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AUGUST 2011
\$8 USA/CAN



IN THE DETAILS



URBANE LIVING

A chic home away from home puts a California couple in a New York state of mind

"We represented their Southern California roots by incorporating colors native to that landscape—the rusts of the cliffs and the varying blues of the Pacific Ocean," Toledo says.



PROJECT: LINCOLN CENTER CONDO / LOCATION: NEW YORK CITY
 DESIGNERS: JESSICA GELLER AND VIRGINIA TOLEDO OF ID 810 DESIGN GROUP, INC.
 PHOTOS: JACOB SNAVELY PHOTOGRAPHY, JACOBSNAVELY.NET



The designers added open storage and walnut built-in cabinetry. "It helps make the apartment feel more like a home and less like a hotel," Geller says. They also added a deep window seat with daybed proportions for lounging.



The team used the same Maya Romanoff wallpaper in the living room and master bedroom. "It's a white on white palette with a textural quality that can be interpreted as a luxurious tie-dye or even Venetian plaster," Geller says. A splash of blue on the wing-backed chair and amusement park photos give off a relaxed vibe.

Home is where the hearth is at this Manhattan condo, where a cozy fireplace was a must. "The designers from id 810 see it as an important part of New York City living," says Arthur Lasky, president of Hearth Cabinet, which provided the safe, ventless fireplace. "Our ventless fireplaces don't require gas, electricity, flues, or chimneys; they have a real, crackling flame; and they are the only ventless fireplaces approved for use by the NYC building and fire departments."



Wanting the occasional break from the La-La lifestyle (but not necessarily its laid-back look), two empty-nesters contacted interior design firm id 810 to transform their recently purchased New York City condo from a blank white box to a cozy second home that combines

California cool with East Coast sophistication. Designers Jessica Geller and Virginia Toledo knocked out the kitchen doorway to open up the space, and chose a color palette of white with pops of color to merge the owners' two favorite zip codes. — Jill McDonnell



INTERIOR DESIGNERS **SPEAK**

Joyce Romanoff

President @ Maya Romanoff
Location: Chicago, Illinois



“Through collaboration, we have created unique, custom product designs with visionary interior designers who use our design studio as a workshop.”

LS: You're actually not an interior designer, but rather the president of Maya Romanoff, helping to create some of the industry's most beautiful wall coverings and surfacing materials. Have you always been passionate about design?

Joyce Romanoff: I've always been interested in art and design, but never thought I would make it my career. But meeting [husband and business partner] Maya opened up a whole world of entrepreneurship, as well as art and beauty. He taught me how to look and recognize texture, color, and the nature of things.

LS: What inspires the Maya Romanoff collections?

JR: We find inspiration for new products from three main sources: nature, play, and collaboration. Our company has always focused on natural materials; we have collections made from hemp, seashell, glass, stone, and wood. In play, we are constantly experimenting with our current products, changing base material, pigments, top coats, and arriving at new products that we never could have predicted. And through collaboration, we have created unique,

designers who use our design studio as a workshop.

LS: Tell us about some of those collaborations.

JR: Our Spring 2013 collection includes Groove-V, a highly metallic, deeply embossed, modern vinyl that is the newest product from our ongoing David Rockwell for Maya Romanoff series. The collaboration has proven to be a fantastic match—David and Maya are both visionaries that surround themselves with a group of talented creative professionals who help support and realize their vision.

LS: When you look at a blank wall or floor, what do you see?

JR: A blank canvas! I see a chance to fill the void with beauty or “something that will inspire the viewer again and again,” to quote Maya.



Maya Romanoff's Ajiro Chevron wall covering is featured in the Jenner home designed by Jeff Andrews.



