



“LUXURY BUYERS, REGARDLESS OF THE CITY THEY ARE INVESTING IN, ALL WANT THE SAME PRIMARY FEATURES.”

ROOMS WITH A VIEW

A BEDROOM AND LIVING AREA AT 50 WEST STREET IN THE FINANCIAL DISTRICT OFFER HUDSON RIVER PANORAMAS.

WHO'S GOT THE POWER?

TEN TOP NAMES IN INTERIOR DESIGN, RANGING FROM ICONIC MAESTROS TO UP-AND-COMING TALENT, THAT ARE REDEFINING THE BEST IN CITY AND INTERNATIONAL STYLE.

STORY BY CATHERINE SABINO



THOMAS JUUL-HANSEN

The Danish designer is known for his ultra-high-end work on Manhattan, New York's famous "Billionaire Building," One57, and his soon-to-open 50 West Street in the Financial District.

You famously designed the interiors for One57, perhaps the most elite building in the city. What does the very top end of the market want now that is different from when you did One57? While we are still seeing a saturated market of uber-luxury inventory priced above \$20 million, the steady increase in the cost of construction and land is encouraging developers to create more efficient floor plans at a higher price per square foot, allowing designers to

maintain the integrity of layouts, finishes, and amenities. The impeccable design we see at One57 is still apparent in many other developments, but as the market shifts, the parameters developers are operating within continues to shift as well.

Is there a New York look? Luxury buyers, regardless of the city they are investing in, all want the same primary features, such as top-of-the-line kitchens, well-appointed interior layouts, and walk-in closets. However, New York design typically showcases clean lines and simple, functional floor plans.

Design rules you like to break: Many of the projects we spearhead are based on specific planning strategies, so we tend to stick with a specific standard of design rules, based on the aesthetic we're aiming to achieve.

Most interesting room to design: Bathrooms. I find that the more confined a space is, the more potential there is to create an innovative solution.

Greatest influences for your design: Nature. A lot of our work involves the use of natural materials, resulting in a variety of textures, colors, and experiences to draw from. Nature is never dated, so being inspired by it helps ensure a timeless design.

The room in your home you are happiest with: Definitely my living room. Because people typically spend most of their time in the living room, I always prioritize this space, whether for my own home or other residential projects I'm designing.

News for 2016: The design of several hotel projects, including Mr. C and the renovation of the Carlton Hotel in New York, and condominium development projects in Miami, London, and Dubai [spanning over 500,000 square feet]. Our latest residential condominium tower, 50 West, in the Financial District, will be opening later this fall.

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QUANTITY.”*



Portrait courtesy of Jamie Drake and Caleb Anderson



LUXE MODERNISM

DRAKE/ANDERSON'S BEDROOM, DESIGNED FOR THE 2016 KIPS BAY SHOW HOUSE



JAMIE DRAKE & CALEB ANDERSON

Multi-award-winning designer Jamie Drake, famous for developing a new luxurious modernism, as well as for designing Mayor Bloomberg's and Madonna's homes, recently partnered with Caleb Anderson, a much-watched young talent, to form a new firm, Drake/Anderson.

You have an exciting new partnership. Describe how your design sensibilities complement and contrast with each other's work.

Jamie Drake: Combining my modernity and fearless approach to color with Caleb's polished sensibility and skillful juxtaposition of historical periods. It's invigorating to have another editor by my side.

You've been described as the go-to designer for the billionaire set. What's trending now for ultimate one-percenters?

JD: They request things that are unique and intriguing but insist upon comfort and function. The interest in commissioned pieces by great contemporary artisans has grown and grown.

Is there an Uptown versus Downtown style?

JD and Caleb Anderson: No, not really. Stylistically, both parts of town demand a relaxed sense of luxe, with spaces that really function.

Jamie, you are known for a vibrant use of color. What color

palettes are you working with now?

JD: Muted, cooler, steelier grays: charcoal, silver, gypsum, platinum, and zinc accented with ethereal aquas, blues, and lavenders.

