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RAW POTENTIAL

STUDIOLAB TRANSFORMS A VAST EXPANSE OF OPEN SPACE INTO A UNIQUE FAMILY DWELLING.

By **Nicole Haddad**

Interior Design & Architecture by **StudioLAB**

Photography by **Amanda Kirkpatrick**

GUESTS ENTERING THE HOME ARE IMMEDIATELY PRESENTED WITH A "WOW" MOMENT: A LARGE-SCALE CUSTOM PENDANT LIGHT BY LINDSEY ADELMAN SEEMINGLY DRIPS DOWN, APPEARING AS FUNCTIONAL JEWELRY FOR THE HOME. PLATED VINTAGE CLAMPS ARE CLAMPED ONTO THE BLOWN GLASS BEFORE IT SETTLES TO CREATE ONE-OF-A-KIND SHAPES. VARYING STEEL BACKDROPS DEMARCATÉ THE LIVING AND DINING AREAS—THE CEILING IS CLAD IN A WARM CONCRETE FINISH TO KEEP TO THE INDUSTRIAL-CHIC AESTHETIC.

EVERY ONCE IN A WHILE,

a real estate rarity pops up — its potential hidden behind an unrefined nature. For one lucky (and astute) family who could see past its abysmal state, a 4,000-square-foot, full-floor hidden gem of a space nestled amidst the Flatiron District's towering buildings became a beloved expression of home. While today, the industrial-chic abode exudes personality with a touch of urbanity, multidisciplinary design firm, StudioLAB, performed a remarkable transformation on what was previously a rough-hewn live/work loft space.

Despite the benefits of an unrestricted footprint (hello blank canvas!), delineating any space in a manner that integrates everything the clients want — which in this case included a massive kitchen, multiple bedrooms and bathrooms, a playroom, a soundproof recording room, and an open-plan living and entertaining space — can

be quite daunting. Especially if the cavernous space boasts 11-foot-tall ceilings. "It was super rundown and was basically a whole raw floor plate. We stripped everything down to the structure — demolished it, and rebuilt everything from scratch," says Matthew Miller, founder of StudioLAB. To create a cohesive sense of flow, Miller designated the private spaces to the north (away from the home's entrance) and the public areas to the south — allowing them to be flooded with natural light.

Miller played into the wife's cheeky nature in the entry. Visitors are greeted by a bold, custom floral wallpaper from Flavor Paper, but discerning guests will notice that it's dotted with security cameras to give off a playful sense of being watched. Upon entering, a vast open space consisting of a kitchen, dining area, and living space is directly visible even as each appears to be a cozy, distinct zone. To fashion this multifunctional haven, Miller employed Shape Studio to clad the two entertaining spaces in custom, blackened steel millwork, with storage included in the living



A FLORAL WALLPAPER BY FLAVOR PAPER IN THE ENTRY CHEEKILY SHOWCASES SECURITY CAMERAS — A CUSTOM ADDITION DESIGNED TO ELICIT A CHUCKLE.



area. Beautiful, wide oak flooring throughout and an exposed ceiling in a warm, hand-troweled concrete finish by Sobro Studio create a sense of unity. “We wanted to continue with the warm, industrial feel, but since the concrete finish was the star of the main living volume, the kitchen couldn’t feel too raw,” explains Miller. “So we outfitted the culinary quarters with custom cabinetry in a handsome dark blue lacquer offset by reclaimed beams from The Hudson Company.” A colossal 22-foot-long, eat-in island with striking Neolith countertops and an alluring brass insert forms a striking focal point. To the right of the paneled refrigerators, Miller also incorporated a fun surprise: faux panels that lead to a small, soundproof recording room the wife uses in her line of work.

