

DESIGNER DIGS



Imaginary muses spark ideas at Tribeca show house

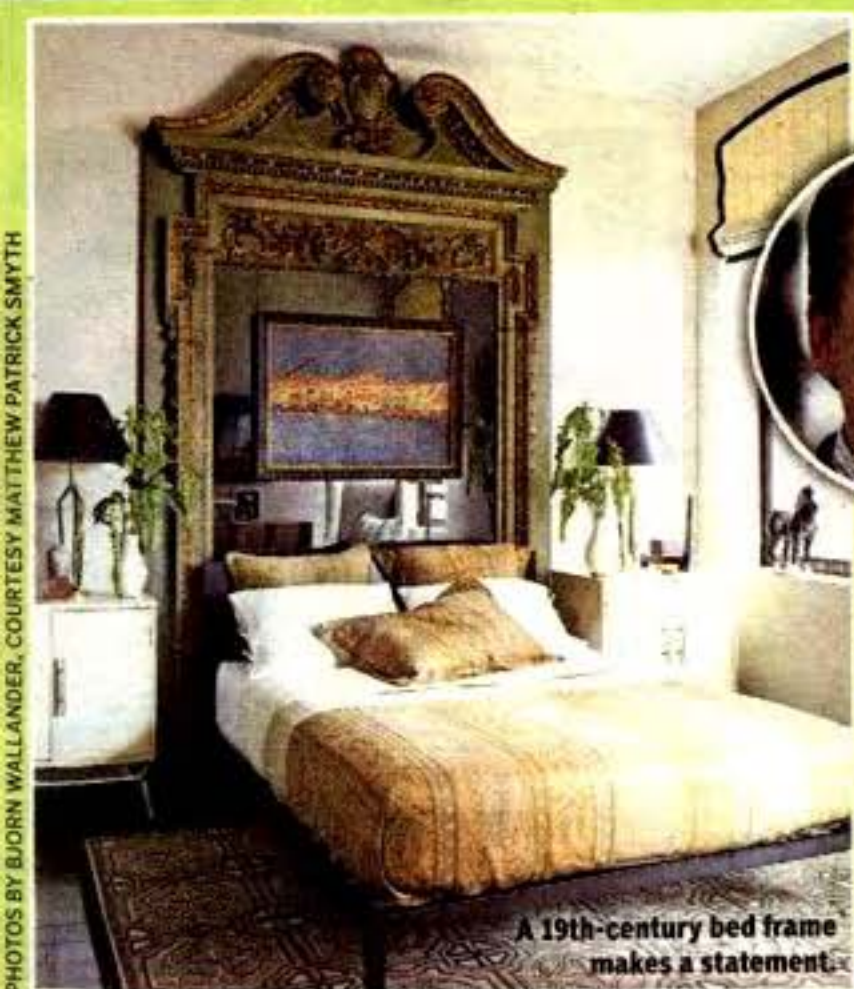
Elle Decor living room at 254 West St.

In a Tribeca new-construction condominium, three apartments were turned into show houses for Hearst's sixth annual Designer Visions. One of New York's premier design events of the year, the showcase pairs a magazine and their editor-in-chief with an international-known designer to bring to life what's avant-garde in home décor. This year's apartments by Matthew Patrick Smyth for Elle Decor, Antony Todd for Veranda, and David Rockwell/

Rockwell Group for House Beautiful dazzled in different ways to show how we city dwellers live. One (maybe, two) was ready for immediate move-in with all furniture included, even the clothes in the closet. "These are innovative ways for the magazines to jump off the page," said Alana Frumkes, executive director at Hearst's Designer Visions. "Each publication has a certain audience and personality, and this is a way for us to show that in

a real space. We want our magazines and each designer to really push the envelope. In some ways, these are experiments, and this is our laboratory." Hosted by 250 West, an 111-unit loft building, Designer Visions spaces were three-bedroom apartments with giant closets by California Closets, unique kitchens from Poggenpohl and Jenn-Air and, in some cases, cavernous living rooms. Almost sold out, the building has three-beds listed at \$4.1 million.

