

**Dyson Store SoHo**

---

CLIENT

**Dyson**

---

LOCATION

**New York, NY**

**OVERVIEW**

Located at 155 Mercer Street, Dyson Store SoHo, thoughtfully retools the historical features of what was originally a fireman's hall that evolved into an art and theater space for The Dia Art Foundation and is now a retail destination. Situated in Manhattan's iconic Soho district, the renovation expands the retail store concept and merges the innovative spirit of Dyson with a celebration of the neighborhood's rich architectural heritage.

The project was envisioned as a dialogue between past and present, working with the multi-layered narrative that the building's history presents. The existing architecture – particularly the brick and cast-iron columns – presented an exceptional foundation, and the design preserves these layers of history while conceptualizing Dyson's retail and office spaces across the four-floor renovation. Located in the SoHo–Cast Iron Historic District, Dyson Store SoHo is embedded in the largest concentration of cast-iron buildings in the world. The final design deploys the brick walls, newly exposed, and the cast-iron columns, evoking the area's legacy and innate luxurious qualities.

Additionally, this project involved the careful preservation and enhancement of the historic facade in collaboration with the Landmarks Preservation Commission over the course of our thoughtful renovation across all four floors that maintains and highlights original architectural elements. The strategic integration of existing brick and cast-iron columns form a uniquely Soho retail experience, which utilizes an open floor plan connecting displays and interactive stations that elicits a sensory, dynamic atmosphere.

**Schoolhouse**

---

CLIENT

**Private Client**

LOCATION

**Upstate, NY**

**OVERVIEW**

This artist studio and guesthouse is carefully aligned with the daily course of the sun and views of the distant Catskills. The black wood cladding stands out against the lush natural surroundings, and these dark tones extend to the interiors with the polished black concrete floors. A breezeway with floor-to-ceiling windows offers a dining space that fully immerses visitors in the views to the south and west. A barn door at one end connects to the studio, where one walks into the spacious double-height interior. The mezzanine level atop the studio and the second-floor bedroom across from it frame breathtaking southwestern vistas, especially stunning during the vibrant fall season.

What's special about this part of Columbia County where the project is situated are the vistas, the weather, and abundance of light. We immediately wanted to harness those qualities for an artist's studio and make them memorable for guests too. It influenced every aspect of the design – from the home's orientation and spatial layout to the choice of materials and the ceiling heights. We were able to maximize views of the Catskills to the southwest, and create openings with sweeping ceiling heights were attuned to building

Nuanced lighting effects further extend the relationships between interior and the surrounding context. For example, the rich surface of the polished concrete floors are reflective during the day, casting fluid, water-like patterns across the studio, and recede into darkness at night, creating the illusion of floating walls.

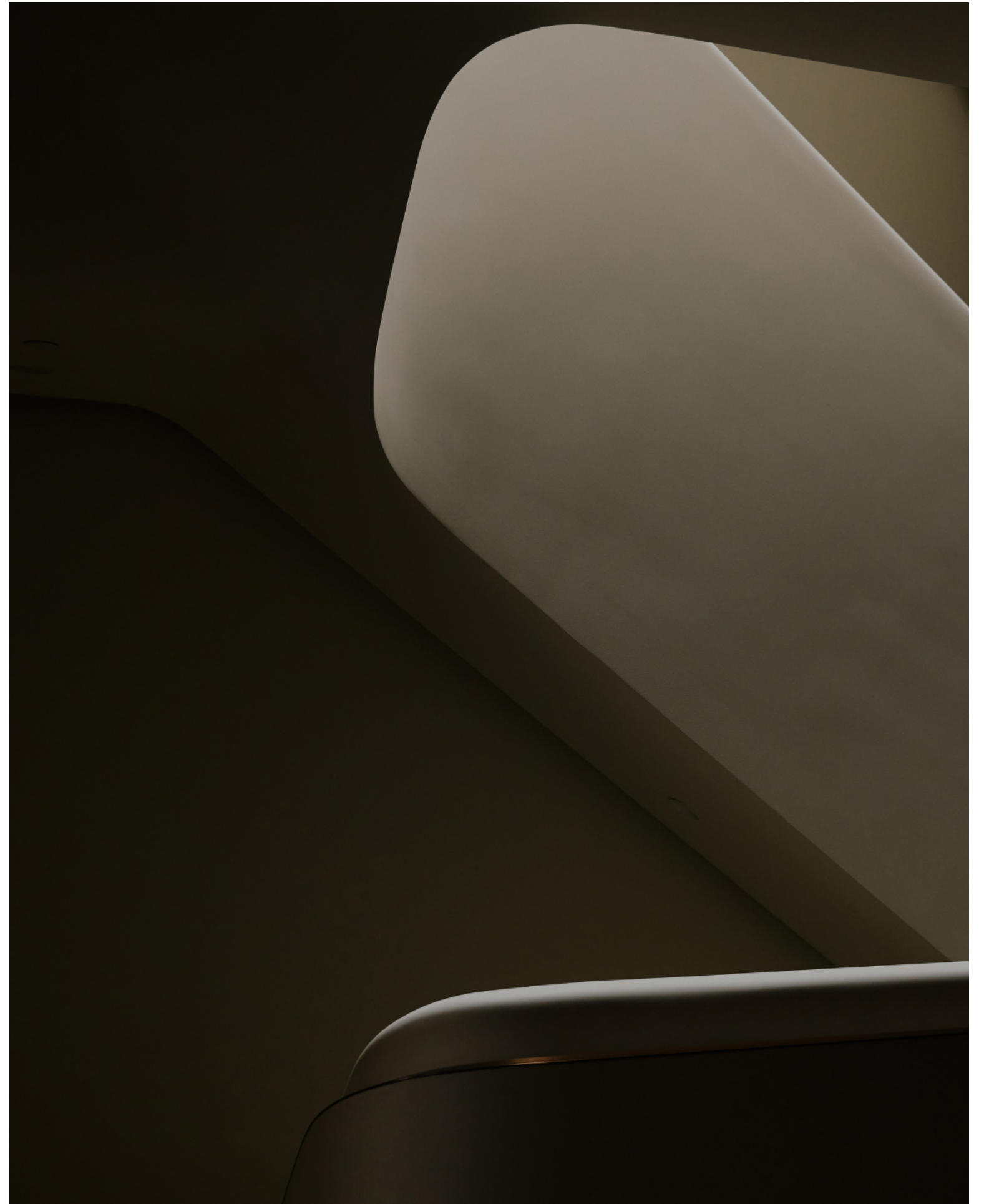
**Program Elements:** Studio Space | Kitchen | Library | Stair | Bathroom | Landscape Design

