything Under One Roof

The Baltimore Design Center's Retail Showroom is 8,000 square feet, housing an exclusive and extensive library of fabrics, trims, furnishings, accessories, floor and wall coverings, window treatments and lighting. Open to designers and public alike:
 Mon-Fri – 9:30 am–5:30 pm
 Sat – 10:00 am–5:00 pm
 Closed Sundays
 35 Main Street, Port Washington, NY
 516.944.2400

with new for a timeless look and to help people feel connected to a space.” He adds that, “You have to understand the past to move forward. Educating oneself is a life-long process, but so worth the effort.”

Most of Baltimore’s work is in New York City, Long Island’s Gold Coast, the Hamptons and of late, Florida, from Palm Beach to Miami. “Many of my older clients are moving there,” he explains. “Oftentimes, they say they’re not bringing any of their furnishings with them, but want a completely new look. That’s not going to happen!” he exclaims with a laugh. “It’s key to include a bit of the past, a chair that’s been passed down from generation to generation or something that simply reminds you of good times that makes you smile and creates a kinship with the interior.” Even if a client says she wants him to design a hotel suite—and they have—he makes it *their* hotel suite. It’s always about creating a home,” he says, “not an interior.”

Baltimore got into commercial work, now accounting for 20 percent of his business, when some of his residential clients began inquiring if he could handle their own ventures, retail, restaurants, hotels and corporate offices. Saying “Design is design is design,” Baltimore feels there is little difference between doing residential and commercial. “Both are problem-solving crafts.” Among those in his portfolio that range from restaurants to a veterinarian’s clinic, are The Somerset Resort on Grace Bay in Turks & Caicos, Fresh Meadows Country Club in Lake Success, NY, Greenberg Cosmetic Surgery in Woodbury, Long Island and Arizona Beverage Company, also in Woodbury.

Taking great pleasure in what he does, and wanting others in the trade to be equally joyful, Baltimore encourages all designers, emerging and established, with three simple tips: Be passionate about your work. Listen. Never stop learning. ■



Bringing in the balance—BJS-Assoc. Interior Design overlays each project with pattern, texture and dimension as illustrated with the Travers velvet sofas by Upholstery Services, Alexandre Loge hanging light and cocktail table with Joe Condra "Babel" artwork, all from Donzella Ltd., and Obeetee custom rug. All part of building and shaping the room into a complete vision



A Match Made in Heaven

Benjamin Moore and Bonnie J. Steves
partner for AD Home Show booth

text by Barbara L. Dixon | photography by Jonas Gustavsson

profile

When you walk into an interior designed by Bonnie J. Steves of BJS-Assoc. Interior Design, it is not instantly recognizable as being created by a particular designer, which is often the case in other interiors. What has become recognizable with Steves' projects, however, is the uniqueness of the designs, the unexpected touches that unfold as the space is experienced and your eye alights on various aspects, whether it is in the selection of furnishings, the art, the color treatments or the accessories. There is a subtle richness layered into each interior as though each piece, however small or grand, was always meant to be there. The juxtaposition of elements in her interiors highlights her artistic point of view, creating one-of-a-kind concepts for her clients. Every detail is painstakingly thought out and executed, yet seamlessly and cohesively live together.

Bonnie J. Steves' design vocabulary is vast and collected from a lifetime rich in experience in the arts, fashion, entertainment, theatrical and corporate arenas. It has genuinely informed her interior design aesthetics with an expansive eye while at the same time making her acutely aware of the importance of each and every detail in her designs. Craftsmanship is at its core as well

as time honored historical and classical references. Her "old world" knowledge combined with present day resources, tools and inspiration ignites her creativity and senses. It's a combination that allows Steves to introduce each of her clients to a brave new frontier of design. "Old-world in a new way," as Steves says.