Design rules you like to break:

JD/CA: I believe there are no color combinations that won't work; it all depends on fine-tuning the shade, tone, and quantity.

Favorite room to design:

JD/CA: Living rooms are our favorite, as we always envision them filled with people, ready for a party!

The room in your home you are happiest with:

JD: My bedroom. I find sleeping in a dark room to be sexy.

News for 2016:

JD/CA: Three apartments on the Upper East Side, a London townhouse, a large house in Malibu and a full-floor apartment in the new Herzog and de Meuron building.

Interior images by Macro Ricca

GEOFFREY BRADFIELD

Long known for a daring sense of luxe, Geoffrey Bradfield, joined by partner Roric Tobin, is defining a new contemporary global style that resonates with an international roster of A-listers, mega-moguls, and celebrities.



century. I have a fondness for texture contrasts, rich exotic woods, burnished metals, and lush textiles. We exploit these contrasts as a foil, highlighting the elements of one design from many centuries. As much of our portfolio is predicated on the use of contemporary art, our clients tend to be major art collectors and seek our professional hand in this regard.

Do your international clients want to decorate their properties in New York differently from their residences abroad?

We find our international clients, with few exceptions, want to adopt a Western lifestyle while in New York. They are inclined to opt for a contemporary interior that embraces the skyline.

The design rules you like to break: I am not slavish about scale. I love the drama of over-scaled elements in a room, particularly art.

Favorite color palettes: We are drawn to the cool or neutral palettes, which serve as great backdrops. However, we are not afraid of vibrant colors--a brilliant orange, a punchy red, or a deep blue--but more often than not, as accents.

Favorite room to design: Nothing stimulates my creative instincts more than designing a room around great art. Art can introduce pure theater.

Favorite room in your New York home: I have always loved a library.

News for 2016: Apart from our ongoing expansion into the Asian market, we recently formed B&T Global, a partnership with company vice president Roric Tobin, to focus on our international projects.



Portrait by Kim Sargent

What's trending among your top New York and overseas clients?

There is an amusing quote by Karl Lagerfeld: "Trendy is the last stage before tacky." We don't deliberately follow trends. Rather, we like to think we are in the vanguard, influencing creative ideas. My work becomes increasingly reductive with a persistent desire to distill luxury. There is no question that contemporary rules at present. Asia, in particular China, is becoming more aware of its art and artists. It is gratifying to see the country embrace its modern cultural identity with more confidence.

Is there a New York style?

The movie industry of the '40s established an indelible image of Manhattan style for all time, the ultimate statement in sophistication. But the city has never been kind to the past; there's a tireless hunger for the "new." Today's palaces might just as frequently take the form of sprawling, high-rise penthouses surrounded by a moat of security: The gatekeeper is the concierge; surveillance cameras are the new sentries.

What distinguishes your design?

Our company shares a vision of what it means to design for the 21st

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GOING GLOBAL

GEOFFREY BRADFIELD'S DESIGN FOR
A FLAT IN THE SHERRY- NETHERLAND

Image by H. Durston Saylor

VICENTE WOLF

A design star for more than three decades, Vicente Wolfe creates sumptuous modern rooms for private dwellings, hotels, and restaurants, and brings his refined aesthetic to collaborations with luxury brands like Ralph Pucci and Baccarat.



You have described your style as modern with references to the past. Has that changed in recent years?

I'm always evolving and trying to give my work a sense of the present, adjusted to client needs. My style has a lighter point of reference to the past.

Is there a New York look? No. New York has an international sense [of style] that can be elegant, modern, traditional, or luxurious with a global, shabby-chic appeal.

Uptown versus Downtown style: I think both ends are starting to come together--more so with Uptown seeking a more Downtown look.

White is a "color" you use in key elements of a room. Why? I think white creates a canvas that allows forms, styles, and color to play against one another.

Color palettes: Currently, I have a collection of beautiful colors with PPG Pittsburgh Paints inspired by my travels and designs.

Design rules you like to break: Sometimes, designers feel that white is boring, but white can actually make a room pop. For example, painting a ceiling in a high-gloss white can make the room feel bigger in size. My VW White by PPG is the perfect white because it has no tint.