The nearby dining area is as equally eye-catching, furnished with a dazzling light fixture by Lindsey Adleman over the clients’ wood-slab table and light pink-hued chairs. A photograph depicting cherry blossoms adds a sweet touch and ties into the chairs’ blush tones. Directly behind the living room, a cheerful breakfast area with mismatched, graphic Seletti chairs in vibrant colors works well with a custom, bright, red textural steel door Miller had made to lead into the adjacent playroom. A show-stopping powder room is a study in materiality, with an antiqued mirror wall tile from Waterworks, textural Phillip Jeffries wallpaper, and a custom stone mosaic floor that depicts skulls and butterflies stuns. “She has a very interesting, rebellious sense of style,” says Miller. “We cultivated it in a manner that expresses her individuality but is still done in an elegant fashion.”

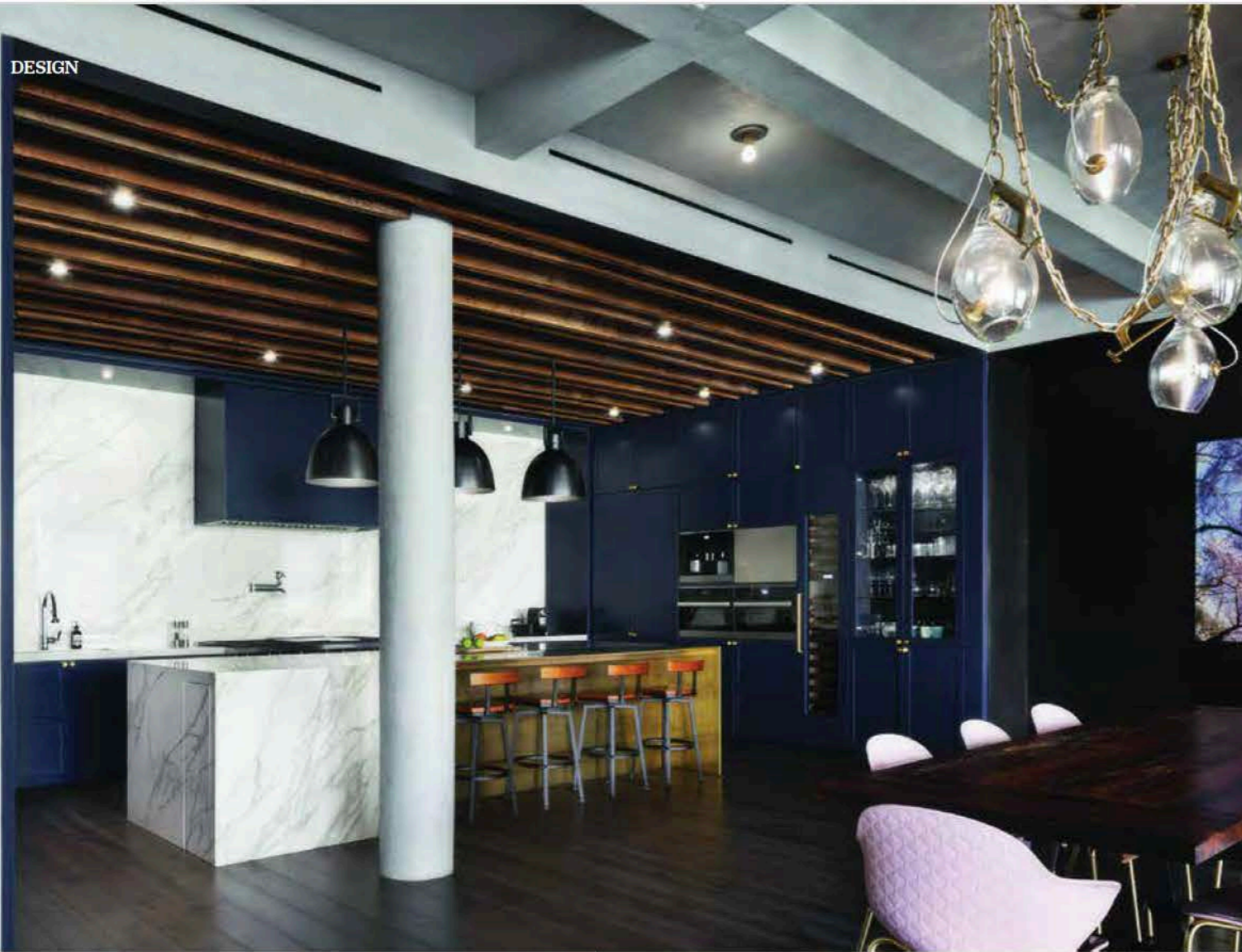
“SHE HAS A VERY INTERESTING, REBELLIOUS SENSE OF STYLE,” SAYS MATTHEW MILLER OF STUDIOLAB, REGARDING HIS CLIENT. “WE CULTIVATED IT IN A MANNER THAT EXPRESSES HER INDIVIDUALITY, BUT IS STILL DONE IN AN ELEGANT FASHION.”

