

LUXURY HOME

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SoHo White Loft

This 4,100-square-foot, two-story penthouse apartment belongs to architect and interior designer *Campion Platt*. Located in SoHo, New York City, the loft space, featuring 13-foot ceilings, was completely revamped by Platt. Employing large-scale sculptural elements, like the fireplace tower, entry portal, and kitchen box, the loft was transformed into a series of rooms within rooms.



Campion Platt

Highly regarded, successful interior designer keeps his creative juices flowing with new, unique ventures

STORY BY KARINA TIMMEL



Skylight Room

Platt transformed the loft's skylight room into a master-suite lounge. The chrome chair complements the steel structure of the skylights, and the Warp & Weft carpet (www.warpandweft.com)—in combination with the fireplace and plush, pillowy sofas—provides a warm, cozy feel.

A holistic approach is Campion Platt's secret to 25 years of success. "My method is all-inclusive—I take every element of a space into consideration for my clients, not only its structural components, but also the interior design and décor," says Platt, a New York City-based architect and designer. "I don't see a distinction between furniture, interiors, and architecture. This sets me apart from others." His multifaceted expertise as both an architect and a designer has earned him a portfolio littered with numerous celebrity-home projects, such as Conan O'Brien's and Meg Ryan's, as well as scenester-hip boutique-hotel concepts like Chateau Marmont in Hollywood and Mercer Hotel in Manhattan. Platt also launched a furniture company in 2002: CAMPION.

Recently, however, Platt is venturing away from his usual work with high-end residential and boutique-hotel properties—predominantly in Manhattan and the Hamptons—and his lines of furniture and textile collections.

Platt's next venture is an atypical coffee-table book that will be coming out next fall. The book, still unnamed, will tell the full story of his holistic approach to design and walk readers through the process. "What sets me apart from other designers and architects is that I spend a lot of time talking to clients before we can come up with a concrete plan," he says. "There's more of a process that I go through to do the bespoke quality of the projects we've had historically."

The following two projects represent a new, even more diversified chapter for Platt.

DIGITAL DOLLHOUSE

Digital Dollhouse is a virtual-dollhouse 3-D online experience (www.digitaldollhouse.com) that is meant to empower primarily 8- to 13-year-old girls to become their own interior designers. For a small membership fee, kids can paint, furnish, and decorate their own virtual dream house, and even purchase and re-gift items in a virtual economy.



CUBIST CHAIR
A Campaign Collection meeting chair featuring a gunmetal-steel frame and leather upholstery, available in charcoal or taupe.



CLOUD CHAIR
A tall curving club chair upholstered in Thai silk with walnut feet, from CAMPION's Crystalline Collection.




SKYLIGHT
A freestanding lamp with random gathered-metal rods on a round, steel base with a polished-gunmetal finish and an elliptical, cream pongee-silk shade.

CAMPION

In 2002, Platt launched the furniture company CAMPION. From 19th Century campaign-style furniture to sleek modern pieces, the collections include the same opulent finishes and careful attention to proportion and detail that Platt showcases in his architecture and design.

Platt was asked to partner with the site mainly because of the custom-furniture work he has done. "It was easy for Digital Dollhouse to migrate my product renderings from my electronic world into their 3-D world," he says. Platt created a stylish, modern, and sustainable beachfront dream home for the site based on his own beachfront home design—a Colonial Revival for which he and his wife won the 2008 Palm Beach Landmarks Preservation Commission's bronze medal for historic-landmark renovation. Ninety-five percent of the furniture in the virtual house is from Platt's furniture collection, from clocks to chairs to vases. The colors that were used are also based on CAMPION's color palettes with light, tropical hues—including whites and soft pinks—that create a sense of tropical luxury in a fresh and modern way.

"I really enjoyed designing this virtual beach house because I got to apply all of the knowledge and experience I have in a completely different environment," Platt says. Since the launch of his beach house



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CAMPION PLATT, ARCHITECT & DESIGNER



Bright Details

The dining room of Platt's loft is highlighted by a branch-shaped LED Swarovski Blossom crystal chandelier that dangles above the marble-top dining room table, and canvas works of art by Hunt Slonem. The banquette and club chairs in the space feature Kravet suede upholstery. Platt designed a partially enclosed kitchen, creating an illuminated cove above the walls for a floating effect.



THE SOHO VIEW

Originally an artsy neighborhood, SoHo has since become a hip New York City shopping destination. Platt gets a full view of the SoHo scene from his study's wall of windows.



PLATT'S New Endeavors

Top: The Digital Dollhouse Web site (www.digitaldollhouse.com), a 3-D online experience where youngsters can become their own interior designers, using furniture and elements modeled after the CAMPION line of home décor.

Bottom: The Turks & Caicos Sporting Club, where Platt designed a gracious enclosed veranda that lets onto a lower deck, which serves as a dock for kayaks and boats.

a few months ago, the Web site has quintupled its users and has had approximately 3 million downloads.

THE TURKS & CAICOS SPORTING CLUB

The Turks & Caicos Sporting Club is an elite planned community on a private, 1,100-acre membership island called Ambergris Cay in the Turks and Caicos Islands. Platt worked on the Anglo-Caribbean architecture of these "beach bungalow" homes, which range from \$650,000 to \$6.6 million, over anywhere from .7 to 8.25 acres of land, and maintain authentic characteristics of the sophisticated aspects of the British West Indies. Much thought was put into preserving and enhancing the natural environment and beauty of the community, as well as the privacy and tranquility of individual home sites.

Platt also created three different interior-design palettes—classical, transitional Caribbean, and beach friendly—for the homebuyers to choose from when they purchase their property. "The Turks & Caicos Sporting Club chose me as their go-to designer and architect because they were interested in using a designer that could adapt different styles to the same environment," Platt says. "I've done everything from a historical renovation on a circa-1907 house to streamlined modern high-rises in New York. Here, homeowners can choose what they want, come back in a year, and it will all be installed for them."

As for what the future holds, Platt would like to continue to apply his expertise to and challenge himself with projects outside of his usual box. "I'm fairly diversified in my work and very well published," he says. "It's an interesting dilemma to have, as I can't really market myself anymore. Working on things like Digital Dollhouse and these quasi-development projects keep the creative flowing and are a nice departure for me because they give me a wider audience." Platt also has future plans to work on a more global scale in Asia and Europe. ■



ALL IN THE LIGHTING

The white-lacquer cabinets in the SoHo loft's kitchen take on the color of the state-of-the-art LED-lighting system that morphs the apartment ambience from one mood to the next.