The room you find most interesting to design: One that has good architectural details, a sense of light, and good scale.

The room in your own apartment you are happiest with: My living room because it's where I keep my plants and it has great natural light. It's also the room from which I experience the most.

You just published a book, *The Four Elements of Design*. Which of the four elements inspires you most? Water.

News for 2016: I am working on a Fifth Avenue apartment, two restaurants in Macau, and a jewelry collection.



ENDURING STAR

THE NEW YORK APARTMENT WOLF DESIGNED SHOWS HIS SKILLFUL USE OF WHITES AND HIS SIGNATURE DESIGN STYLE THAT FOCUSES ON A MODERN AESTHETIC WITH REFERENCES TO THE PAST.

Portrait by Julien Capmeil / Interior image by Vicente Wolf

Portrait by Kristen Zeff / Interior image by William Waldron



PUSHING THE EDGE

A PROJECT VICENTE DESIGNED IN THE WEST VILLAGE

MARK ZEFF

The designer heads up his international multi-disciplinary agency, MARKZEFF, known for its innovative ability to fuse interior and environmental design in everything from high-end residential properties (clients have included Hillary Swank and Annie Leibovitz) to luxury yachts.

What's trending in high-end city design? New materials in the home. For example, using bronze instead of silver or nickel, or using painted brick in kitchen areas instead of painted sheetrock or tile, which provides a softer look. Also, kitchens are becoming larger and more eclectic in terms of style. Currently, there is a trend of mixing a modern vernacular with classic designs.

Uptown versus Downtown style: The variation stems from a difference in building style, as downtown lofts are able to accommodate larger art and therefore lead to more forward design. Downtown has a cool, zany, chic, and modern vibe, which results in more eclectic and curated interiors. Uptown, the requests for interiors skew very glamorous and rather old-fashioned in terms of look and feel. The apartment buildings often dictate this aesthetic.

How has your interior design has evolved? In the last five years, drastically. My work has grown in terms of scale and responsibility, giving the firm more involvement from the start of a project. The hospitality sector of our business has become a major part of our workload, too.

Favorite room to design: Kitchens, pool cabanas, off-the-charts technology-driven media rooms and outdoor living spaces, where I get to create environments that have a real "wow" factor by integrating landscaping and outdoor lighting with the design of the room.

Design rules you like to break: I have been breaking design rules for over 30 years. In the '80s, I used rusted iron for furniture and concrete floors in interiors; in the '90s and early 2000s by designing dark, sexy rooms; and now building Blackbarn structures in the Hamptons.

What distinguishes your interior design? I take chances on all fronts: in my choice of materials, furniture concepts, and the proprietary designs for almost every aspect of the project. Inventing new ideas is how I enjoy this profession.

News for 2016: I am working with my wife on developing a new brand: Blackbarn. It began with building our own home, and from there we started building other Blackbarn-style homes in the Hamptons. This was followed by the Black Barn restaurant in Manhattan. Our new home design and product shop opened in Dumbo in July of this year.





ALESSANDRA BRANCA

Consistently ranked as one of the country's top designers, Alessandra Branca developed a smart "classics with a twist" aesthetic that draws a stylish international clientele to her always-buzzing studios in New York, Chicago, and Rome.

What do your clients want now?

Pattern-on-pattern style, which makes a room feel comfortable and chic. We're also mixing natural elements like wicker and raffia in every room. Blending high and low in projects is always more interesting and, of course, color always comes into play, as it defines the room!

Uptown versus Downtown styles: Uptown is the new Downtown, so projects have fewer limitations than they used to. Downtown is becoming more classical.

Design rules you like to break: Every one of them! That's what they're there for!

Favorite rooms to design: Rooms that are shared with family and friends--living rooms and dining rooms, for example. They are used to their fullest.

Favorite room in your New York home: My bedroom is fun because it's bold and a complete departure from anything I've ever done.

You are working on a book for 2017. Will it continue the theme of *New Classic Interiors*, the title and subject of your first book?