# West Village Townhouse

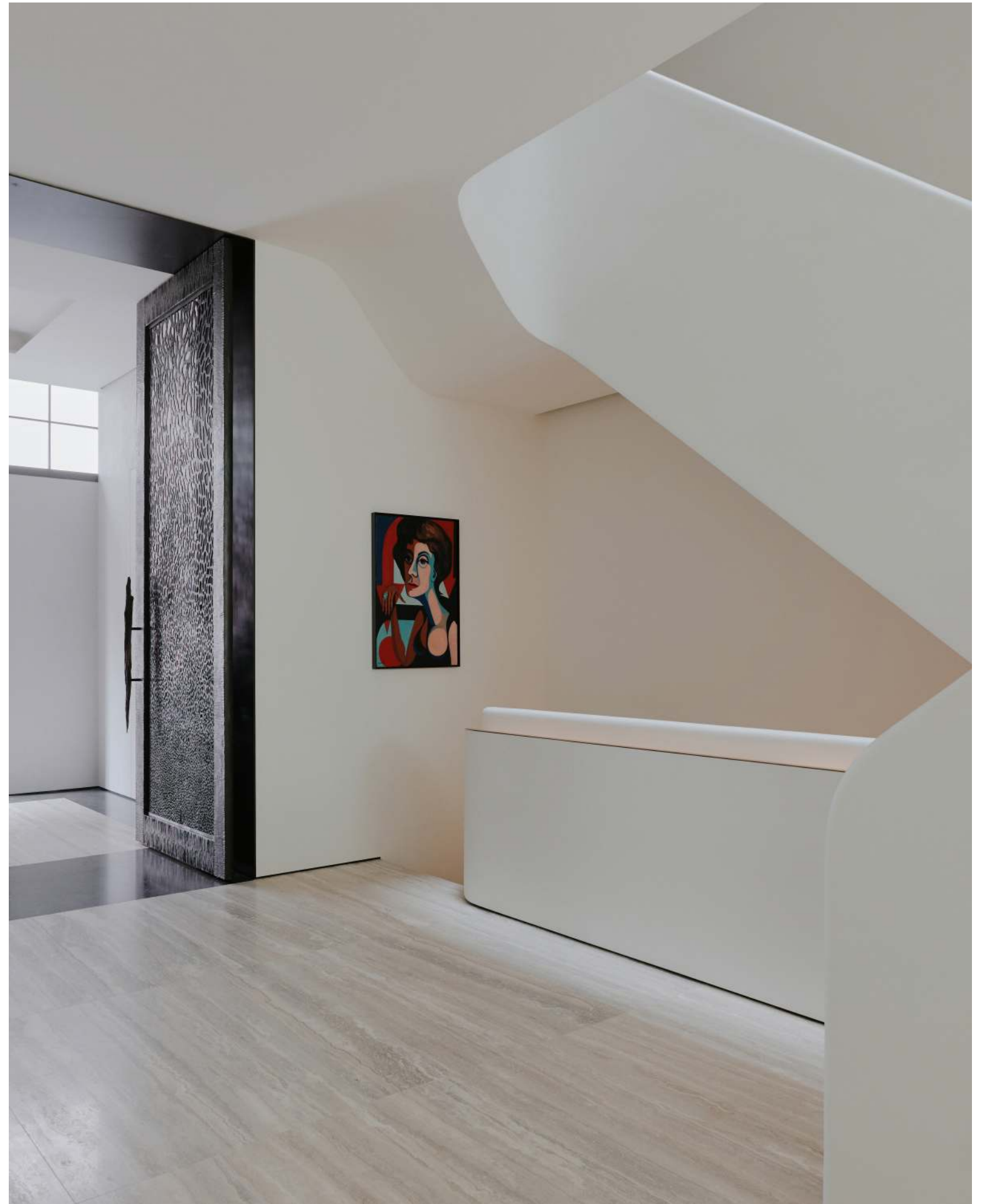
2023

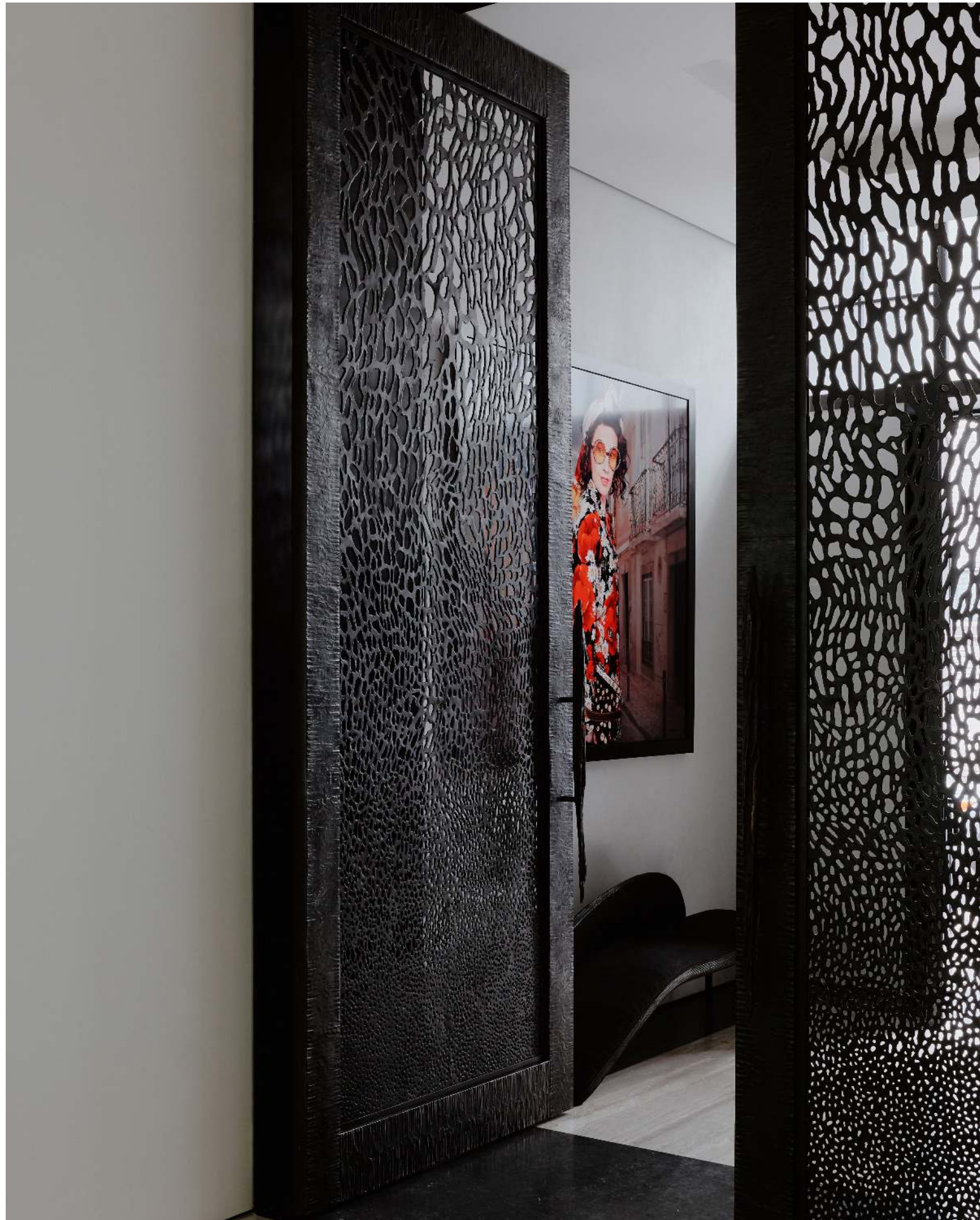
USA

New York, NY



Sleek gallery walls form a clean shell, complementing bold interior details in a reimagined townhouse for our client — an arts executive at Chanel with a world-class collection of art and furniture — and her family of four. Extending the interiors to their full depth, we set out to build a one-of-a-kind home that bridges art and architecture.





Our work began with a full cellar excavation, preserving the landmarked façade and expanding the interior with a new terrace, roof-deck, and an enlarged cellar. One enters a generous vestibule through a grand set of bronze doors which opens to a seating room with a skylight from the terrace above. The townhouse's feature stair serves as a quiet focal point that the art-focused, yet family-friendly program distributes around in a mix of spaces, from the expansive gallery walls to the arched alcoves of the stairs.



The project navigated several strong vectors, where one client preferred a serene, minimal style while the other leaned toward a vibrant, edgy color story. We arrived at a final design that reflects both in their multitudes with shifts in expectation throughout the home and artworks to be experienced at every turn.

