

THE INSIDER'S GUIDE TO NEW YORK

Design expertise to navigate everything the city has to offer

EDITED BY JOE HARPER



RH collaborators in the Flatiron showroom, from left: Robert Sonneman, John Birch, Vicente Wolf, Clodagh

THE MANHATTAN PROJECT

Restoration Hardware consults a quartet of New York heavyweights to grow its American empire.

by DAN SHAW

GROOMING BY OLGA POSTOLACHI

The Bali platform bed by Wolf, from \$5,495



Since 2001, when Gary Friedman became CEO of Restoration Hardware, he's transformed the chain of middlebrow furniture stores into a luxury home-design megabrand rechristened RH. In catalogs thick enough to rival the September issue of any fashion magazine, Friedman presents himself as the curator in chief—the merchant as poet, savant, and auteur. “Vision requires thinking until it hurts,” he wrote in his welcome letter to the most recent RH Modern sourcebook, a 480-page tome, “so you can see what others can't see and do what others can't do.”

And later this year, the company will show New York exactly what it's capable of when it opens its most ambitious retail destination yet, featuring new products designed by local bold-faced names. All this is a part of Friedman's ongoing efforts to borrow heavily from the hospitality playbook to create retail environments as seductive as top-notch boutique hotels, while also commissioning and reissuing furniture by name designers and giving them the rock-star treatment in catalogs. RH has also invested heavily in rehabilitating landmark buildings and turning them into emporiums for architecture buffs.

The company's six-story flagship in Manhattan's meatpacking district is 85,000 square feet. Its base is an early-20th-century commercial building that was the site of the beloved brasserie Pastis, which closed in 2014. Like the RH store that occupies the former Museum of Natural History in Boston, constructed in 1862, the New York location will have a dramatic central atrium. And like the Chicago outpost in the Three Arts Club, built in 1914 and once home to women artists, it will offer dining options by the high-flying Chicago restaurateur Brendan Sodikoff, who is the found-



Left: Clodagh's outdoor lounge, \$1,395. Below: Birch's Metropolitan sofa, from \$5,995



The Orbiter II Task table lamp in brass by Sonneman, \$800

“THAT’S THE BEAUTY OF RH,” CLODAGH SAYS. “THEY BELIEVE GOOD DESIGN IS UNIVERSAL.”

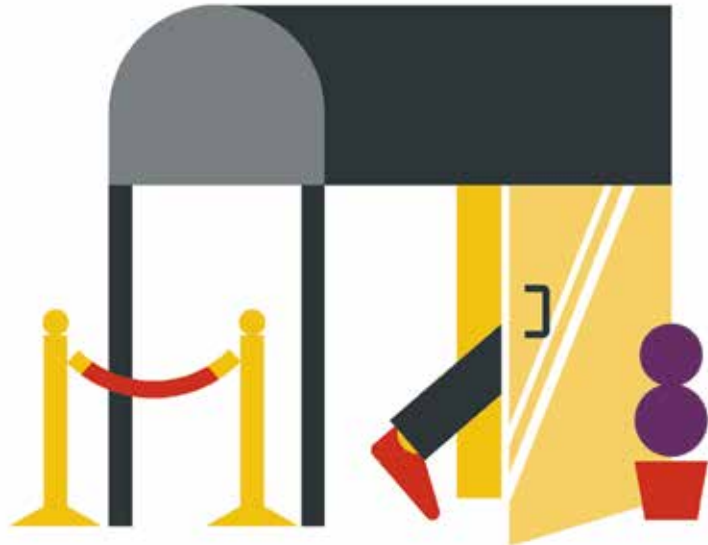
ing president of RH Hospitality. “What we are doing goes far beyond just putting a restaurant into a retail store,” Friedman explains. “Ours is an integrated experience that reflects our taste, style, and point of view. It's not outsourced to some third party.” The new Manhattan store will include a floor devoted to RH Modern—a line that debuted in 2015—with pieces by marquee local designers such as John Birch, Clodagh, Robert Sonneman, and Vicente Wolf. “I like the concepts I've seen for the meatpacking district store,” says Birch, who was persuaded to allow RH to produce his

low-slung, box-tufted sofa—a staple of his Wyeth brand. “It’s unique to me and our business, but we decided to give them the good stuff!” he adds. “The beauty is that RH can produce it so much quicker than we can and merchandise it so well.”