With water views and large spaces, these homes provided the perfect blank canvas. Working with the "48 Hour Film Project," each finished apartment was used as the backdrop for a short film. What we liked was that each home had a muse, a fictional family that the designer designed for. Like looking into people's windows from the street, guessing who lived in each, was half the fun. Here's a look inside: *Continued on next page*



A 19th-century bed frame makes a statement.

ELLE DECOR: MATTHEW PATRICK SMYTH

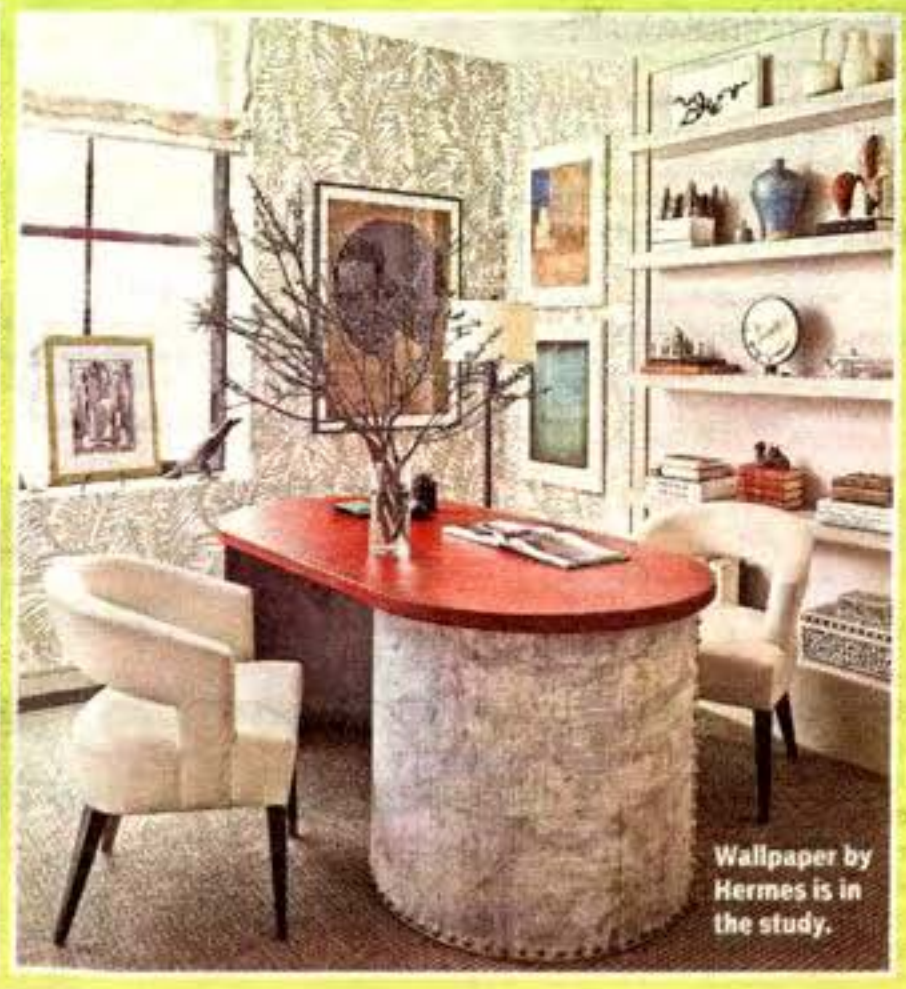
Benjamin Moore paint, Hermes wall coverings and an eye for exotica starred in this home, which two married men in media and finance use as a base for global travels. Smyth (inset) used a 19th-century doorframe as a headboard to create high-drama in the bedroom. A closet bigger than some studio apartments was filled with grays, blues and beiges, all courtesy of Mrporter.com, a leading men's fashion website. The living room had small pieces from Indonesia along with modern art. The study featured wallpaper from Hermes surrounding a galvanized steel drum partners' desk with custom



top finished by Alpha Workshops, a midtown design studio where HIV-positive people learn the crafts. This was the most urbane of the homes, summing up Elle Decor's commitment to understated city dwelling with an edge under editor-in-chief Michael Boodro. Not only could I see these two men living here, I could feel the place alive with excitement as guests ring the doorbell early for a dinner party. That dining room with marble table and Moroccan-style wall covering from Schumacher makes for some meal.



Five patterned wallpaper in the dining room.



Wallpaper by Hermes is in the study.