The prestigious old-world paint company Benjamin Moore aligned itself

with Bonnie J. Steves and BJS-Assoc. Interior Design to design its booth for the AD Home Show 2018. Steves had previously established a strong relationship with the iconic company over the years with various associations, including when she and Glenn Gissler, ASID NY Metro president at the time, brought Benjamin Moore on board as a Platinum sponsor in 2017 and worked closely with the



Century's Mazarine from Benjamin Moore was the perfect color to balance the plaid statement. And, by layering in the floral velvet in the varying shades from Romo on the Guy Regal chairs brings the entire palette together. Further highlighting the wall is a Fred Silberman antique Murano glass sculpture. The Donzella Ltd. side tables, Konekt horsehair stools with Dedar velvet, Obeetee rug, Cambria bar, Design Within Reach barstools, Assouline coffee table books, and Blondie's Treehouse flowers complete the room



Bonnie J. Steves

company on hosting that year's ASID NY Metro Summer Social. As a Benjamin Moore consumer and advocate over the years, Steves had the benefit of being at the unveiling of the Color of The Year, Caliente, held at the Guggenheim Museum. Having established a trusted relationship with the Benjamin Moore team during the course of the year, when the opportunity presented itself to work with them on other Benjamin Moore projects, Steves expressed her interest in designing their booth for the AD Home Show in 2018.

Benjamin Moore knew it had a design challenge with Caliente, a new booth design and recent launch of its new paint line Century—but the designer would push the boundaries with her unconventional thinking and approach. It was just the spark that ignited Steves' creative senses. She had the benefit of previously using the new Century collection but was faced with creating a cohesive booth featuring one of Century's jewel tones in conjunction with Caliente. Her expansive and layered design aesthetics—utilized in surprising and sometimes whimsical ways—was exactly what appealed to Benjamin Moore. The company wanted a statement and something very different from the previous year's booth.

"It is essential to introduce each client—no matter how sophisticated—to a new



It is all in the mix, the artistry in the design is the many items and textures that at first glance go unnoticed but then you begin to discover all the details including a laser printed cut velvet from Romo on the lounge chairs from Guy Regal, cut glass coffee tables from Donzella Ltd., custom paint splash rug by Obeetee, and the Konekt horsehair stools in Dedar velvet

vocabulary on 'what is design,' 'how to interpret it' as well as 'what works' or 'what one expects it to be,'" says Steves. "We often are so focused on what is on trend that we lose sight of what was important in design. In my designs I find it refreshing and paramount to look at the past while building the future." The outcome is a perfect blend of what is right for today.

This project's short time frame, strict budget and high-profile corporate client added another layer of dimension and complexity. Even though the client/designer collaboration was immediately established, Steves had to still come up with a direction that spoke to the language of the color of the year—strong, radiant and full of energy—while achieving Benjamin Moore's marketing and public relations objectives: "Caliente is total confidence." No small feat.

Steves' passion for fashion played an intrinsic role in the design direction. She did a deep dive and approached the design from what was happening on the runways in order to highlight Caliente's bold and powerful presence. Plaid was starting to have a big moment in fashion, which enabled her to spotlight various colors and showcase a variety of paint techniques. So, she drew on a palette that featured a mixture of other Benjamin Moore color trends including an Amber green, light

pink, warm white and mixing in a blue from the Century collection.

"I could envision how Caliente and Century's Mazarine were complementary although they were not colors you typically see mixed together in an interior. In a courageous move using a plaid as a feature element she wanted the space to feel as if you entered a hotel lobby where guests would lounge and relax in an inviting comfortable setting. The plaid was a deliberate yet unpredictable direction that connected everything from the custom sofas, rugs and console, in addition to the carefully curated art, tables, lighting and accessories from a collection of select vendors and resources, including: InCollect, Donzella Ltd., Guy Regal, Koket, Obeetee, Cambria, Fred Silberman, Assouline, Blondies Treehouse, Inc., Murals by Patrice, Donghia, Romo, Zimmer & Rodhe, and Design within Reach.

The collaboration proved to be the perfect match. The booth was ablaze with excitement. It was a true standout, bringing together an environment that was fused with electricity, playfulness, energy and the power of red. It won the praises of attendees as well as the Benjamin Moore executive and management teams—and it received "Best in Show" by ASID NY Metro. A truly winning creative partnership. ■

New Wave Commercial Trends at NeoCon

text and images by Emma Tessler

In design, trends are ever changing. One day a certain color is all the rage, the next; it's as stale as day old bread. In an industry that is so adaptable to change, it's important for interior designers to be on top of these trends.