Sonneman was surprised when RH called and asked to reproduce his namesake lighting line’s Cathedral chandelier—but with a significant modification to the circa-1972 original fixture, which was composed of undulating ribbons of metal. “They wanted to make it in solid brass, which was an interesting challenge. We had to go back to a factory that still does hand fabrication,” says Sonneman, who was blown away by the new iteration. “I like this better than the original.”

When the company contacted celebrated interior designer Vicente Wolf about contributing a piece that would bridge RH’s modern and traditional collections, he suggested the Balinese-inspired bed with an open metal headboard he’d designed for his own beach house. The oak platform extends beyond the mattress, so there’s space to add a reading lamp. “It’s a great stand-alone piece of sculpture that can float in the middle of a room,” Wolf says. “I know what will work for their customers because my customers are theirs too.”

Clodagh, who’s known for her spiritual approach to luxury, intuitively understood RH’s hospitality-oriented vibe when the brand asked her to design outdoor furniture. “We’ve been doing a lot of hotels, so it’s something I think about,” she says. Clodagh created substantial woven pieces—as simple and familiar as well-crafted baskets—that would look equally at home in Malibu and Mumbai. “That’s the beauty of RH,” she remarks. “They believe good design is universal.” *rh.com, rhmodern.com.* ♦



SHOPPING

HOW TO ACCESS PRO RESOURCES

A once secretive trade is slowly granting purchasing power to the decoration layman.

Designers guard their sources. But now Manhattan design centers—buildings filled with made-to-order showrooms customarily open only to the trade—are allowing greater access for consumers without an industry connection. One of the city’s main destinations for fabrics, accessories, and furnishings is the **Decoration & Design Building** (*ddbbuilding.com*). Those without a decorator may browse the D&D and then buy after contacting the building’s Designer Referral Program. The service provides introductions to a rotating list of ten decorators with access to discounted, to-the-trade prices for a structured fee. The D&D’s 130 showrooms on 18 floors just welcomed silk stalwart **Jim Thompson** (*Suite 1640*) and **THG Paris** bath fittings (*Suite 1206*), with French crystal company **Saint-Louis** (*Suite 816*) arriving in November. Downtown, the 500,000-square-foot **New York Design Center** (*nydc.com*) also invites people to visit its 100 showrooms spanning 16 floors. It has its own referral service: After evaluating style, budget, and personality, Access to Design pairs clients with one of 30 experts. Recent arrivals include outdoor furniture by **Fermob** (*Suite 414*), Belgian upholstery from **Verellen** (*Suite 804*), and architectural glass by **Bendheim** (*Suite 1602*). For kitchen and bath, the **Architects & Designers Building** (*adbuilding.com*) hosts some of the world’s top brands, such as **Gaggenau** (*Suite 700*) and now **Scavolini** (*Suite 560*). In the rare case that one of its 35 showrooms requires a professional, it will also provide a referral. —*Melissa Feldman*

Ask the Insider



“**Holland & Sherry** [*Suite 1402*] has the best collections at the D&D Building—and not just because my furniture, fabric, and carpets are sold there! I like **Waterworks** [*Suite 134*] for kitchen ideas, and **Passementerie** [*Suite 213*] has what I imagine a proper trim shop in the early decorating days would have had: elegant silk, statement tassels, elaborate cords.”