The project's feature stair acts as an anchor that leads residents through the different sections of the building.





Sage green millwork creates a serene backdrop for the dramatic veined stone island and coral-hued pendant lighting. The materiality bridges the minimal and the expressive, where architectural elements become their own kind of artwork within the home's narrative.





The material narrative continues with stone, metal, and colored glass creating a layered spatial experience. The length of the lot adds to this experience, enabling a glimpse of the stair to accent a bronze bar stool against the monolithic stone island, while coral pendants float above.

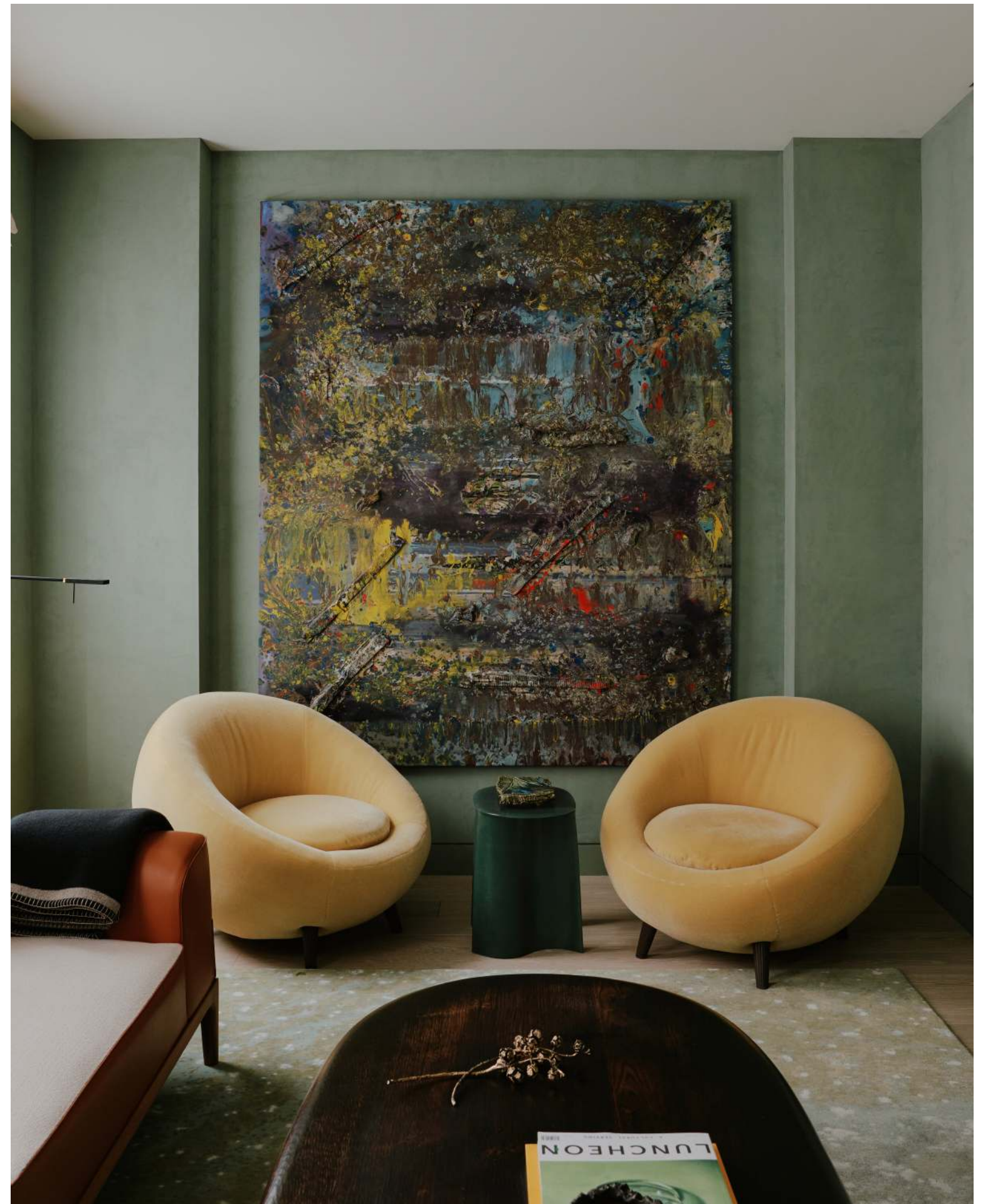


A sculptural stair is both the central circulation and a lighting element, featuring a subtle bronze recessed handrail detail. Numerous artworks are carefully curated along the path of the stair leading family and visitors through the various living spaces in a thoughtfully narrative way.