Attending industry events is one of the best ways to do so. One of the biggest of the year is NeoCon—the world's leading platform and most important event of the year for the commercial design industry, held in Chicago each year. This past June, I was fortunate to attend and was able to experience first-hand, the new wave of design trends that will be taking over the market in 2020.

It's an interesting phenomenon that we travel far and wide—Chicago, NYC, Milan, etc.—to see these new trends in person when we can easily do just that on Social Media. However, even with

the movement towards livestreaming and virtual reality, there is something so personal and tactile about seeing all of the new designs in person.

Some of the biggest trends I saw at NeoCon 2019 were curvilinear shapes, saturated/neon colorways and tech being incorporated into furniture. When we look at new trends like this, it's easy to think about how far we can take them. But what I found interesting was taking a look at them from a perspective of combining the new with the old. Sustainability is so huge right now; it's something that many companies are



PHOTO COURTESY OF NEOCON



NeoCon attendees enjoyed Pedrali's bold installation designed to attract traffic to their booth on the 7th floor (above). The On & On Chair by Barber and Osgerby presents a sculptural solution for stacking in tight spaces (left)



Summa Executive Seating by Humanscale



Studio TK Showroom at NeoCon



Humanscale Alto designed by Don Chadwick

intrinsically incorporating into their designs as a new base standard.

Across the board, many showrooms addressed the concern about open offices. Although this trend took over the market several years ago, we are beginning to see some backlash about how productive employees are able to be in these types of environments. One solution to this issue is to utilize phone booths. Many showrooms introduced new phone booth designs at Neocon, joining an already very popular marketplace. Using phone booths allows privacy and flexibility in these types of workspaces.

Despite questions about productivity in open office design, the majority of new office designs we are seeing are open concept. Not only does this reduce building costs, but it also increases the amount of people you can fit in the space, which in turn increases profit. Beyond these numbers, new employees entering the workforce—Millennials, and soon to be Gen Z—prefer a more social,



Nienkamper Heartbeat couch

communicative work environment. With email being accessible 24/7 and work hours blending into happy hours, there are no longer boundaries between work/home/play. Our work environments now need to include both time and space for there to be play. Reception desks are now barista stations, we design Kegs into pantries and ping pong tables are used as conference tables.

As our worlds begin to mesh together, it's more important than ever to make sure that we are always addressing the user's needs. How can we best do this? By taking the time to do our research on the newest and most perfected designs on the market to present to our clients. Attending design fairs such as NeoCon is one of the best ways to do this, as you get a wealth of information in a short period of time. I hope that you have the chance to attend next year and report back your own findings to your clients and peers. ■

Emma Tessler is a Commercial Interior Designer living in New York City. She is a graduate of the Fashion Institute of Technology, where she is a frequent guest speaker, and practices workplace design at MKDA for clients ranging from law offices to tech startups. As an active member of the Interior Design community, she is currently a member of the Communications Committee for the ASID NY Metro Chapter.



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Five to Follow: Drew's Instagram Favorites

Drew McGukin, principal of Drew McGukin Interiors, graduated from The New York School of Interior Design in May 2010 and launched his own New York-based firm in October 2010. Drew served on the Board of Directors for ASID NY Metro from 2009-2011, while simultaneously sitting on the 2011 Student Advisory Council for ASID National. Drew approaches everything he does with a unique level of energy.

DESIGN Magazine asked Drew to share five Instagram accounts that he follows (he gave us six) and why he thinks they're awesome.



@pleasehatethesethings

Absolutely riotous, dry humor—spot on and necessary comedic relief from daily grind.

@frampton_co

One of my designer buddies that just “gets it” and gets it right! Her stories are perfectly curated and educational about design—warms my heart.

@mindfulmft

A true genius mind...lucky enough to call her a best friend. Her words, man...straight to your core #mindful.

@beautaplin

Poetry for the modern mind #breathless.