Actually, no. Life is an evolution. The book will feature new projects and a fresh point of view inspired by the experience of designing and building a house for our family in the Bahamas. This project freed us of many of the conventions of city life.

Can you imagine a room without your signature red, and if so, what color might replace it?
Absolutely, yes! I love all colors and use them!

News for 2016: We are immersed in interesting new client projects all over the country, writing the next book and creating wonderful product collaborations!

Portrait courtesy of ALESSANDRA BRANCA / Interior image by Björn Wallander

Interior image by Douglas Friedman





ACHILLE SALVAGNI

The Rome-based architect is perhaps best known for his award-winning superyacht design, but his high-end residential work, defined by the use of ultra-luxury materials, has earned him a glittery client base reaching from Italy to New York and Palm Beach.



What's trending now?

The request for elegant, beautiful, and most of all, exclusive, items is really the “new” standard.

How do client needs differ in New York and Rome?

I would not connect high-end taste with any one location. For a very affluent client, the taste level today is quite international. Geography no longer significantly impacts or limits what they want to achieve.

Favorite color palettes: I'm particularly drawn to light tones. I feel the softness of lighter shades is more elegant. I try to avoid being too monochromatic and like to include an accent color to offset beige and gray.

Design rules you like to break: Although I appreciate proportions and overall harmony, I enjoy going beyond boundaries to achieve something extraordinary. For instance, a historic home need not be filled with antiques or period art. Instead, homes should be

designed as a client's personal paradise. Life is too short for everything to be ordinary!

Favorite room to design: I don't have a favorite room. What I do love is art, and whenever an interior needs to be related to a piece of art, I find it extremely challenging and intriguing to create the right mood or inspiration to complete the room that will house the work.

What distinguishes your design?

The real distinction is that I design everything—from the architectural components of a space, all the way through to the cast-door hinges or handles, and the custom furniture and accessories.

News for 2016: A complete renovation and interior design of a magnificent landmarked townhouse on the Upper East Side; the design and interiors for a large villa in Oyster Bay, New York; a villa in Miami Beach; as well as [the design for] two very luxurious superyachts.

Portrait by Serena Laudisa / interior image by Paolo Pettrignani

ALEXANDRA CHAMPALIMAUD

From her New York studio, Alexandra Champalimaud, an Interior Design Hall of Famer and pioneer in hospitality design, has worked on such iconic properties as The Pierre and the Carlyle, as well as new residential projects, like the refurbished luxury property, 12 East 88th Street.

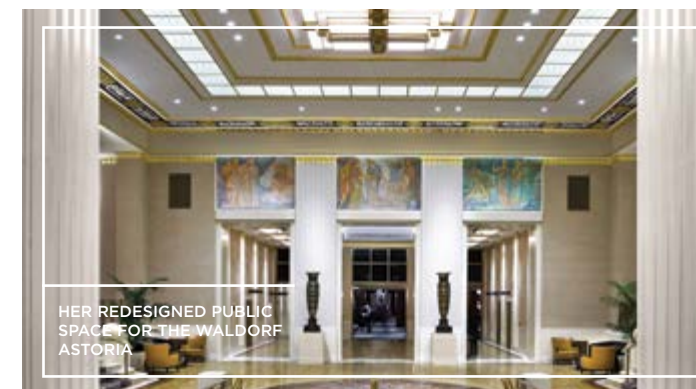
Your work often involves interior design for hotels. How has that experience impacted your residential design?

Actually, it's the other way around. My residential interiors influence how I design for hotels. We draw parallels between a five-star hospitality experience and an authentic lifestyle experience.

Is there a New York look?

When we move to New York City, we choose our neighborhood for a reason. They all have strong identities. My work responds very much to each neighborhood, its architecture and lifestyle.

Uptown versus Downtown style: The buildings are different, the atmosphere is different, and thus, the design is different.



New color palettes: Earthy and white. Turquoise is a favorite now.