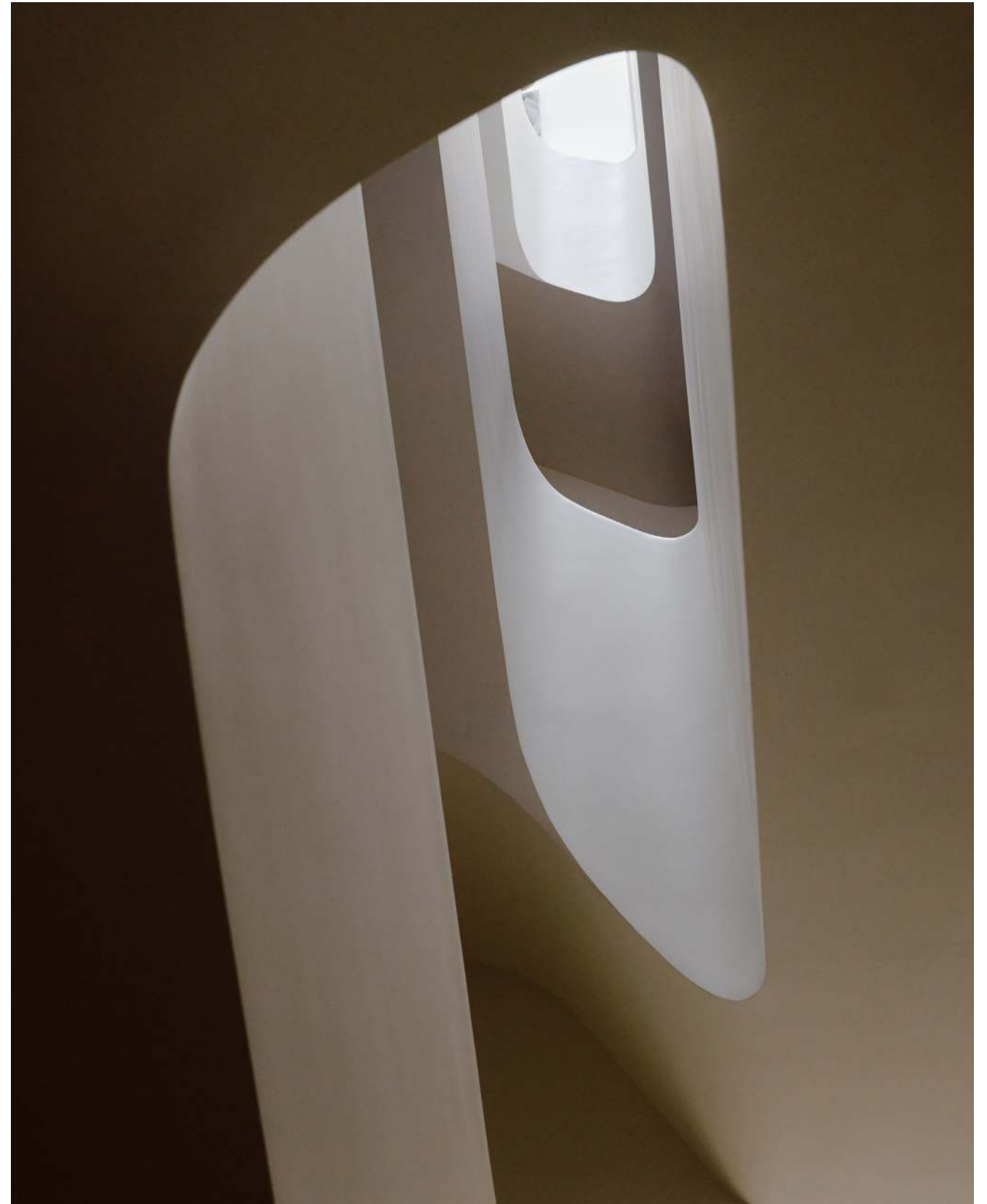
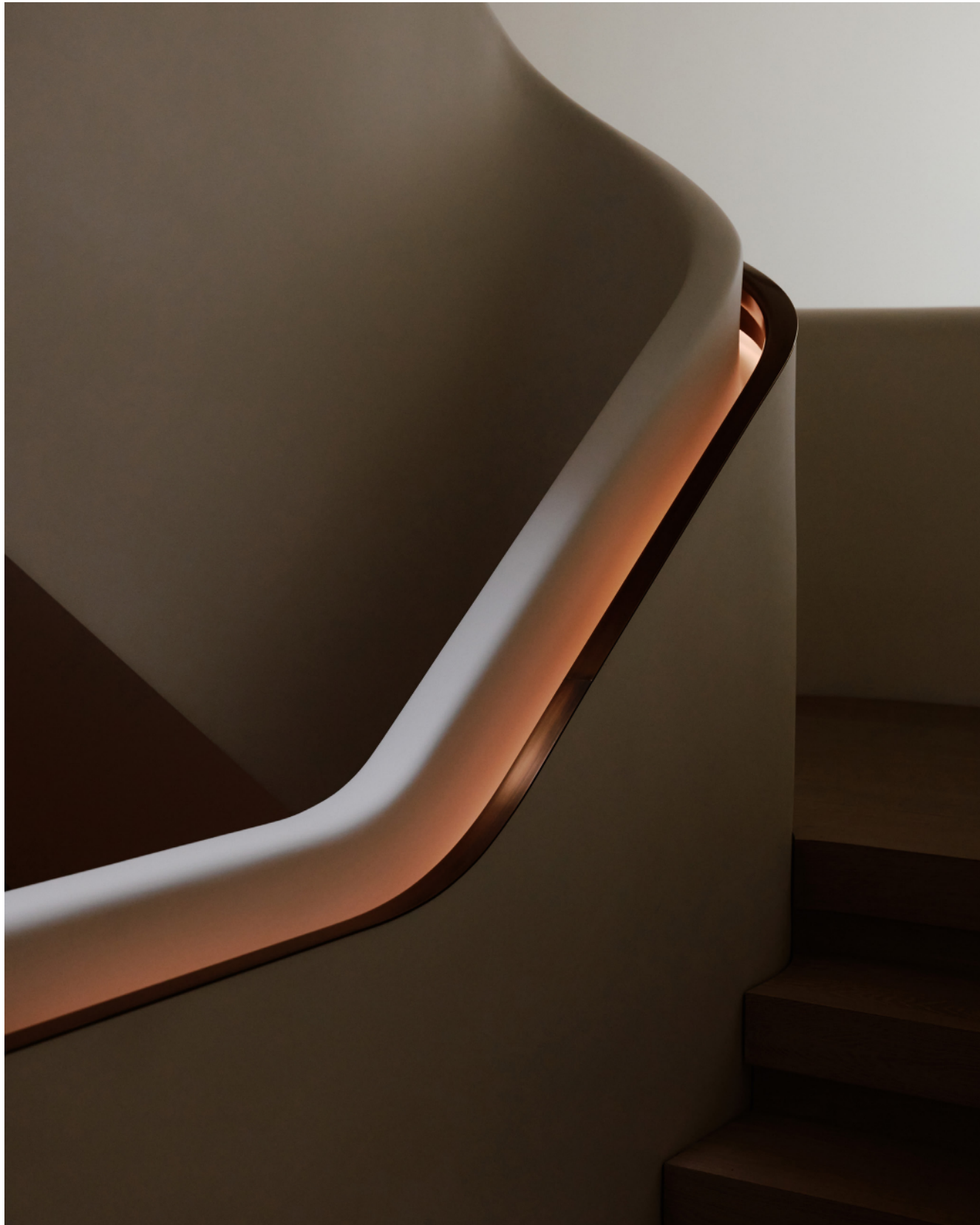
Sage green walls embrace built-in shelving filled with books and objects, creating an intimate reading room. Vibrant artwork anchors the central wall above a fireplace, while natural light filters through translucent window coverings.

