

*WHERE
THERE
IS NO
SMOKE,
THERE
IS A
FIRE*

*EARTHCABINET BRINGS YOU
THE EASY WAY TO WARM UP
TO INDOOR FLAMES - NO
MESS, NO MUSS.*



HEARTHCABINET VENTLESS FIREPLACE

Winters in New York are something we all know to be harsh and sadly inevitable. The visions in our heads always feature snow gently cascading over the streets, while we cozy up to the fireplace with a cup of hot chocolate. In reality, the snow never ends. The temperatures plummet and unless you set your kitchen ablaze, you are probably not very close to a roaring fire. Condo living can be a wonderful thing filled with incredible views, spacious interiors, and endless building amenities. The one thing many a condo unit can not afford its owner is that beautiful roaring fireplace... until now.

...ventless finesse is exactly how HearthCabinet came into play.

When asked by a friend to design a fireplace for his chimney-less loft, architect Arthur Lasky created an innovative and ingenious solution to the problem at hand. Lasky and that same friend, a product liability attorney, spent two years perfecting the design and safety of HearthCabinet Ventless Fireplaces and are staking claim to this easy flames execution. As the only New York City approved ventless fireplace, HearthCabinet's fireplaces are not only thriving in private residences, but all over Manhattan in stores like IWC, hotels like The Surrey (see our *Pillow Talk* chapter), and luxury condominiums such as the Puck Building, just to name a few. And, if they're good enough for a Trump, HearthCabinet must really be hitting the nail on its fiery head.

Just as each home varies in style, design, and architecture, so do HearthCabinet ventless fireplaces. Rather than mass-producing product, Lasky opted to create two standard modular designs, traditional or contemporary, which then can be modified for a completely custom product. Clients can choose the size, color, building materials, and all decorative elements along with flame scents such as pine, vanilla, and cinnamon. If none of those scents appeal to you, you can opt to have your own personalized scent created and wafted through your flickering interiors. "Even



VENTLESS FIREPLACE AT THE SURREY

“THESE FIREPLACES WERE ALL DESIGNED TO EMULATE A REAL WOOD BURNING FIRE.” - ARTHUR LASKY

our standard models are slightly customized,” said Lasky. “Everyone has different size needs, some want rounded backs or a brick interior and some want the units to match their mantles.” Ranging anywhere from \$4,000 for a standard model to \$40,000 for that unique, tailor-made fireplace you have your heart set on, your home can host as many units as you deem suitable. And if safety is your concern, you needn't worry. HearthCabinet fireplaces burn as clean as can be. “Alcohol burns at a lower temperature and it burns very clean,” said Lasky. “You are basically getting water vapor coming out.”



FREESTANDING UNIT IN A TRIBECA PENTHOUSE

Whether a brassy, contemporary look that suits your trendy downtown condo or a powder-coated piece with white birch logs to complement your traditional Park Avenue penthouse, HearthCabinet design options are limitless. So, what happens when aforementioned harsh winters turn into balmy, high-heat summers? Easy - just

switch out those log inserts and replace them with river stones or glass beads for a serene summer feel. Don't you love it when people think of various nifty options to cater to your changing needs?

All the materials and units are produced in Brooklyn, except for the gel fuel in the cartridges, which is sourced from Washington State. Each cartridge contains a non-toxic, odorless, alcohol gel, which is easy to light and extinguish. “They emit lively flames that last about two hours,” said Lasky. “These fireplaces were all designed to emulate a real wood burning fire.” A fire imitated so well, you would never know the stacking logs inside aren't real wood. And when you have a fireplace that you don't have to continuously throw logs on

or clean up after, you have more time to cozy up on that couch and sip your hot chocolate. Because, after all, isn't that what winter is really about?

The real attraction to these fireplaces not only lies in the customization, but in their convenience. With no need for a chimney, gas line, or electrical connection, the unit can be installed virtually anywhere. With just a few screws in tow, the installation process takes mere minutes and units can easily be removed and reinstalled should you change residences or change your mind.

With a fireplace this effortless, your old winter reverie can now become winter reality.