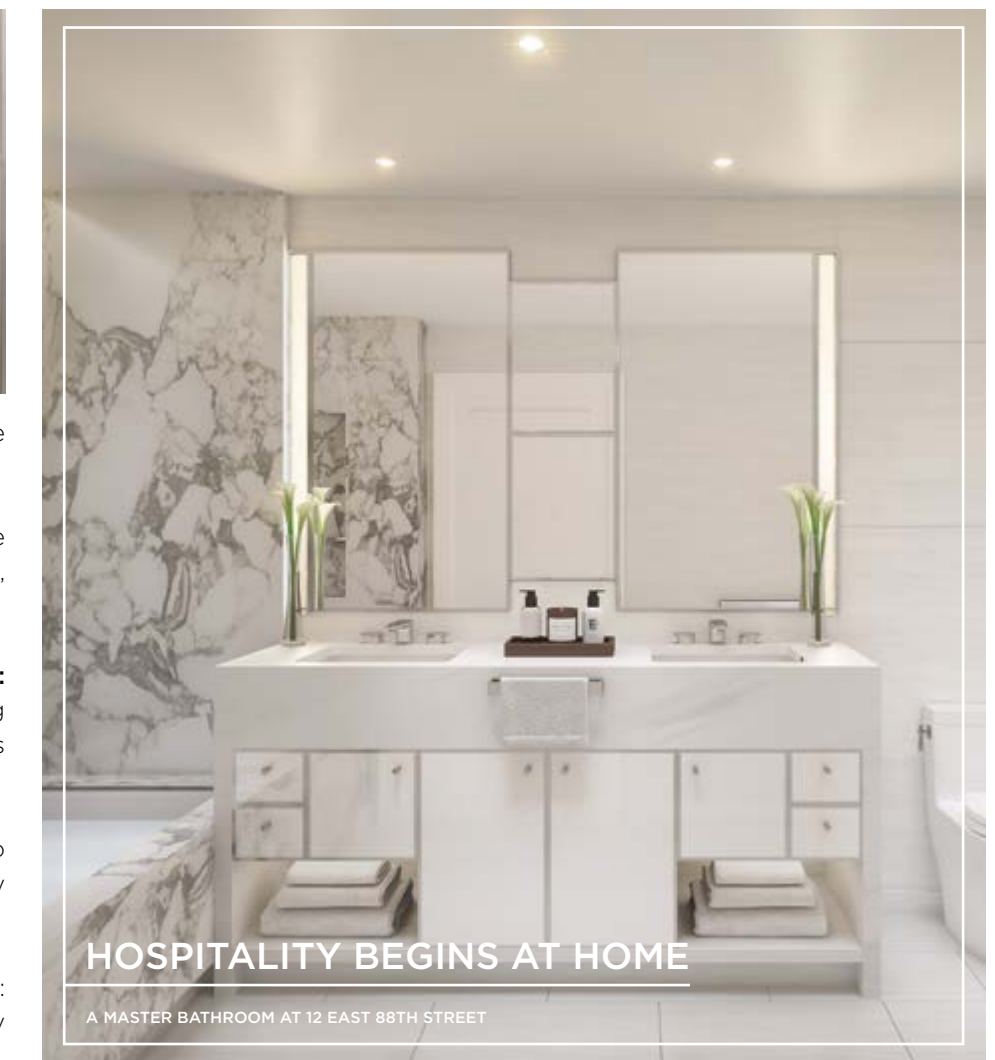
Design rules you like to break: I design intuitively. When we design spaces this way, we may or may not adhere to rules, but they function well.

Most interesting and challenging rooms to design: Restaurants are the most interesting. The most challenging are those with timelines that compress the creative process and execution.

The room in your home you are happiest with: My studio in Litchfield. It's bright, full of light and color, extremely comfortable, and close to nature.

News for 2016: We're working on projects all over the world: Japan, London, and a new lifestyle hotel in Dutchess County [New York], called Troutbeck.

Portrait by Gerald Foster / top left image by Michael Weber / Right interior image courtesy of Alexandra Champalimaud



SARA STORY

Sara story attracts a roster of young, international clients who covet her cool take on modernism punctuated with global influences.