The private rooms are just as visually-arresting, showcasing the wife’s love of the unexpected and her edgy-meets-whimsical approach. The main bedroom’s back wall — adorned in a calming faux shagreen wall covering — features a spectacular, cleverly designed recessed area that highlights a floral wallpaper from House of Hackney the wife was gravitating towards. A brass surround nearly a foot deep frames both the wallpaper and the inset headboard. Elements of whimsy such as the Birds & Butterfly wallpaper from Schumacher and a fanciful pendant light adorned with orange flowers from Stray Dog Designs create an enchanting ambiance in one of the girl’s rooms while a Hygge & West Daydream wallpaper illustrating hand-drawn birds soaring among swirling clouds infuses the kids’ bathroom with a fun, carefree vibe.

The sublime, sprawling family home is filled with purposeful little ensembles that seamlessly blend together through the use of recurring materials, black and brass accents, and warm, textural finishes for one harmonious design narrative. **DTM**



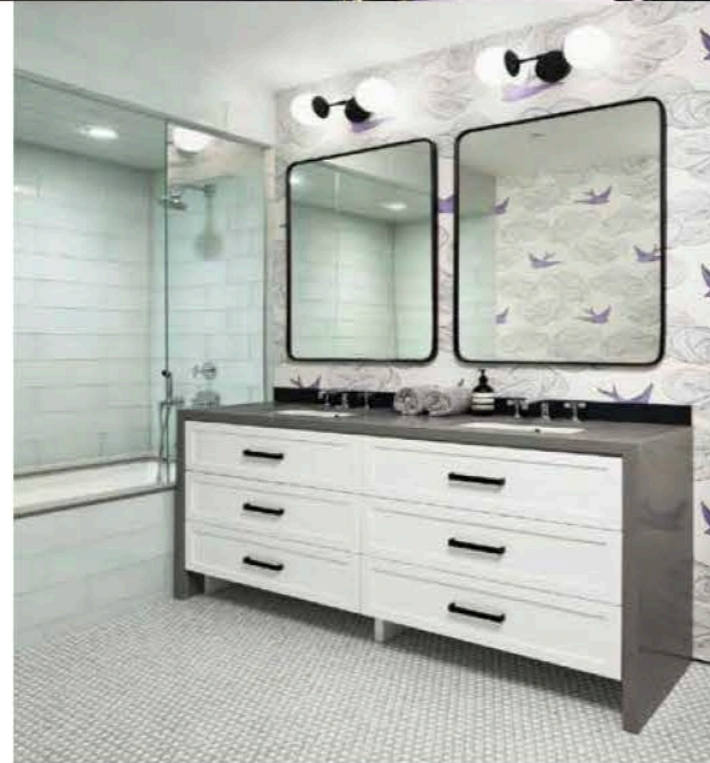
STUDIOLAB WORKED WITH SHAPE STUDIO TO CREATE THE PERFECT TARNISHED BRIGHT RED. THE SATURATED HUE PLAYS OFF THE COLORFUL SELETTI CHAIRS AND OFFERS A HINT OF THE FUN TO COME IN THE KIDS’ NEIGHBORING PLAYROOM.



THE KITCHEN IS DEFINED BY DARK BLUE LACQUERED CABINERY, WOLF APPLIANCES, WATERWORKS FIXTURES, A NEOLITH BACKSPLASH AND COUNTERTOP, AND PENDANT LIGHTS BY RH. STUDIOLAB CREATED A BRASS INSERT TO ALLOW FOR COMFORTABLE SEATING. RECLAIMED BEAMS WITH STRATEGICALLY PLACED RECESSED LIGHTING SOFTEN THE SPACE UP.