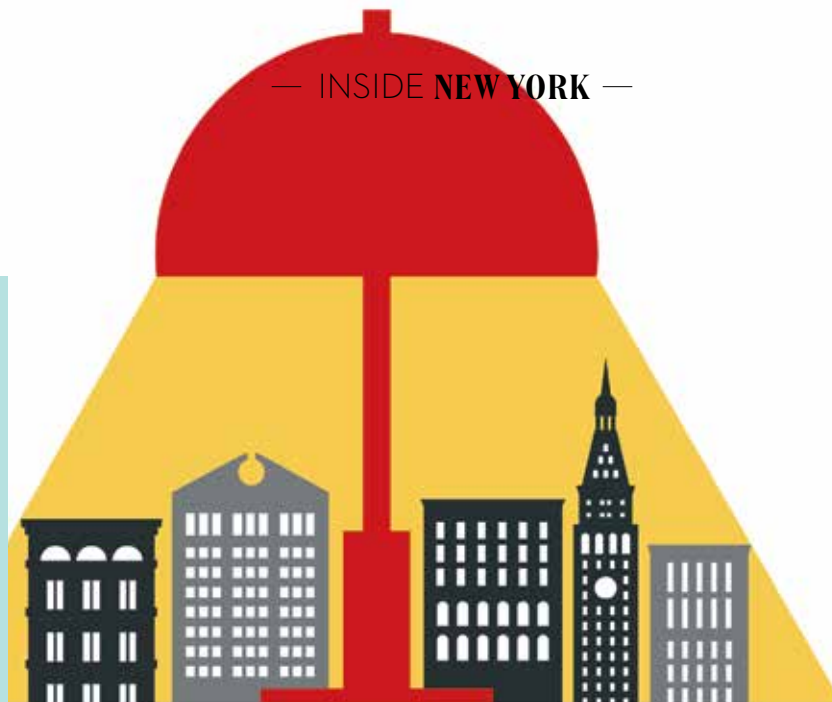
—**VICTORIA HAGAN** *furniture and interior designer*

Ask the Insider



“ALT for Living [altforliving.com] is a true gem. It’s accessed by walking through a coffee shop in the heart of the flower district and offers a curated selection of handmade textiles and rugs, vintage furniture, and colorful throws. The unique showroom is more of an experience than a store.”

—ELLIE CULLMAN designer born and raised in Brooklyn



SHOPPING

THE RISE OF MADISON AVENUE

Just north of Madison Square Park, a bustling thoroughfare is now NYC’s newest design district.

Unlike the cramped quarters in high-rent SoHo, huge spaces are available on Madison Avenue in the 20s and 30s, and design companies are flocking to them. **Roche Bobois** (roche-bobois.com), with its colorful French furniture, arrived in the area first, at 200 Madison. Then came retailer **DDC** (ddcnyc.com), at No. 181, that today sells brands such as Giorgetti, Minotti, and Paola Lenti. A decade later, DDC opened another location, at No. 134. Now French company **Liaigre** (liaigre.us)—known for its use of dark woods in reservedly luxe furniture and yachts—will debut its second Manhattan location, at No. 102, in December. At No. 112, Italy’s **Poliform** (poliformusa.com) flaunts a full range of contemporary living. **B&B Italia** (bebitalia.com), producer of Antonio Citterio’s streamlined furniture, among other notable pieces, moved into No. 135 just before closing in SoHo. **Natuzzi** (natuzzi.it) sells its signature Italian leather sofas out of No. 105, where German bath company **Duravit** (duravit.us), founded 200 years ago, is already a...well, fixture. **Fendi Casa** and the other brands of the **Luxury Living Group** (luxurylivinggroup.com) fill No. 153 with glamorous furniture in the tone of high fashion. And for aesthetic cheek, Marcel Wanders’s firm, **Moooi** (moooi.com), offers raw creativity on adjacent 31st Street. —Julie Lasky

Only in New York



Designer and artist David Nosanchuk specializes in lighting and uses 3-D printing and other new technologies to create much of his work. For the lights in his Butterfly Asteroid series—such as the table lamp shown here (\$9,500)—he fashions cast-bronze insects, with laser-engraved beechwood-veneer wings, that swarm a fiberglass “asteroid” lit from within. davidnosanchuk.com



Cast-iron chicken from Nalata Nalata

Ask the Insiders

The Far Eastside

NYC is a main line for Asia-sourced design.

Amanda Dameron, editor in chief of *Dwell* magazine, heads to **Nalata Nalata** (nalatanalata.com). “It’s incredible for thoughtfully curated goods made with natural materials, mostly imported from Japan,” she says. She’s also a fan of **Miya Shoji** (miyashoji.com). “They’ve been a family-run business since 1951, making shoji screens, tansu chests, and more.” Part-time New Yorker Rodman Primack, chief creative officer of Design Miami, cites the little-known accessories vitrine inside **EN Japanese Brasserie** (enjb.com), which sells quality brass bottle openers and chopstick rests. He also loves Brooklyn’s **Sri** (srithreads.com) for its Asian offerings. “It’s my supersecret for beautiful Japanese textiles,” he says, “and I’m not sure I should let anyone know!”