A sitting area of the residence demonstrates both the restraint and energy of the design decisions that punctuate the building. A contemplative shell for bold furnishings and artwork demonstrates the project's careful balance of aesthetics, creating moments of visual interest against the neutral palette.



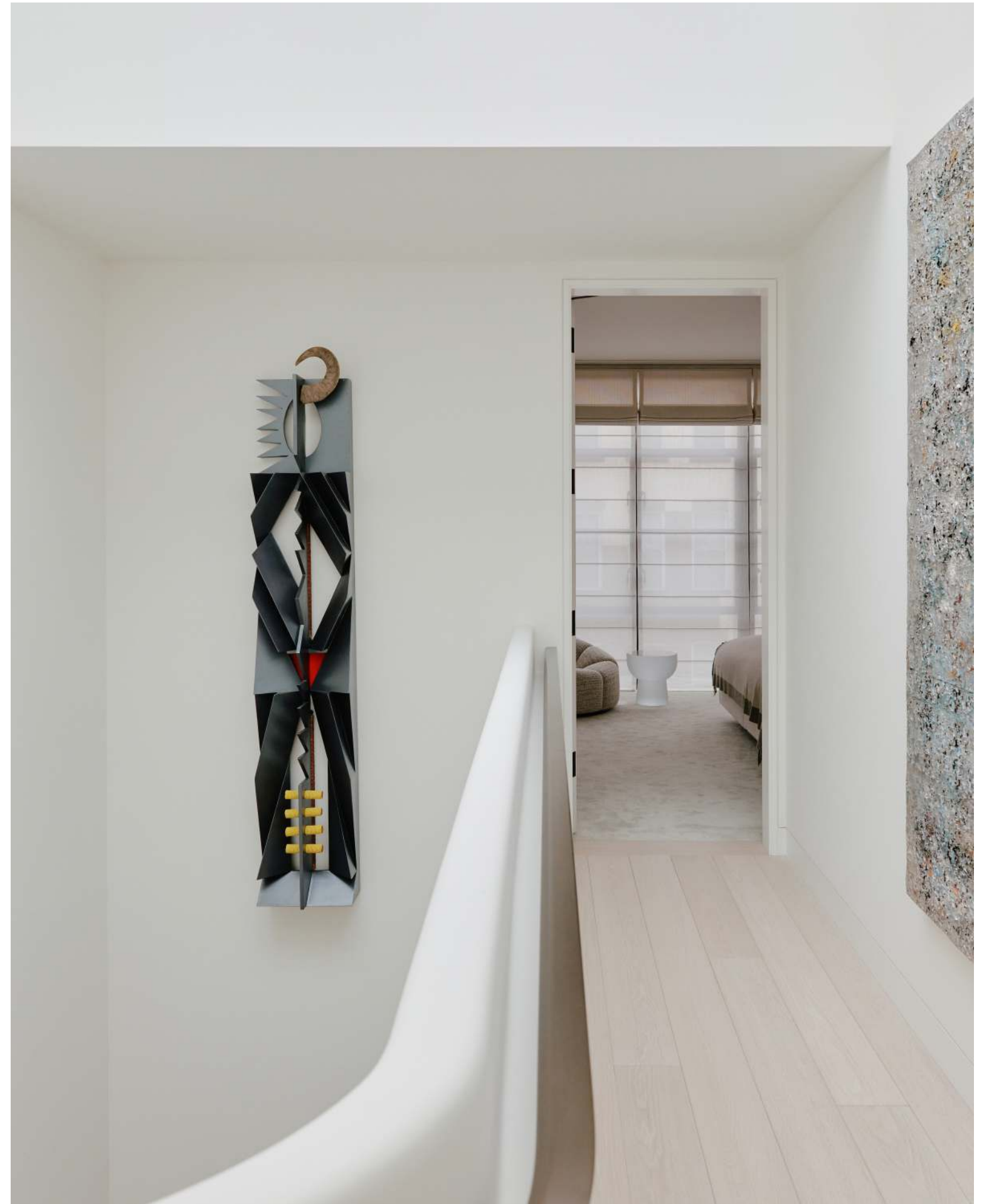
A monolithic stone vanity emerges from matching wall surfaces, its turquoise-veined pattern creating a serene grotto-like atmosphere. The continuous material wrapping extends from backsplash to floating basin, interrupted only by minimal black faucetry that punctuates the organic swirls. A dark ceiling and mirror surround amplify the stone's dramatic presence, transforming a utilitarian space into an intimate gallery for nature's artistry.

