

Jul09

# DESIGNER LOOK BOOK

The Business of Design

“BUSINESS AND DESIGN -  
ONE WITHOUT THE  
OTHER IS CHAOS.”

Thomas Burger, Pg. 18

Balance the Hours in a Day  
We talk to LEE BROOM  
designer of 30 venues &  
winner of 7 industry awards  
about how he does it all

Pg. 20

ALEXANDRA GIBSON  
DISCUSSES SOCIAL  
MEDIA AS A  
BUSINESS TOOL

Pg. 14



# designer contributors



## Bradley Thiergartner Interiors

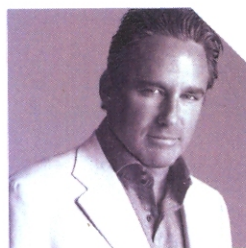
is known for transforming classic, traditional, or modern style into timeless, high-end, award-winning interior design. A professional, full-service interior design firm that employs a collaborative approach with some of the world's most discriminating, high-profile clients. With a keen eye and an unbridled interest in interior design, both past and present, Bradley Thiergartner Interiors are well suited to providing their clients with unparalleled comfort, style and luxury.

With a keen eye and an unbridled interest in interior design, both past and present, Bradley Thiergartner Interiors are well suited to providing their clients with unparalleled comfort, style and luxury.



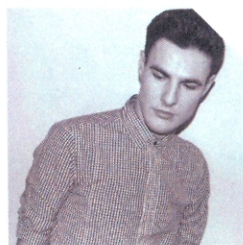
**Amy Lau Design** creates refined, elegant and optimistic spaces that are more curated than decorated. Since its inception in 2001, the design studio has attracted prestigious residential and commercial clients like Elvis Costello and Elie Tahari. This year, *New York* magazine included Amy Lau as one of The Next Garde, and *House Beautiful* named her a young designer to watch. She has been featured in *Elle Décor*, *The New York Times*, *New York Spaces*, and *House & Garden*.

Since its inception in 2001, the design studio has attracted prestigious residential and commercial clients like Elvis Costello and Elie Tahari. This year, *New York* magazine included Amy Lau as one of The Next Garde, and *House Beautiful* named her a young designer to watch. She has been featured in *Elle Décor*, *The New York Times*, *New York Spaces*, and *House & Garden*.



A prescient celebrity scene-maker, **Mr. Platt** was a pioneer of the "boutique hotel" concept as co-developer of Chateau Marmont Hotel in Hollywood, Mercer Hotel and MercBar. He recently completed the Times Square world headquarters of Instinet in the Reuters Building, the oldest electronic trading company in the world. In October 2004, he completed a full renovation of a 19th century industrial building in Boston into the Bulfinch Hotel, the newest boutique property consisting of 80 luxury rooms each with custom furnishings designed. Current projects include resort houses in Marrakech, condominium projects in New York, and such branding relationships as a fabric collection with Jim Thompson, and a hardware collection with Nanz. His clients have included such celebrities as Meg Ryan, Al Pacino, Beverly D'Angelo, Conan O'Brien, Russell Simmons, Roger Waters, Jay McInerney and Anne Hearst.

Current projects include resort houses in Marrakech, condominium projects in New York, and such branding relationships as a fabric collection with Jim Thompson, and a hardware collection with Nanz. His clients have included such celebrities as Meg Ryan, Al Pacino, Beverly D'Angelo, Conan O'Brien, Russell Simmons, Roger Waters, Jay McInerney and Anne Hearst.



**Lee** has now designed over 30 venues across the UK and has received seven industry awards including Time Out's Bar of the Year award for Lost Society, Clapham. More recent venues include The Valmont Club in Chelsea and the infamous Arts Theatre Club in Soho. In January 2007,

Lee launched his first range of furniture. The collection entitled 'Neo Neon' was launched at the Brick Lane Gallery during the 2007 London Design Festival. The debut collection was greatly received by press and buyers alike and so far has been sold to New York, Paris, London and the Middle East. The pieces were also shown at the 2008 Milan Furniture Fair in association with Boffi at their stunning Porta de Genova exhibition. Lee was chosen as one of the Observer Newspapers' Top 100 People to Watch in the Courvoisier Future 500 list for 2009. The list contains the UK's most innovative business brains and creative talent.



**Ondine Karady** comes to the world of interior design by way of the entertainment industry. A longtime set decorator, she was part of a small team of decorators on the hit HBO TV show "Sex And The City". When the series ended, she started a boutique design firm in SoHo. Her list of clients includes major celebrities, Hollywood directors and Washington opinion makers. Ondine was a finalist on the Bravo program "Top Design: Season 2". Among many others, her credits include the critically acclaimed film "Requiem For A Dream" and "25th Hour". She lives with her husband Jim, her cat Norman, and her dog Little Bear.

When the series ended, she started a boutique design firm in SoHo. Her list of clients includes major celebrities, Hollywood directors and Washington opinion makers. Ondine was a finalist on the Bravo program "Top Design: Season 2". Among many others, her credits include the critically acclaimed film "Requiem For A Dream" and "25th Hour". She lives with her husband Jim, her cat Norman, and her dog Little Bear.