CLOCKWISE FROM TOP LEFT: COURTESY ELLIE CULLMAN; ILLUSTRATION BY ROB WILSON; NALATA NALATA; DAVID NOSANCHUK



A two-story Greenwich Village penthouse designed by Rafael de Cárdenas

getting lost in a maze and you're kind of just temporarily brought into another world. The Row on 71st Street is great too. So is the Byredo store on Wooster Street or the Boglioli store on Lafayette Street, designed by Dimore Studio.

COMING FROM A LOCAL, WHAT SPACES SHOULD A VISITOR NOT MISS?

The old Russian Tea Room, with its faux skylight, for one.

And whenever we work on restaurants, I often think of Michael's on 55th Street, which is such a classic, down to its vintage logo. It always feels like Teri Garr should be there.

YOU'VE MOVED FROM CHINATOWN TO BROOKLYN'S CLINTON HILL. HAS YOUR APARTMENT'S STYLE CHANGED?

I moved here because I wanted a bigger space that felt more residential. I lived in a very Memphis-style apartment for almost ten years, so I aimed for something a little more grand that had a 19th-century-American, Beaux Arts–type interior.

WHAT'S YOUR PRIZED POSSESSION?

Recently I've been into Swedish antiques. I just bought some from Modernity gallery in Stockholm, mostly from the 1920s and '30s.

They're a post-Secession Scandinavian style, with a bit of Art Deco.

ANY SUGGESTIONS IN YOUR NEIGHBORHOOD?

I like Maison May, a little coffee shop that has pastries. And for restaurants, my favorite is Colonia Verde, with their wood-fired steaks. There's no shopping to be done in Clinton Hill, other than groceries. Which is a good thing. ♦

Q&A

THE LOCAL EXPERT

A design-world insider known for inventive interiors and bold residences shares his Rolodex and his area haunts.

by **FELIX BURRICHTER**

A little over ten years ago, Rafael de Cárdenas made his debut on the New York design scene. With an architecture degree from UCLA and a background in both fashion and special effects production, the Gotham native has made a name for himself with a series of eye-popping installations, often using inexpensive elements—like colored duct tape—with graphic impact. His firm, Architecture at Large, has since evolved into a full-service architecture and design practice with many projects in his hometown, including Baccarat (he did its Madison Avenue boutique) and design gallery Demisch Danant. With his new monograph out in October from Rizzoli, we spoke with Cárdenas about his move to Brooklyn, his favorite boutiques, and what he's collecting now.

DO YOU LIKE TO SHOP?

Well, I shop a lot for work, so in my free time I try to avoid it. With a few exceptions.

SUCH AS?

Comme des Garçons in Chelsea still has it. I think going through that tunnel-like entrance creates anticipation. The most successful and aspirational shopping experiences are those where you're



The designer's new monograph, *Rafael de Cárdenas/Architecture at Large*

SHOPPING

CABINETRY COUTURE

A cheat sheet to the city's kitchen-system options



- ▶ Champagne-colored steel illustrates **Arclinea's** innovative eye for Italian elegance. arclinea.com
- ▶ **Bulthaup** is the leader in pairing German functionality with beautiful simplicity. bulthaup.com
- ▶ The curvy new Zaha Hadid Cove island pushes the envelope of **Boffi's** modern look. boffi-soho.com
- ▶ Venice-based **Cesar's** collections span decorative to minimal, often with pops of color. cesar.it
- ▶ Floating cabinetry evokes movement in Molteni Group's kitchen line, **Dada**. dada-kitchens.com
- ▶ The prolific powerhouse **Scavolini** offers a wide range of designer-driven systems. scavoliniusa.com
- ▶ Traditional wood cabinetry is updated by British firm **Smallbone of Devizes**. smallbone.co.uk
- ▶ The clean lines of Poliform's **Varenna** convey understated sophistication. varennacucine.com
- ▶ Danish brand **Vipp** adds industrial noir to modular systems. vipp.com