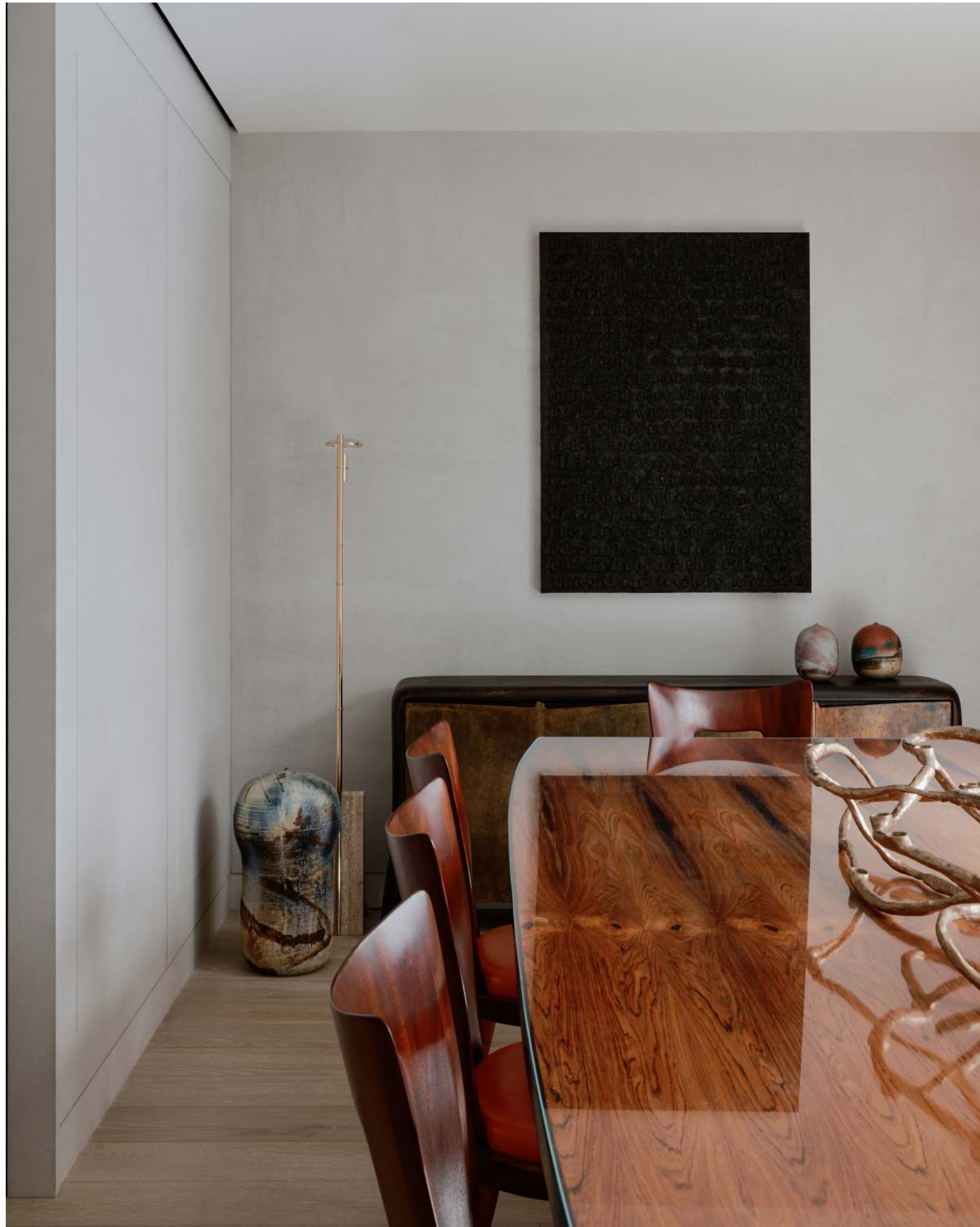




The sculptural stair emerges as both waypoint and destination, where each turn reveals carefully curated artworks from the owner's collection. A subtle bronze detail in the handrail catches light while leading visitors through the vertical journey, complementing the pure white sculptural form that defines the space.

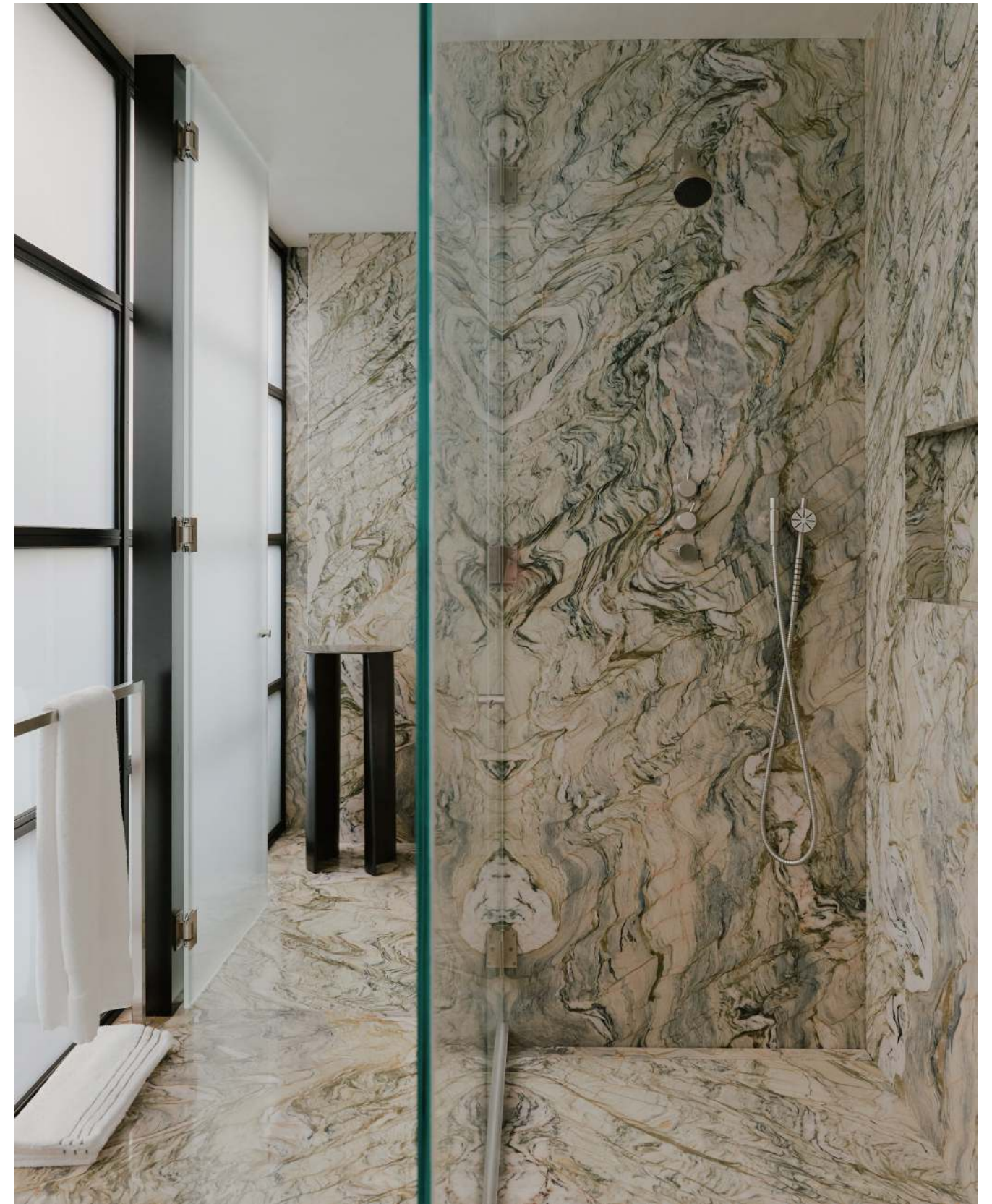
A geometric wall sculpture in black and metallic tones creates vertical rhythm against the pure white wall, while the curved stair rail sweeps through the foreground. Beyond, a glimpse into private spaces reveals the home's layered circulation, where pale wood flooring extends the minimal material palette. The composition demonstrates the project's careful balance between bold artistic moments and serene architectural form.