@zacposen

This guy is ageless and timeless and one of the greats #icon #iconic.

@mrhiltonevans

If you need a lift—tune in, find your wiggle, and feel the beat...a few seconds of this each day is pure energy!

COLOR SCHEMING



For many, fall is the perfect time to freshen up the look of our homes' interiors as cooler, shorter days make us gravitate towards the indoors, and the here-before-you-know-it holidays motivate us to get our spaces company-ready.

A fresh coat of paint on the walls, a new rug or slipcover for the couch can be quick and inexpensive ways to elevate the look and feel of a room, not to mention the mood of the space's dwellers. When developing a color palette for a room, equally important to how a space looks is how you want it to make you feel. We all have a dream version of a perfect room for us—one person may envision the kitchen as a comfortable space where friends and family gather for connection and conversation over meals, while the passionate cook may long for a streamlined, fabulously functional area that allows for creative expression through food.

When it comes to room color, incorporating traditional color concepts is helpful—warm colors are energizing, cool colors calming, light colors advance while dark colors recede—but color,

and its associated emotions, can be subjective. One person who wants a room to feel “serene” may associate that feeling with a sense of openness, light, and oceanic hues, while to another, serenity comes from a sense of coziness and warmth, with rich, earthy shades that evoke a feeling of being grounded. So, if color alone can't guarantee striking the right emotional note, what else can help? Color schemes based on the color wheel.

Three popular color schemes include Analogous, Complementary and Triadic. Analogous schemes include colors adjacent to each other on the color wheel, Complementary schemes include colors opposite each other on the color wheel, and Triadic schemes include colors equally spaced apart on the color wheel.

Regardless of the actual colors used, the relationship between colors has its own energy. Analogous schemes are essentially calming, Complementary energizing and Triadic, balanced. Utilizing these color relationships can help refine the mood of a room. A cool color such as blue, used in an analogous scheme (adjacent blues) can feel very calm while a warm color such as orange used in an analogous scheme can feel

cheerful without being overbearing. A bold, energetic space can be achieved with bright colors but more muted hues such as yellow ochre and eggplant in a Complementary scheme can provide a more tempered option. A space such as a family room that can be used for fun as well as relaxation, can benefit from the color balance of a triad scheme, such as a fresh spring green and lavender with pops of soft coral.

Have some go-to color schemes of your own? Create and store them on the **Datacolor ColorReader**. Along with finding precise paint color matches, ColorReader's feature-rich app lets you easily experiment with color palettes for clients as well as your own signature creations. Plus, you can share them in an instant with your clients, staff, contractors—anyone!

Learn more about ColorReader at datacolor.com/asid

The World of Italian Tile

text by Vanessa Delcon

Inspired by the beauty of nature and the delicate blues from the Mediterranean sea, Italy continues to lead the way in innovation, design and new trends. Italy's collective brands representing 19 ceramic tile companies continue to strengthen their distribution network between Italy and United States.

Q&A



Cristina Faedi,
Ceramics of Italy

Here in my interview with the charming Cristina Faedi, Manager of Promotional Activities at Ceramics of Italy, we discuss the latest trends in Ceramics of Italy.

Q Italy is known as the leader in fashion, art and Architecture. What influences do you see Ceramics of Italy companies using when it comes to ceramic tiles?

A Italy has a rich artistic heritage, which translates to many different mediums and industries including ceramics tile. Ceramics is a historic material that has been used for both function and decoration for centuries—from drinking gourds, to the floors of ancient Rome. Over the past 70 years, with the advent of new digital printing and pressing technologies, Italians have revolutionized the ceramics industry with new surfaces, formats and applications—pulling influences from Macro design trends and fashion houses, to rare and common materials found in nature. You can get a glimpse into the story and passion behind Italian ceramics in the video “Ceramics of Italy—Ahead of our Time” directed by Francesca Molteni. (Please visit <https://www.ceramica.info/en/articoli/ceramics-of-italy-ahead-of-our-time/> to view the video).

Q What design trends are you seeing in the Italian tile industry?