Neighborhood Watch

SOHO

Two streets serve as hubs: Greene and Wooster. On the former, **Alessi** (alessi.com) shows whimsical tableware, while furniture brand **Molteni&C** (molteni.it) expertly mixes classic with contemporary. On Wooster, **Poltrona Frau** (poltronafrau.com), **Cassina** (cassina.com), and **Cappellini** (cappellini.it) present high-minded Italian design. Nearby, **Dom Interiors** (dominteriors.com) hosts **Rimadesio's** line of flawless sliding doors and other hard-to-find brands. —s.t.

Ask the Insider

"On 11th Street, around the corner from my gallery, is **Officine Gullo** [officinegullo.com], an Italian kitchen-design showroom that offers the most fabulous ovens, ranges, cabinets, and appliances. Everything there is handcrafted in Florence and divine! It's not your usual kitchen stove. It's all totally custom."

—**BENOIST F. DRUT** owner of *Maison Gerard*



Ask the Insider

Alexandra Champalimaud

The Carlyle Hotel designer on gallery outliers

"Brazilian modern brand **Espasso** [espasso.com] just opened a vintage annex around the corner from its gallery, and it has a lot of auction-worthy treasures, including some Joaquim Tenreiro armchairs, which we're purchasing for a residence in Vail. The **Future Perfect** [thefutureperfect.com] also created another space in a nearby walk-up, which features rotating collections, such as De La Espada. The walls were painted Millennial Pink with all-white furniture."

508 West 24th Street (2014)
by architect
and developer
Cary Tamarkin

REAL ESTATE

IF YOU WANT SOMETHING DONE RIGHT

Introducing the new breed of architect-developer

by DAVID SOKOL

Vintage New York apartments test the limits of human patience—cramped rooms, ovens conscripted into sweater storage, Rube Goldberg air-conditioning. But if you equate newly constructed luxury housing with up-to-the-minute design and headache-free living, think again. In the latest condo boom, lawsuits have been filed against developers for flaws like misrepresented ceiling heights and all manner of uninsulated pipes and windows.

There's at least one class of new condominium tower, though, in which meticulous design and construction are given. Inside the 42-unit Dumbo condo One John Street, motorized triple-glazed windows form a monastic seal against Manhattan Bridge traffic and knife-edged Basaltina kitchen countertops render competitors' marble slabs as run-of-the-mill opulence. Meanwhile, near the High Line, the poured-concrete structure of 508 West 24th Street is finished to sculptural effect.

What these and other projects have in common is not a Pritzker Prize winner or stratospheric price tag, but a business model. All were realized by development firms where architects run the show. "Architects loathe compromise," explains Leonard Steinberg, president of insta-Goliath brokerage Compass. To these companies, softfitting a misplaced mechanical system is anathema and signing off on mismatched flooring is a sin. In this very small circle of developers, most of whom trained and practiced as architects to start, becoming one's own client promised more creative



control. "Something wasn't quite right," Alex Barrett recalls of his original career. "Program, budget, and site are all enormously important design decisions that get made before an architect is even involved." After moving to a Brooklyn brownstone, the architect founded Barrett Design in 2005 to fill a gap in the local high-end market—and oversee even the most preliminary choices in that process. Currently his firm is constructing three developments in his home borough and breaking ground on its first Manhattan building, in NoHo.

Cary Tamarkin, who sowed the seeds of this movement in 1994, calls being an architect-developer a balancing act. "I won't do a building that doesn't aspire to leave the city better than how I found it," he says, but "I'm very interested in making money." Tamarkin built 508 West 24th

Street, and his namesake firm is completing a Bauhaus-inspired gem at 550 West 29th Street.