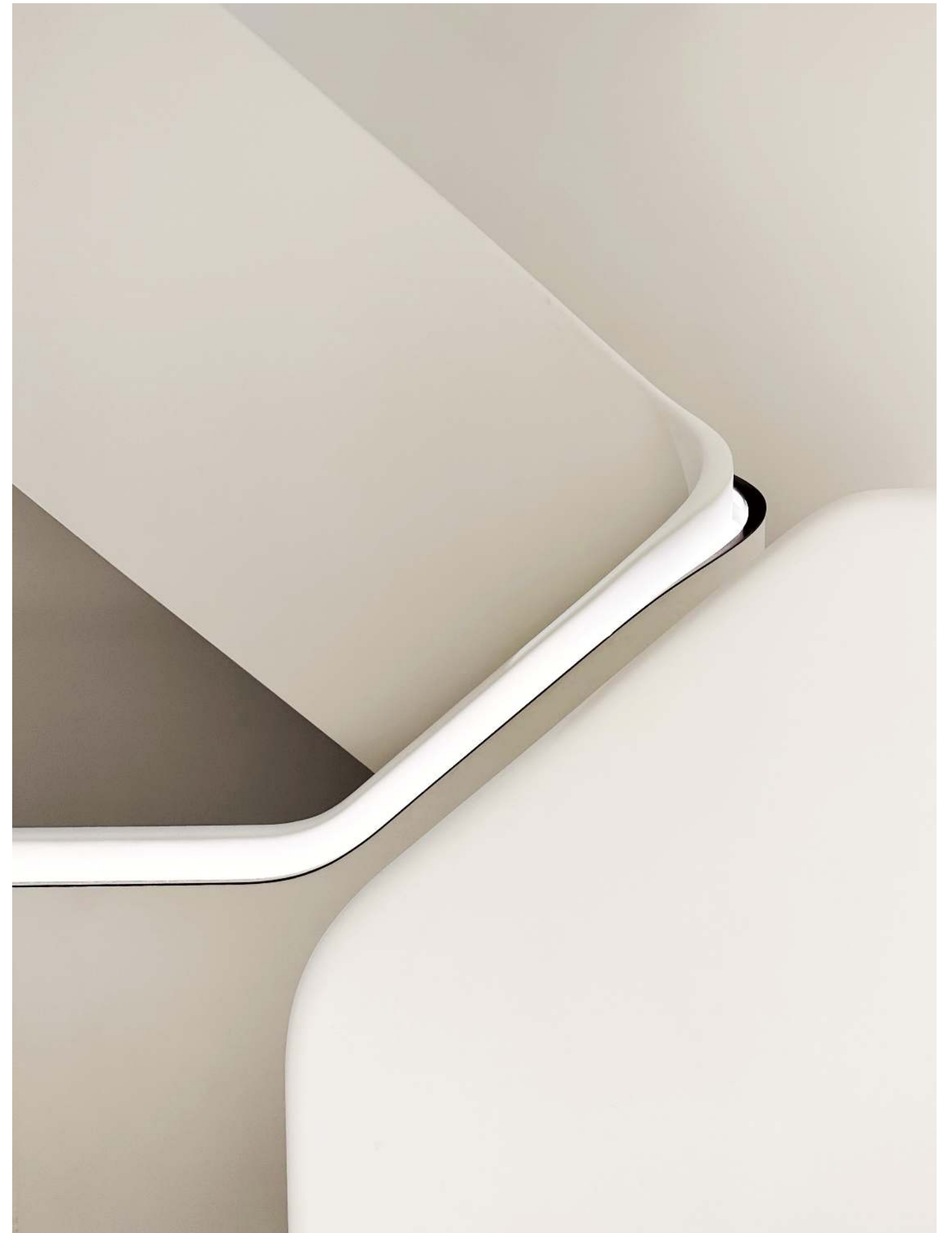
The interplay of textures — smooth plaster, polished wood, and ceramics — demonstrates the sophisticated material dialogue that defines the home. Toshiko Takaezu works and a minimal brass floor lamp activate the composition while maintaining the project's refined material palette.





Dramatic stone veining wraps the space in organic pattern, contained by minimal black frames and clear glass. The material richness is balanced by restrained detailing that maintains the project's sophisticated simplicity.

The sculptural staircase reveals its pure geometries in abstracted view, where light emphasizes the careful craft of its curved forms. Each angle presents a new composition in light and shadow.



**The Suffolk**  
**2023**  
**USA**  
New York, NY



The vision for this best-of-class residential building in the Lower East Side was borne from a visual study of the neighborhood's historical and social context. The long, arching lobby interior provides an inspired respite from the city, evoking the form and grandeur of Guastavino arches commonly seen in historically significant buildings throughout lower Manhattan. Commissioned artworks are shown here as well, patroned by our partner and developer, Gotham Organization. The gallery-like ambiance continues into the main lounge on the 7th floor, which features a mix of contemporary and industrial materials and finishes. Numerous custom furniture and lighting elements further enhance the amenity spaces for working and socializing.





Given the neighborhood's kaleidoscopic diversity, we used complexity and layering as a tool to connect to our surroundings. The materials used echo the neighborhood's history but are detailed in a contemporary way. In the same vein, archival images as well as artworks from local galleries decorate the walls. Contrasting forms, furniture, and art come together into a unique series of spaces that are nonetheless linked to the historical continuum of the LES.

Through a palimpsest of new forms, furniture, objects, and art, and a contrast of materials that are at times even cacophonous, we establish new spaces that contribute to the mosaic of the context. Our design is, therefore, deliberately, and joyfully disjointed.



A feature stair serves as the centerpiece of the main lounge, seamlessly rising from its lower steps to create a sense of fluidity, with the steps gently flowing into and engaging the surrounding spaces. The illuminated levels of the platform transform the structural element into a lighting element, such as with metal mesh-covered columns. Warm wood paneling contrasts with the steel stair surfaces in a dynamic interplay of materials.

The expansive communal lounge combines contemporary with vintage furnishings, and the mix of seating options, from structured armchairs to plush sofas, creates various zones for working and socializing. Floor-to-ceiling windows flood the space with natural light, and custom light fixtures wrapped in metal mesh screens provide an ambient glow.



The wall's contrasting plasters, the stone borders, and the lefthand steel-lined glass panel recall the "urban" backdrop of the building, while the two-toned, disjointed rug further extends the intricate detailing into the seating area.







Stone joints are intentionally unaligned on this column. The way luxurious materials are used but arranged in unexpected ways pushes forward the narrative of the project around the deep and discordant richness of the Lower East Side



A vignette of the social areas features plush coral-colored chairs and a coordinating circular table, set against textural mesh screening. The thoughtful arrangement creates an intimate conversation area while maintaining visual connection to the larger space.



We curated the walls and spaces in The Suffolk, inviting quiet moments and time for contemplation. Our selections for art were placed to provide a sense of a gallery, with the steel-glass partitions along our sightlines to the exhibits. They seem to further frame the pieces, in the same way that the works hold space for the everyday lives of residents. The pieces here include a photograph in LES by JG Neukomm and a painting by Adrian Kay Wong.