A Nature is a continuous muse for Italian companies, which can be seen in hundreds of tiles on the market emulating marble, stone and wood in a plethora of formats and designs—from planks that look like hand oiled wood,

to rare conglomerate stone found in one small lake town. As we all know, Italian companies are very inventive and like to continuously experiment with color, pattern and surface design. Some of the big design trends in this arena are big florals, fragmented patterns and encaustic designs. Ceramics of Italy companies are very keen at tracking the latest lifestyle trends and creating products that meld into contemporary design.

Q What are the newest tile applications available to designers in the U.S. market?

A Ceramic tile is an incredibly versatile material, sizes can vary from 1" x 1" micro mosaics, to giant porcelain slabs up to 5.25' x 10.5' and thicknesses can range from 3 mm all the way up to 30mm (1.18")! This translates into an incredible scope of applications, not only as a traditional floor and wall covering material but as outdoor pavers, kitchen countertops, furnishings and ventilated facades.

Q Why choose Italian ceramic versus tile from other countries like Spain or Brazil?

A Italians lead the way in creativity and innovation offering superior customer service. Many companies will recommend installation products for their tiles including color-matching grout and underlying systems to simplify the specification process. Some even offer custom printing to match a specific Pantone color, digitally print high resolution image or company logo. ■

The Vendor Viewpoint

If we don't push the envelope, we can't connect with clients

text by Allen Warren

In early 2008 technology was a luxury but not a necessity. Trade market shows such as High Point, Atlanta and Las Vegas dominated the purchasing world and were must-attend venues for retailers and designers alike. Websites were not always necessary and were about as user friendly as an IKEA instruction manual for a STUVA loft bed.



In the past, our biggest fear was locating the one decent restaurant in High Point, wading through the tchotchke laden showrooms of Atlanta to find the next new "it" line, and in Vegas...well, what happens in Vegas stays in Vegas.

Times have changed. Today vendors are forced to embrace technology to

become more user friendly or fade into oblivion and join the ranks of Betamax and Polaroid.

One company that continues to push the technological envelope is Leftbank Art out of La Mirada, CA. They were one of the first companies to offer custom options on their website allowing the user to create

One company that continues to push the technological envelope is Leftbank Art out of La Mirada, CA. They were one of the first companies to offer custom options on their website allowing the user to create a virtual smorgasbord of design options.



TH Origins Dining Table

PHILLIPS GROUP

a virtual smorgasbord of design options. This placed the designer/retailer in the driver's seat of their own projects.

Not only does Leftbank Art push the virtual boundaries of design, they also are working to expand in all facets of producing art. Leftbank Art developed machines that make custom boxes for every individual shipment. This allows Leftbank Art to lower the customer's shipping costs and decrease damages. "Art must evoke an emotion," says Mary Wilson, Director of Business Development and International Sales. "Technology is an instrument for personalization in order to evoke this emotion."

Leftbank Art is not the only company maximizing technology to its advantage. Phillips Collection out of High Point, NC has always been at the forefront of not only unique design but also inventing ways of connecting with their customers. Phillips Collection's meticulous attention to detail and "every piece a conversation" motto embraces the evolution of technology

rather than fighting against it. How does a company built on one-of-a-kind pieces showcase their product in order to personalize the customer experience?

Phillips Collection's vast inventory is cataloged and hi-resolution images are made available for each individual item so the customer knows exactly what they are purchasing. They are not seeing a piece with similar likeness; the customer is seeing exactly the piece they are purchasing. This is helpful for designers and retailers alike so their client can see their own future "conversation."

What is the next chapter in technology? At the spring High Point Show I saw a kiosk showcasing virtual product in the form of a 3D hologram with the ability to augment the image to see all angles. I had flashbacks to my impressionable years in my mother's basement watching Princess Leia's message from R2D2 to Obi-Wan while getting a sugar high from consuming copious amounts of blue slushy... "Razmatazz Berry Max, you are my only hope."

Many companies acknowledge the emergence of virtual staging as the inevitable. This provides the designer/retailer even more personalization to capture their client's vision. Some companies will allow their customers access to all images for virtual staging for their clients. While this may pose no issue, problems could occur when vendors begin seeing the unauthorized use of their images without their consent.