Tamarkin jokes that having any kind of architectural value system "may cut out 90 percent of our potential audience." Experts in selling the product disagree. Consumers increasingly view myriad listings and high prices through the filter of authorship, according to James Lansill, senior managing director of the Corcoran Group's development arm, Corcoran Sunshine. "Buyers are taking time to do due diligence," he notes, "and architect-developer properties hold up to their scrutiny." Douglas Elliman Development Marketing president and CEO Susan de França adds, "People gravitate toward the passion and responsibility of architect-developers. They trust they are going to get what was promised." ♦

Brokers on Speed Dial

While New York's high-stakes real estate market has transformed brokers into TV stars, doing business in the city still relies on returning phone calls and braving open houses. The top-selling salespeople balance the demands of peacocking with old-fashioned dependability.

▶ **ROBBY BROWNE**
Corcoran Group
His celebrity clients include Uma Thurman and lensman Albert Watson. 212-893-1728; corcoran.com.

▶ **LEONARD STEINBERG**
Compass
Fast-paced South African and former fashion designer. 646-780-7594; theleonardsteinbergteam.com.

▶ **RAPHAEL DE NIRO**
Douglas Elliman
Son of Robert and No. 1 closer of new development sales in 2016. 212-460-0655; deniroteam.elliman.com.

▶ **NORMA-JEAN CALLAHAN**
Corcoran Sunshine
220 Central Park South dynamo now responsible for big-deal Waterline Square. 212-772-2722; corcoransunshine.com.

Only in New York

Oliver Haslegrave of **Home Studios** has built a sought-after business creating nostalgia-tinted interiors for bars in Brooklyn. Following the success of his projects' many custom elements, his first line of residential products includes the Double Swing pendant (\$12,000). homestudios.nyc



Ask the Insiders

Enter Through the Gift Shop

The city's 100-plus museums often stock exclusive wares.

"I recently bought a handcrafted Akari lamp by Isamu Noguchi from the **Noguchi Museum** [noguchi.org]," says WantedDesign cofounder Odile Hainaut. "It's beautifully simple and modern." NoMad chef Daniel Humm just got a Donald Judd coffee table from the **Judd Foundation** [juddfoundation.org].

"It's an item I'll have forever—simultaneously timeless and functional," he says. Interior designer Sheila Bridges likes the **Museum of the City of New York** [mcity.org]. "I got a pigeon pillow for my apartment," she says. "I thought it was unique, funny, and whimsical." And architect Deborah Berke loves the **Cooper Hewitt** [cooperhewitt.org]. "It doesn't have the repetitive elements you sometimes find at other gift shops."

SHOPPING

SLEEPING AROUND TOWN

Find your fit at New York's best bedding options.



The city does sleep sometimes. At **Savoir Beds** [savoirdbeds.com], Korean designer Teo Yang tapped Asian folklore for his Moon 01 bed in copper-glazed metallic linen. Swedish duo Bernadotte & Kylberg reconfigured rectangles in Appaloosa for heritage mattress brand **Hästens** [hastens.com] as a riff on the company's signature blue-and-white check of the coveted 2000T bed. Sweden's other storied mattress merchant, **Duxiana** [duxiana.com], is finding ever-new ways to customize each side of a shared bed. Launching Stateside this fall is London's bespoke mattress brand **Vispring** [vispring.com] and Italian fashion house Missoni's collaboration on colorful upholstered bed frames. And Italian brand **Flou's** [flou.it] nod to the voluptuous is fully realized in Carlo Colombo's Amal bed, which has a padded upholstered base and headboard. —M.F.

FROM TOP: COURTESY HOME STUDIOS; ILLUSTRATION BY ROB WILSON



STUDIO VISIT

BAKED TO PERFECTION

From screens and sculptures to massive installations, Peter Lane is the connoisseur's choice for exquisitely textured ceramics.

by STEPHEN TREFFINGER

ound in an industrial neighborhood in Bushwick, Brooklyn, hidden behind rolling doors, ceramic artist Peter Lane produces exquisite works in clay, epic pieces that will adorn the walls of private residences and public spaces alike. “The material itself is really the source of my imagery—the way clay stretches, tears, cuts, and responds, recording the impressions of my hands,” he says. Lane, 59, considers himself something of an emerging artist, having been an “industry secret” for years. The Chicago native—who’s lived in New York since 1981—first began working in clay at Greenwich House Pottery in the Village in the ’90s. (Midcentury ceramics were getting too pricey, so he decided to just make his own.) He learned from teachers such as sculptor Annabeth Rosen, who instructed him “to make everything too thick, too big, and too strong, to do *more!*” And while he still