Imaginary muses spark ideas at Tribeca show house

Elle Decor living room at 254 West St.

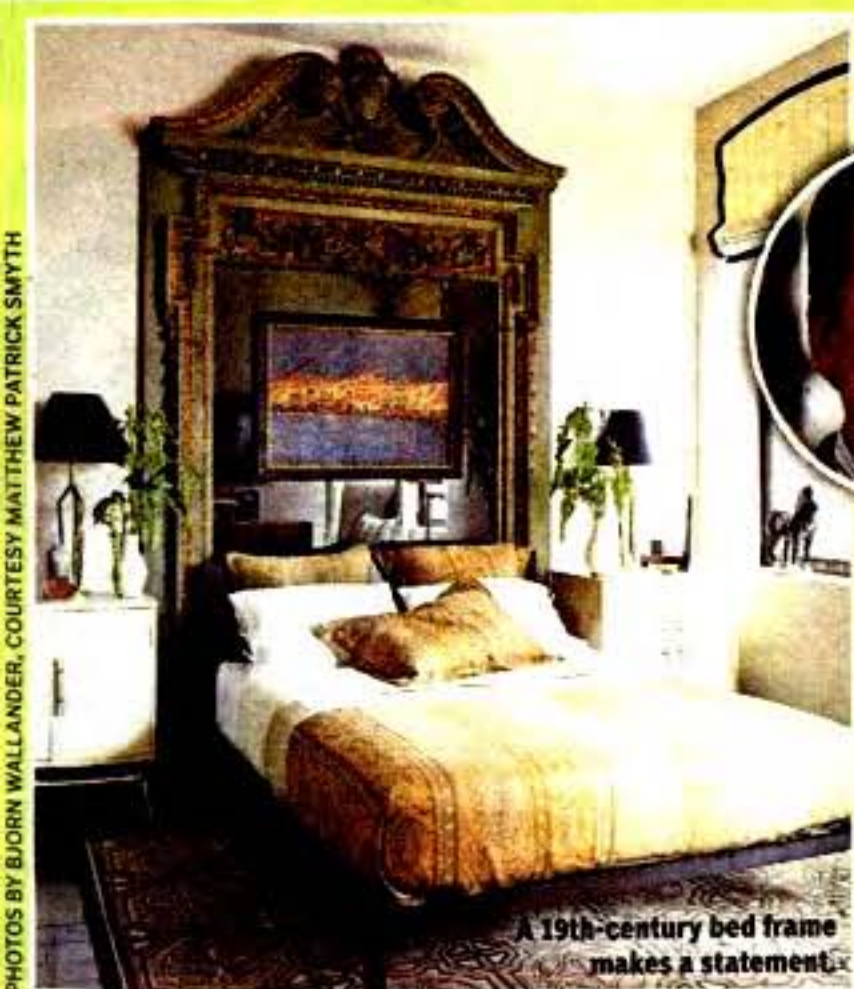
DESIGNER DIGS

In a Tribeca new-construction condominium, three apartments were turned into show houses for Hearst's sixth annual Designer Visions. One of New York's premier design events of the year, the showcase pairs a magazine and their editor-in-chief with an international-known designer to bring to life what's avant-garde in home décor. This year's apartments by Matthew Patrick Smyth for Elle Decor, Antony Todd for Veranda, and David Rockwell/

Rockwell Group for House Beautiful dazzled in different ways to show how we city dwellers live. One (maybe, two) was ready for immediate move-in with all furniture included, even the clothes in the closet. "These are innovative ways for the magazines to jump off the page," said Alana Frumkes, executive director at Hearst's Designer Visions. "Each publication has a certain audience and personality, and this is a way for us to show that in

a real space. We want our magazines and each designer to really push the envelope. In some ways, these are experiments, and this is our laboratory." Hosted by 250 West, an 111-unit loft building, Designer Visions spaces were three-bedroom apartments with giant closets by California Closets, unique kitchens from Poggenpohl and Jenn-Air and, in some cases, cavernous living rooms. Almost sold out, the building has three-beds listed at \$4.1 million.