Will companies give image rights to designers for virtual staging? Will they rent them to their customers for a fee? Will we see design *Napster* move into the fold? These are legitimate and thought-provoking questions on the horizon for companies who need to take the next step and address the ongoing technological evolution into the next decade. ■

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Virtual Reality

Why photorealism is crucial to my design process

text by Daniel VanHall | images courtesy of VanHall Interiors

The top three questions interior design clients have these days are (1) How much is it going to cost? (2) How long is it going to take and (3) what is the end product going to look like?



There are many firms and artists that do photorealistic renderings and videos. I use a fantastic company called Muzer Media www.muzermedia.com contact is joshua@muzermedia.com.

Fortunately, with the aid of technology we are able to calm clients' nerves in regards to what the final product will look like with virtual reality and photorealistic technology. The medium of CGI, or computer generated imagery has advanced so much that not only can clients see a photo of their finished rooms...they can actually walk through them!

Photorealism is crucial to my design process with clients. I am able to fine tune room designs in real time, test out a paint color, throw in a funky fabric or switch out a sofa or a crown molding so the proportions of the room are perfect. I can hammer out all the details and hand it to clients on a silver platter.

Clients these days expect to see the room finished before laying down the big bucks it takes to create some of the beautiful rooms we create. Home owners like to see various room layouts or what a blue color scheme may look like instead of taupe. The

burning question many clients have in New York City is "What will be the exact view from the sofa or bed of the NYC skyline?"

The investment of time and money into creating 3D models in virtual space and the subsequent photorealistic images and videos are well worth it. The sales process is shortened, clients and designers can edit real time and feel more confident the project will come out amazingly.

One of my favorite parts is that we don't have to pay thousands of dollars for photoshoots at the end of project. The images can go right into your portfolio. It takes clients years sometimes to finish a project down to the accessories and art, but with virtual design you get immediate gratification! Sometimes in reality it is hard to get that perfect shot of the room, but in virtual reality you can hang outside the window of a room on the 70th floor and get that perfect angle that shows the room in all its glory. ■

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Lighting Lesson

Underwriters Laboratories is always there to help

text by Allen Warren

We are taught that we must drive defensively, secure our belongings, lock doors, double check connections and be on the look-out...but who is out there to help us?

Well, the Underwriters Laboratories is always there to help. They have been a protective service for just about everyone. Here's proof. Within your own home or workplace go to just about any lamp or electrical device and you will discover a simple tag on the cord with the U.L. logo.

In near every mobile device or computer the U.L. logo is printed or mentioned.

Just within the lighting industry, the benchmark of safety is the approval stamped from the Underwriters Laboratories.

So what is the big deal with this logo? For one thing the U.L. stamp is your first indication that the lamp, chandelier or sconce has met a minimum requirement of protection for hazards like "catching on fire." Lamps and fire are not a healthy combination.

The Underwriters Laboratories has a long and interesting history; actually it started when a man (electrical engineer) was asked to evaluate the World's Fair

"Palace of Lights." After his visit to this Chicago Fair, he stayed and developed what is now Underwriters Laboratories to set up and avoid potential hazards. That is the short story.

Until recently, Underwriters Laboratories was a non-profit organization, but today it still sets standards that are approved by the Federal Government. There are plenty of technical details associated with the U.L. Stamp of approval, but you can rest assured that an item with this recognition is your protection. Obviously, a responsible consumer/user is required to follow instructions of use.

Frankly, the misuse of products is the most common problem of product failure.

To be fair, products without the U.L. Stamp can still be worthy of a purchase or investment; but, it is your immediate signal to ask questions about the product's construction, safety and use.

Just as an example, the electrical cord of any fixture must be a certain gauge of

thickness to provide safe electricity—it would scary to have an electrical cord over-heat. So double checking, with any non-certified U.L. product, can amount to a big-deal of protection.

If you wish to understand the history and standards from Underwriters Laboratories, visit their website at ul.com. It's very informative. You can even follow seminars and utilize resources to discover just what work is involved with protecting businesses and consumers.