makes smaller pieces, much of his work now is large and most of it in private homes, commissioned by designers and architects (among the latter, Peter Marino). “There’s rarely a budget for this type of work in a hotel, for instance,” Lane says. Until there is. He recently collaborated with Paris-based interior designer Chahan Minassian on the pool walls for the Hôtel de Crillon in the French capital. One hundred and eighty of his celadon-glazed and gold-leafed pieces now surround the underground, skylit pool. “I’ve worked with Chahan for ten years, and he has a fantastic clientele and fantastic taste and a real great sense of my work.” Lane is currently producing fireplaces for residences in the U.K. and California, and he has a table heading to a collector’s house in a week. His work does not come cheap, but to him it’s all a matter of perspective: “It’s not like buying a Damien Hirst.” Studio visits available by appointment. peterlaneclay.com ♦

Ask the Insider
“Originally I shopped at Ilene Chazanof [by appointment only, 212-254-5564] for Broadway period accessories. But upon further inspection of her 1,700-square-foot space—which feels like it is lit by a single lightbulb—I realized she has the most amazing hidden treasures, like bar sets and sterling playing-card boxes from the ’40s. It’s truly an insider secret.”



—JEFF MAHSHIE
Tony-nominated costume designer

FROM LEFT: GIORGIO POSSENTI; JEFF MAHSHIE



A New York townhouse by Nathan Litera includes a custom marble and brass table of his own design.

INSIDE SOURCES

YOUR PALS FROM PARIS

An emerging French design practice is becoming a hush-hush hit in Manhattan.

Seated in his Paris apartment at a green marble coffee table of his own design and drinking ice tea from an antique crystal goblet, Nathan Litera explains why New Yorkers looking for a touch of Europe in their decor have been

passing around his name. "I studied the classic vocabulary of architecture, Italian and French, and we are living in it every day," he says. "We try to convey a certain way of life," adds Lyatt Samama, his partner in work and in life. It's a way that reflects Litera's

adolescence living on Paris's most beautiful square, the Place des Vosges, and the couple's passion for Old World elegance. The two met 17 years ago and went to New York to study. After finishing his architecture degree at Cooper Union, Litera, 35, worked for Kohn Pedersen Fox, then in Paris for Jean Nouvel and Joseph Dirand, before opening his own firm with Samama, 34, a former lawyer, in 2014. Since then they've outfitted almost half a dozen luxury New York residences in a sophisticated European style, frequently flying in French specialists in decorative painting, wood floors, millworking, and upholstery.

For a recent 14,000-square-foot townhouse on the Upper East Side, Litera added decorative molding to the walls and ceilings and placed the rooms in a typically Parisian *enfilade*, lining up the doors in a row. He covered the ceiling of the children's play area in silver leaf applied by French decorative painters *Ateliers Gohard*. When he wants mirrors with an antique patina, Litera turns to Kiko Lopez, an artist who lives on a farm in Provence and crafts them *à l'ancienne*: with mercury. nathanlitera.com —Amy Serafin



Only in New York

Fernando Mastrangelo mixes materials such as powdered glass and cement to create rock-solid pieces in his Brooklyn workshop. His *Escape* collection, shown at *Maison Gerard*, includes this bookshelf (\$68,000). He also accepts commissions. maison Gerard.com, fernando mastrangelo.com.



Ask the Insider

TONY INGRAO

The Bronx-born designer of the *Baccarat Hotel & Residences* expounds on his city's offerings.

For inspiration he likes **R & Company**

(r-and-company.com) and **Friedman Benda**

(friedmanbenda.com). "They have exceptional furniture collections from great designers, including Wendell Castle and Joris Laarman." He cites

Twenty First Gallery

(21stgallery.com) as an underrated place that stocks things you can't get elsewhere. "It's out on its own in Chelsea, away from the other furniture galleries, but you can find truly special pieces, such as mirrors by Hubert Le Gall." He

thinks **Ralph Pucci** (ralphpucci.net) is an iconic gallery that can't be missed. "It started as a mannequin business and grew to become the quintessential New York showroom." And he recommends

Atelier Charles Jouffre

(jouffre.com) for finding "precise French upholstery."