With water views and large spaces, these homes provided the perfect blank canvas. Working with the "48 Hour Film Project," each finished apartment was used as the backdrop for a short film. What we liked was that each home had a muse, a fictional family that the designer designed for. Like looking into people's windows from the street, guessing who lived in each, was half the fun. Here's a look inside: *Continued on next page*



A 19th-century bed frame makes a statement.

ELLE DECOR: MATTHEW PATRICK SMYTH

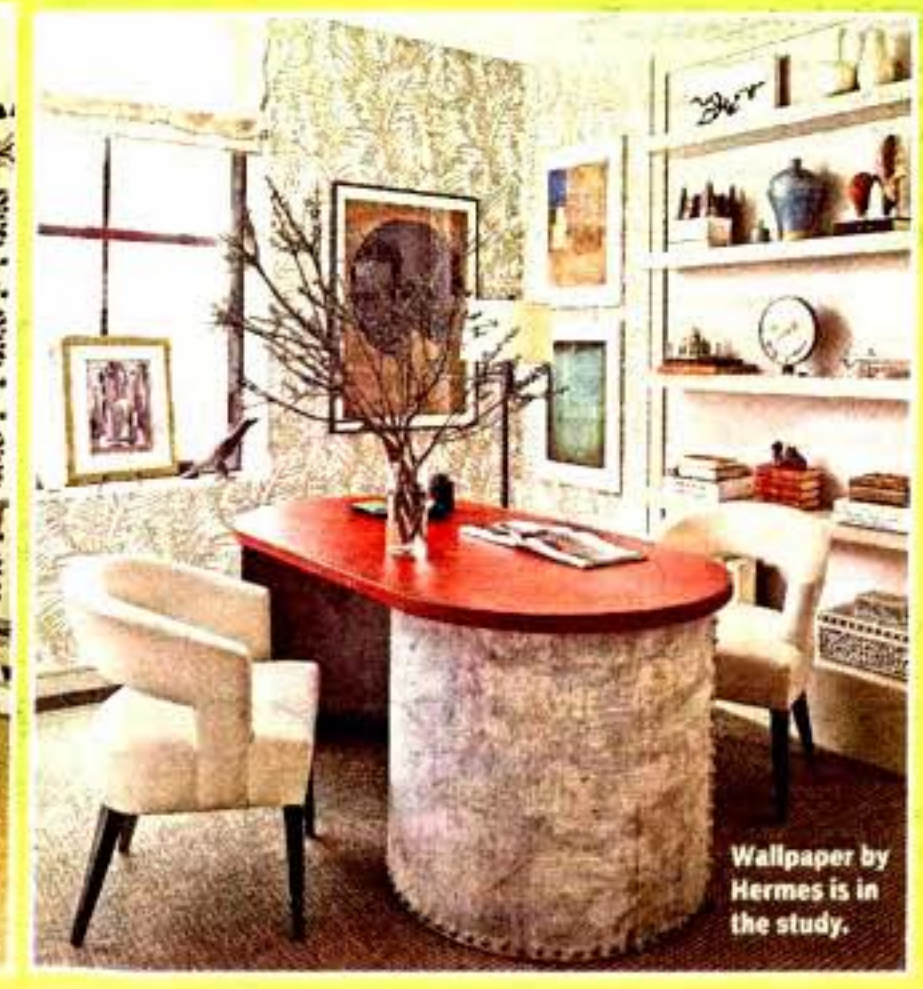
Benjamin Moore paint, Hermes wall coverings and an eye for exotica starred in this home, which two married men in media and finance use as a base for global travels. Smyth (inset) used a 19th-century doorframe as a headboard to create high-drama in the bedroom. A closet bigger than some studio apartments was filled with grays, blues and beiges, all courtesy of Mrporter.com, a leading men's fashion website. The living room had small pieces from Indonesia along with modern art. The study featured wallpaper from Hermes surrounding a galvanized steel drum partners' desk with custom



top finished by Alpha Workshops, a midtown design studio where HIV-positive people learn the crafts. This was the most urbane of the homes, summing up Elle Decor's commitment to understated city dwelling with an edge under editor-in-chief Michael Boodro. Not only could I see these two men living here, I could feel the place alive with excitement as guests ring the doorbell early for a dinner party. That dining room with marble table and Moroccan-style wall covering from Schumacher makes for some meal.



Five patterned wallpaper in the dining room.



Wallpaper by Hermes is in the study.