Last, a common table lamp only requires to plug and turn-on, but plenty of elements were necessary for design, developing, construction, packing, shipping, commerce and safety. Underwriters Laboratories is just one of those elements involved: safety just became dependable. ■

Allen Warren is the New York City Territory Manager for Group A, a multi-line Rep Group representing the finest home furnishing manufactures in the Northeast.

How to Build Your Brand

text by Ann Feldstein

What exactly is a brand? In the interior design industry, you the designer, you are your brand. It's so important to understand your brand, who you are, what you stand for, what differentiates you, so that others will as well. This then needs to be translated into almost everything associated with your brand. Here are some pointers on how to build your brand.

Let's start with your company name. Is it clear what your firm does? Are you Jane Doe Interiors? Or is the name of your company less obvious, like The Purple Tree? The Purple Tree may mean something to you, or maybe you just like the name, but it could leave potential clients confused as to what you do.

Next, you want to make sure that all of your customer-facing collateral and platforms are consistent. Make sure your website, social media, business cards, store front, etc. all have the same name, phone number, e-mail address, URL. It's important that your contact information is both visible and accurate. You want to make it easy for potential clients to reach you!

Your website is a place where you can tell potential clients more about you and your firm, who you

are and why you do what you do. Include these points in your copy, and showcase your passion for design. There are a lot of designers out there, so you want to make your point of view very clear. Make sure you are being authentic. If your bio says you are a master of, say, art deco, make sure the images on your website support that. Copy on a website is very important, especially because it can help with SEO (search engine optimization). This will help people find you when searching on Google. You don't need an expensive website with tons of bells and whistles, but you do need a quality and functional site. These are key. If a potential client comes to your site and there are broken links, the copy is riddled with grammar and spelling errors, the image quality is bad, etc., they will likely move on to the next designer.

Clients are coming to you because you are the expert in your field! Your portfolio is the best way to show what you are capable of, share your design point of view. Images also help potential clients communicate with you what they like and don't like. It is unlikely that you will be able to bring a potential client to one of your past projects, so photograph all of your work! Images of your completed projects are your ultimate calling card!

People are visual so the more photos you have, the better. Make sure you



PHOTO BY LYDIA HUGGENS

**Ann M
Feldstein**

is president of Moxie Marketing
& Communications
moxiemarketingny.com
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get permission from the homeowner to not only photograph the project, but also pitch it for editorial consideration. And, if possible, try to schedule the photoshoot for right after the final

Clients are coming to you because you are the expert in your field! Your portfolio is the best way to show what you are capable of.

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install. That way the house won't be "lived in" when you go to shoot it.

Once you have a good grasp on your brand, it's all about getting it out there! In today's landscape, social media is so important in raising your visibility. When it comes to your social media profiles, make sure they are fully fleshed out with all of your contact information.

You want to make sure that they present you in the best light possible, and make you look professional. When possible, try and use high-quality professional photography to showcase your work. Also, it is important to interact with your followers. It's okay to share other people's work, just make sure you give them credit. I also recommend highlighting and tagging your vendors. Vendors love to see their products in use and often times will repost your work, which can help increase your followers. Social media is an extension of your brand, and you want it all to be cohesive.

Getting involved with local charities is another way to showcase your talent, raise your profile, connect with new people and do some good. Examples of this include sprucing up a waiting room at your local hospital or helping to furnish a shelter. Showhouses, many of which are tied to charities, are an excellent way to display your work.

Another way to raise your visibility is to seek editorial coverage. You can pitch yourself to local magazines and newspapers as a design expert, commenting on everything from the hottest home trends for fall to how to incorporate antiques into your projects, or submit your design work for consideration.

A great way to grow your business is to nurture your relationships with past clients. Make sure you keep in touch with them, as you never know when they want to refresh a room or need design help on that second home. Keep past clients informed on what's happening with you and your firm, and don't be afraid to ask for referrals. Always, I repeat, always send a thank you note or small gift if a client does in fact refer you to someone.