Ask the Insider



"My wife, Margaret, and I collect silver serveware from **Alice Kwartler** [alicekwartler.com], and on occasion you can find something antique that is engraved with your actual initials. It's a treasure chest in there, and we recommend taking the time to look."

—**GEOFFREY ZAKARIAN** *chef of the Lambs Club at the Chatwal Hotel*

NYC 101

FULL-IMMERSION BROWSING

Try before you buy at the city's most Instagram-ready showrooms.



The Internet is threatening retail as we know it, so creative New York merchants are providing something online shopping cannot: total hands-on service. **Pirch** (pirch.com), a triplex emporium for kitchen and bath, is stocked with almost every premium brand on the planet—Rohl, Miele, and Gaggenau to name a few—and takes an interactive approach. Shoppers can test-drive any appliance, from Bertazzoni cooktops to Thermador dishwashers and American Standard's high-end brand DXV toilets (behind closed doors, of course). At the **Kohler Experience** (kohlerexperiencecenternyc.com), the new flagship of America's leader in kitchen and bath plumbing, make an appointment to visit the 10,000-square-foot space's private area to luxuriate in a wide

selection of tubs and showers, including the Moxie showerhead, which has a wireless speaker. In its SoHo shop, smart-speaker company **Sonos** (sonos.com) eschews the usual pile of black boxes for its first official storefront, offering instead acoustically sealed pods—mini-apartments—that evoke different lifestyles and rooms to help you imagine the units in your own space. The **Apartment by the Line** (theline.com), a floor-through venue that looks like the home of your coolest friend, offers elegant Proenza Schouler clothing, modernist Fritz Hansen furniture, and timeless lighting from Atelier de Troupe. In the same vein, contemporary-furniture showroom Avenue Road, which features designs by Yabu Pushelberg, among others, opened **Avenue Road 8A** (avenue-road.com) three floors above its showroom. It feels like a home, but it's all for sale. —*Arlene Hirst*

Neighborhood Watch FLATIRON

District staples **Design Within Reach** (dwr.com) and **ABC Carpet & Home** (abchome.com) were joined last year by a flagship for **Herman Miller** (hermanmiller.com), with its midcentury classics, and **Pelle** (pelledesigns.com), a Brooklyn transplant that sells creative, made-to-order lighting, tables, and accessories. Earlier this year came the wood-themed craftsmanship of **Carl Hansen & Søn** (carlhansen.com). More recently, Portland-based **Rejuvenation** (rejuvenation.com) introduced its Northwest-produced lighting, furniture, and hardware to NYC. —*s.t.*

Ask the Insider



“When I’m entertaining, there is one florist I call named **Nicolas Cogrel** [nicolascogrel.com]. He’s incredibly creative. I don’t know where he finds his flowers—they’re unexpected and beautifully arranged. The effect is always surprising and truly original.”

—**ROBERT COUTURIER** interior designer

Where DEPARTURES Goes Collecting

For vintage pieces and antiques, a slice of Tenth Street in Greenwich Village is always a home run: **Maison Gerard** (maison Gerard.com), with its focus on French Art Deco; **Bernd Goeckler** (bgoecklerantiques.com), which is also Deco-minded; and **Hostler Burrows** (hostlerburrows.com), offering Nordic midcentury. Nearby, **Magen H** (magenxxcentury.com) celebrates postwar French designers, and **Demisch Danant** (demischdanant.com) leans toward the 1950s, '60s, and '70s. Farther west is the **End of History** (212-647-7598), a panoply of colorful ceramics. **Patrick Parrish** (patrickparrish.com) in Tribeca exhibits both the old and the new of daring design in its gallery. In SoHo, **De Vera** (deveraobjects.com) spans the far reaches of world history for its array of objets and **Wyeth** (wyeth.nyc) digs up unexpected 20th-century gems. Uptown, **Phoenix Gallery** (212-759-1153) is the definitive source for bold crystal pieces, while **Bardith** (bardith.com) and **James Robinson** (jrobinson.com) remain unparalleled for blue-chip antiques.