Soft light plays off the sculptural white lounge chairs, forbo-topped tables, and rust-colored accents. The thoughtful arrangement of seating, punctuated by tall bamboo plants, creates an inviting atmosphere that balances organic and geometric forms.

A sophisticated seating arrangement combines a minimalist black sofa with structured white armchairs from Gubi. The area is anchored by a Moroso ottoman that adds a pop of color. The study carrels at the back provide privacy for individual use and also lend a warm backdrop to the lounge.



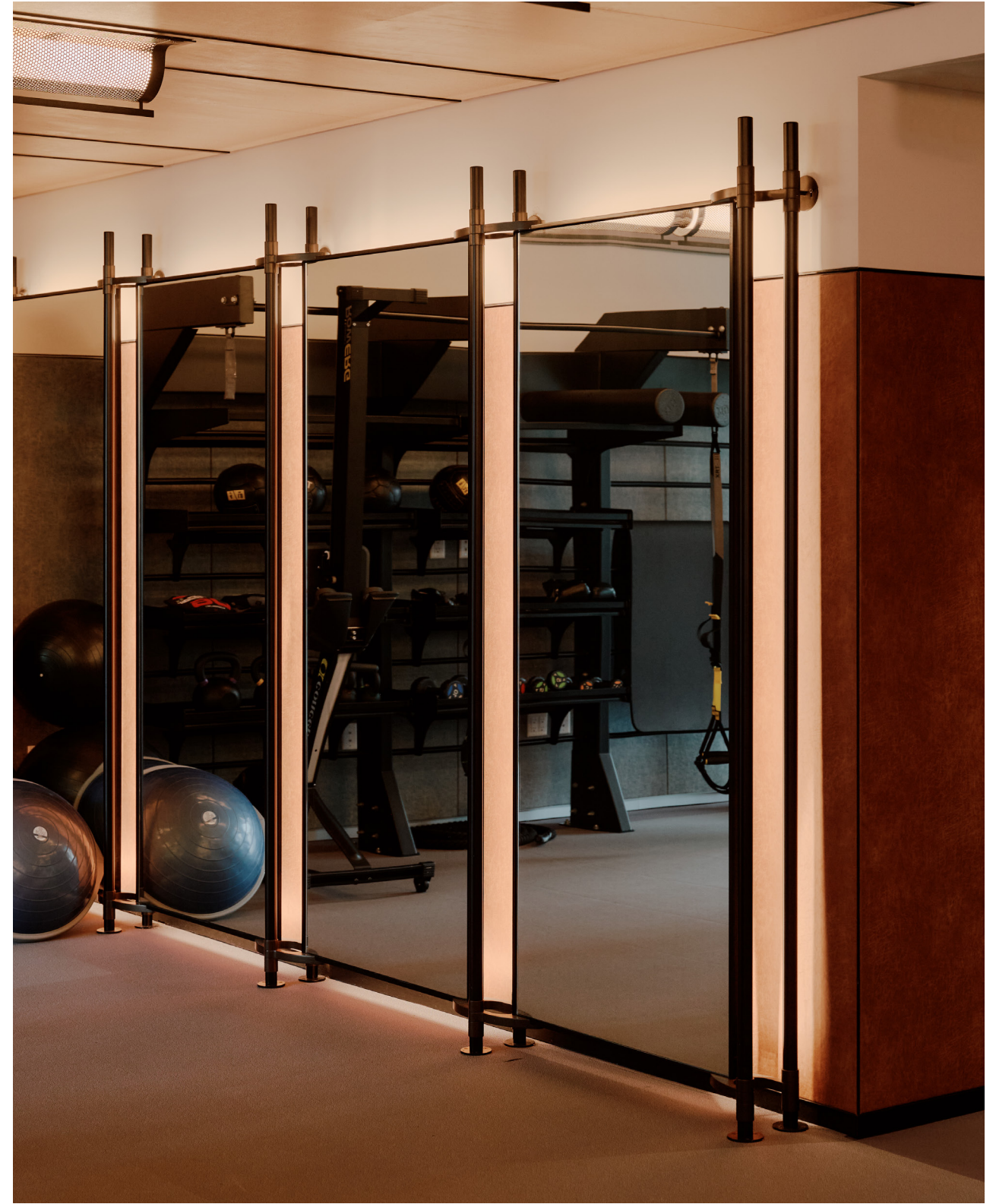


Our art display system uses a minimalist black track with suspended cables to showcase framed artworks. This hanging method adds vertical rhythm to the space while allowing for flexible art arrangement, demonstrating the merging of functional design with gallery-like presentation techniques.

This particular detail embodies the Suffolk's approach of combining historical neighborhood influences (like gallery spaces) with contemporary design solutions, creating a modern displays of art for residents.



Floor-to-ceiling windows flood this sophisticated lounge area with natural light, while industrial-style ceiling details add architectural interest above. The carefully curated mix of seating styles - from armchairs to structured lounge chairs - creates distinct conversation zones, unified by a neutral palette and light wood flooring that maintains the building's refined aesthetic.



The fitness center features a wall of full-height mirrors framed by metal posts with integrated lighting. The materiality and detailing evokes some of the neighborhood's sensibility as well, with simple elements such as datum lines helping bring that feeling to life. The design's custom touches, such as the mirrors and light fixtures, carefully balance old and new in a sophisticated aesthetic while creating a functional exercise space.





A beautifully proportioned archway, inspired by the Gaustavino stylings that are idiomatic of the New York City landscape, demonstrates the building's architectural emphasis on curved forms. The combination of smooth plaster above and wood paneling below creates a refined transition between spaces, while metal mesh provided the backing structure. Each layer was carefully smoothed to create the seamless curved surface seen today

The Suffolk Gallery Bench recalls the complexity and layering that was vital to the design of The Suffolk, rendered in an object that blurs the boundaries of art and its context. The bench is similarly inspired by the surrounding neighborhood.

Our design process began with a reinterpretation of a classic city park bench, taking a base profile that we evolved into our final form. The surface of the bench is made from a wooden framework and pieces of patinated bronze that were carefully shaped, formed, and welded together to form the smooth curve of the seat. Finally, we applied a traditional hot patina for the desired range of green hues. The combination of colors and textures mirrors the joinery of a bench, while abstracting the concept by using unexpected materials. The final piece is purposefully cut into sections, incorporating travertine for the endcaps, where the disconnect between its sections and intentional lack of alignment echoes the dynamic juxtapositions found within the LES.

The bench is meant to be used but also observed as an object and spatial device, with the room surrounding and framing it. Its coloring and materiality engage with the textured, monochromatic walls, and it is this blend of furniture and architecture that eludes definition and makes for a compelling experience of The Suffolk's lower level.