If you struggle with self-promotion (marketing), hire a professional. You'd hire a professional to do your taxes, your marketing and branding should be no different. ■

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Summer Social

Flower Power: Summer of Love

text by Diana Mosher | photography by Daniel VanHall



The 2019 Summer Social Planning Committee included members of several design associations

In July ASID NY Metro members partied like it was 1969 at the Chapter's annual Summer Social. Inspired by the 50th Anniversary of Woodstock, the celebration was hosted by Tile Bar in their amazing showroom on West 21st Street and was themed "Flower Power: Summer of Love." This year's mega party was the result of a collaboration between ASID NY Metro, the International Furnishings and Design Association NY, the Manhattan Chapter of the National Kitchen and Bath Association, the Designer's Lighting Forum of New York and the Interior Design Society New York Chapter.

Members had fun dressing to impress with their finest Sixties/hippie attire. They danced to groovy tunes, sampled delicious bites and savored signature cocktails courtesy of event sponsor Thermador. Other event sponsors included: Left Bank



Art, Igne Ferro, Hafele, Mark Smith for UBS and Wow Paper, which created a custom temporary wallpaper installation. The Summer of Love Event Committee was comprised of ASID NY Metro's Brian Gallop and Benjamin Huntington



along with Rose Hittmeyer, Andrea Warriner, Judy Sheridan, John Tudisco, Michelle Slovak, Barbara Haberman, Kent Brasloff, Benoit Laroche, Julie Schuster and Dawn DeLuca. ■



metro moments



Summer Showhouses

A New York Metro Tradition

text by Diana Mosher



PHOTO BY JJ JETTEL

Dramatic interior designed by Barbara Ostrom & Associates at Holiday House Hamptons

In the summer, ASID NY Metro designers head out to the Hamptons to design showhouses or to check out the spaces designed by our peers. Holiday House, founded in 2008 by interior designer and breast cancer survivor Iris Dankner, is an interior design showhouse where top interior designers and lifestyle brands showcase their talent to raise critical funds for the

prevention and cure of breast cancer. In its fourth year, Holiday House Hamptons was presented by Hamptons Cottages & Gardens. Top interior designers including ASID NY Metro members transformed a stunning modern barn-style estate south of the highway in Water Mill.

The 2019 Hampton Designer Showhouse also featured the work of top designers who transformed the

rooms of a home in Southampton. The Hampton Designer Showhouse is in its 19th year. Presented by Traditional Home and produced by Tony Manning Consulting, The Hampton Designer Showhouse Foundation, Inc. is led and operated by a team of experts from the worlds of marketing, public relations, fundraising and special events production. The showhouse benefits Stony Brook Southampton Hospital. ■



PHOTO BY JJ JETEL

Solarium by Melanie Roy Design at Holiday House Hamptons



PHOTO BY TODOR TSVETKOV PHOTOGRAPHY

Bedroom at Hampton Designer Showhouse by Laurence Carr Design Inc



PHOTO BY JJ JETEL

Exterior of Holiday House Hamptons



PHOTO BY TODOR TSVETKOV PHOTOGRAPHY

Pool surround at Hampton Designer Showhouse by Brittany Bromley Interiors and Bromley Landscape Design



PHOTO BY JJ JETEL

Bedroom designed by Bjorn Bjornsson Interior Design at Holiday House Hamptons



PHOTO BY TODOR TSVETKOV PHOTOGRAPHY

Alexa Hampton and Jamie Drake at Hampton Designer Showhouse (left). Junior Master Bathroom by Baltimore Design Group (right)

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The New York Design Center

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In 2018, Dennis & Leen introduced their textile line that represents a diverse array of silks, posh silks, velvets and majestic mohair fabrics with a color palette to match.

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Over the years, the owners; Richard Hallberg, Daniel Cuevas and Barbara Wiseley have collected antiques throughout their world travels which have inspired today's design. The collection have a twist of freshness, many of which are offered through an extensive quickship program or customizable to fit your design projects.

Visit our collection at Space #903 at NYDC 200 LEX or one of our fourteen showrooms or our extensive website.

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