What's trending now: A desire for unique, curated interiors that represent a [client's] family and passions. Innovative uses of materials and exceptional lighting. We are always searching for up-and-coming contemporary furniture/lighting/textile/rug designers to pair their work with classic and vintage pieces. Handcrafted items of the highest quality and furnished with nontraditional textures are trending now.

Greatest influences on your work: Travel has always been my biggest inspiration outside the design world. Sourcing textiles and ceramics from all over the globe has given me the opportunity to experience the culture and witness firsthand the craftsmanship of these amazing artisans.

Design rules you like to break: I like to create interiors that contain a bit of whimsy. Mixing significant pieces with fresh, new creations that when juxtaposed properly produce excitement and tension.

What distinguishes your design: I strive to bring a global perspective to all of my projects. Perhaps that comes from growing up abroad.

My work reflects many eras and cultural influences, which sets it apart from my contemporaries.

Most interesting rooms to design: I love creating dramatic dining rooms that become energetic and interesting spaces. At the same time, it is equally important to me to craft bedrooms that are peaceful and serene, and family rooms that are extremely inviting and comfortable!

Favorite color palettes: I love playing with a wide array of colors, from cool tones of blues and greens, to lilacs and pinks.

Favorite room in your own home: I absolutely love our master bedroom overlooking Gramercy Park. It is enveloped by the treetops, and the views of nature are a wonderful respite from the craze of New York City.

News for 2016: We are in the development stages for furniture and lighting lines, and have exciting projects, from Bridgehampton to California.

GLOBE-TROTTER

DESIGNS FOR A GRAMERCY PARK NORTH TRIPLEX



A LIVING ROOM MIXES CONTEMPORARY ASIAN DESIGN AND ANTIQUES



Portrait by Taylor Jewell / Left interior image by Eric Laignel / right interior image by Masano Kawana

Portrait by Michael Devine / interior image by Christopher Sturman

A TASTE FOR STREAMLINED CLASSICS

A LIBRARY FOR A PARK AVENUE APARTMENT, KEDIGIAN SAYS HE MIXED OVER A DOZEN PAINT SAMPLES FOR EACH ROOM OF THE PROJECT TO ANALYZE HOW VARIOUS COLORS WOULD LOOK IN DIFFERENT CASTS OF LIGHT.



GARROW KEDIGIAN

The Canadian designer offers clients a fresh take on classically styled interiors. He won raves for an innovative Kips Bay Show House room in New York City this spring.

What your clients want now: I often tell my clients to stay away from things that are “of the moment” and remind them that design should be sustainable. Many people today want the “hotel” look. I often have to argue to include some personal effects as we develop the spaces. Most people only want gray, and that’s another battle for me, because I like color.

What distinguishes your design: My style is streamlined classic. It’s neither too modern nor too traditional. I find spaces that are too contemporary though beautiful are better as art galleries rather than personal residences. I mix a lot of color into my work, and I always tell the client to “layer it, layer it, layer it.” Otherwise the space is too sparse and too flat, and doesn’t have a sense of home.

Design rules you like to break: I never repeat any fabric in a room. Too many spaces today look as though they were just decorated and every piece was color-matched with the walls and the floors. I think people’s homes need to feel like a collection of things they amassed over a lifetime. I mix colors that people wouldn’t normally put together. I play around with

scale by using large objects or gestures to make small rooms feel larger, or large rooms feel more cozy.

New color palettes: I work in many ranges, but I have been doing a lot of moss greens and a lot of blues lately.

Most difficult room to design: Hallway spaces because they tend to be narrow and lack the room for a piece of furniture. To make those spaces feel “done” is a challenge.

Your Napoleon-themed room with chalk-art walls created quite a sensation at the Kips Bay Show House. Have you received requests for this treatment?

Not yet. Not sure why, because it really was a hit. Maybe it will come further down the road.

News for 2016: A penthouse in a Midtown [New York] skyscraper; a beach house on the Jersey Shore; and a magnificent American colonial house in Cold Spring Harbor [New York]. I’ve also started doing projects in my hometown of Montreal, where I recently purchased a townhouse.