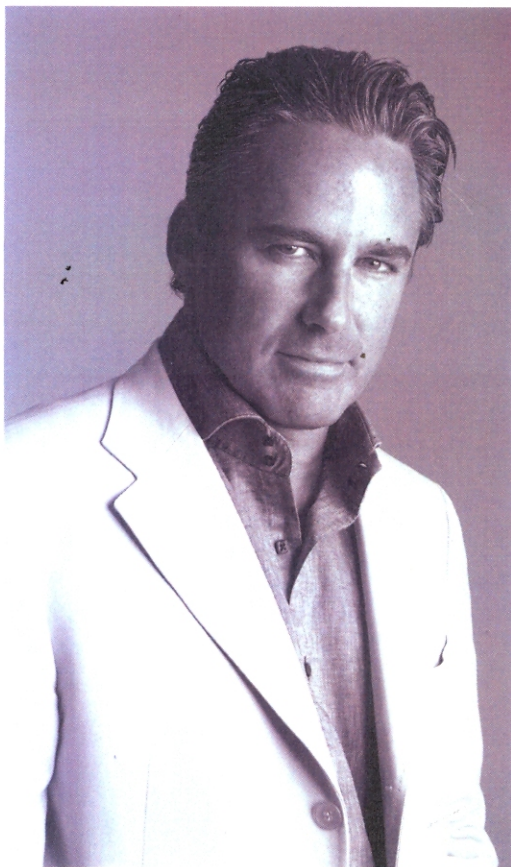


**Mauro Lipparini** is a leader and innovator in the style that has been called "natural minimalism". Lipparini has won the Young & Design Milano and the International Du Pont Award Koln international design competitions. His design projects include the Ace Hotel in Japan, Olympic Stadium covering in Italy, Touei Building complex in Tokyo, and the Tiandi restaurant in Shanghai. His concentration is primarily on private and public housing, retail and wholesale showrooms, and exposition installations. Lipparini's style is rooted in the spare forms and clear, powerful lines that are the hallmarks of minimalism, is imbued with a spirit of joy, a buoyant sense of pleasure and possibility.

His design projects include the Ace Hotel in Japan, Olympic Stadium covering in Italy, Touei Building complex in Tokyo, and the Tiandi restaurant in Shanghai. His concentration is primarily on private and public housing, retail and wholesale showrooms, and exposition installations. Lipparini's style is rooted in the spare forms and clear, powerful lines that are the hallmarks of minimalism, is imbued with a spirit of joy, a buoyant sense of pleasure and possibility.



# campion platt



e-mail: [info@campionplatt.com](mailto:info@campionplatt.com)

web: [www.campionplatt.com](http://www.campionplatt.com)

*What first encouraged you to become a designer?*

Well it first started when I was 15, and I was going to school in Europe – Switzerland actually. And at that time I wanted to set some goals for myself. I started to think about architecture at that time. It wasn't until I got my undergraduate degree from University of Michigan in architecture that I got more involved with it and became more interested in it. And because the interest was more on the art, I've done both architecture and interior design, and we are one of the few firms that can do both disciplines, and in most cases, we try to combine it if we can.

*You also launched your custom furniture company as well. How did you make that step as an architect and interior designer?*

In New York City, a lot of the work we're doing is renovating apartments, so its interior architecture. So what I found over many design projects was that I couldn't find many furniture pieces that were the right size for the room, both from the scale point of view and the amount of space that I had. I traveled the world and collected furniture and portfolios from designers all over, and had a real interest in furniture and the craft of construction of furniture. We do 80 percent custom

*When you are designing, what is your first step?*

Every time we start a new project we have a brainstorming meeting. At the same moment we are looking at creating architecture, we are also looking at interiors and creating a floor plan. So everyone works together in the beginning, gets some ideas, and then goes off and does their own work. Then we come back together. Unlike past architects and designers I don't see a difference between the two disciplines. The end result is what the client sees and feels at the end of the day. They look at both the architecture and interior, and if they are in harmony with each other, then it is a good project.

*As a designer, how do you keep up with trends?*

We go to a lot of the shows, looking at new materials and new products. Because we're creating a lot for ourselves, we're looking a lot internally and in some cases not trying to look out into the market, and being specific to the client. I consider myself a modernist, but from the perspective of a client, it is always about them and what they want for the project. So we listen to them carefully and if they want something very specific in the market, then we look for that and try to bring it in if we find it appropriate.

*What kind of technology do you use to run your business?*

I've taught myself over the years in terms of the CAD software we use. We also use modeling software to do renderings, excel, and word documents. I come from a time where people still did hand sketches and hand drawings and I think the clients do appreciate that kind of hand-touch because a lot of the electronic media just don't feel real enough. When it comes to sketches, the human eye connects the pieces. It's always a combination.

**"They look at both the architecture and interior, and if they are in harmony with each other, then it is a good project."**

design for most of our clients. The Campion collection is what we developed, and we're also involved in licensing a number of other designs with other companies now. In fact I'm headed to Chicago on Saturday to launch our new eco-textile collection for HBF Textiles.





## What is your favorite design project?



I have a different kind of experience every time I work on something. A few years ago, I worked on a penthouse apartment for a Venezuelan couple. They came to me because they liked my portfolio and they basically said, "Look, Campion, this is going to be our home away from home in New York, and we want you to do what you think is going to be best for it. So it was a total hands-off project and I was able to take some time to go away, spending a month or two on the design sketches. And I designed the whole apartment in one sketchbook – to every single detail – and gave it to the office at the end and they ended up producing it.

I loved that project, but it is not just about how it looks at the end of the day but also about the process of getting there. It was a tough solution, and the clients wanted a lot of entertaining space. We used very high quality wood finishes and custom designed every single piece of furniture in that house. Very simple and modern line, somewhat sumptuous materials, with warm inviting colors. I always try to provide a space that's an oasis for my clients where they can come home and relax, and their eyes and bodies can just be calmed.

### What kind of challenges did you face while working on it?

We had to be very specific; we had to have a well-measured space and it had to be perfectly dimensioned because increments of a half-inch or more would make a difference in how we're fitting all the furniture in there. Since some of the rooms are a little smaller, we just needed to customize the pieces, and needed to downsize the furniture so that they actually fit the people because one of the owners was very tall and his wife was short. Everything had to be very individual. ▼