THE CLIENTS' PINK CHAIRS ADD A POP OF COLOR THAT PLAYS OFF THE KITCHEN'S NEOLITH BACKSPLASH AND THE ISLAND'S BRASS INSERT.

TO ENSURE A WINDOWLESS BATHROOM REMAINED BRIGHT AND CHEERFUL, MILLER OPTED FOR A LIGHTER COLOR PALETTE. GLASS TILES FROM WATERWORKS, FLOOR TILES FROM ARTISTIC TILE, WALL LIGHTS FROM DUTTON BROWN, MIRRORS FROM REJUVENATION, AND A RELAXING HYGGE & WEST WALLPAPER, KEEP THE MOOD LIGHT AND AIRY.



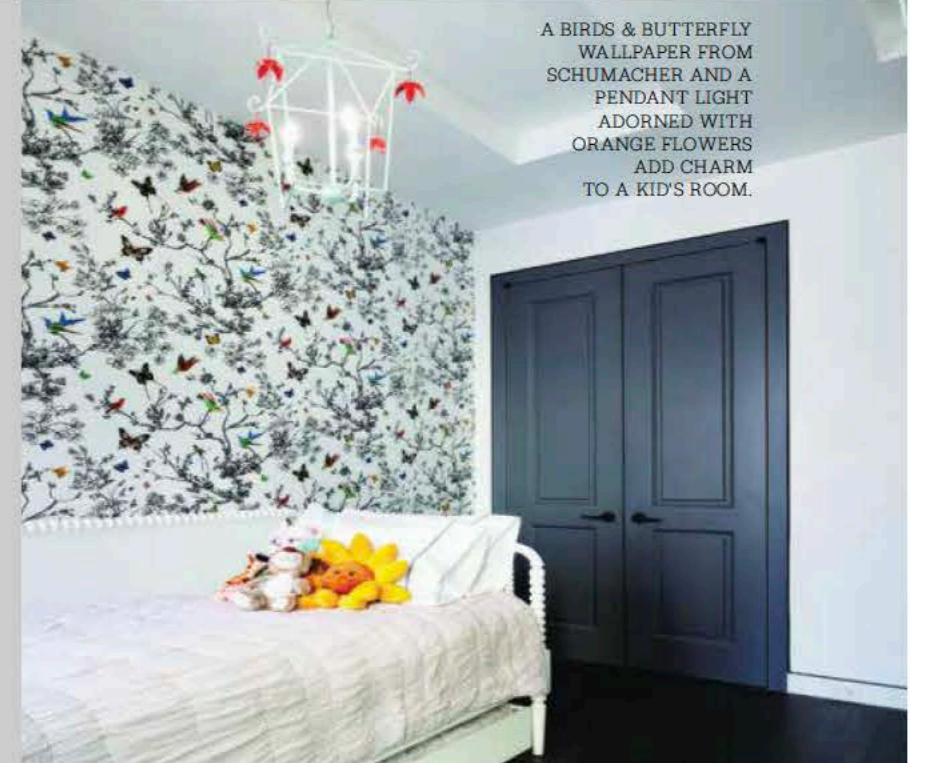
ELEMENTS OF WHIMSY SUCH AS THE BIRDS & BUTTERFLY WALLPAPER FROM SCHUMACHER AND A FANCIFUL PENDANT LIGHT ADORNED WITH ORANGE FLOWERS FROM STRAYDOG DESIGNS CREATE AN ENCHANTING AMBIANCE IN ONE OF THE GIRL'S ROOMS WHILE A HYGGE & WEST DAYDREAM WALLPAPER ILLUSTRATING HAND-DRAWN BIRDS SOARING AMONG SWIRLING CLOUDS INFUSES THE KIDS' BATHROOM WITH A FUN, CAREFREE VIBE.



WALLPAPER FROM PHILLIP JEFFRIES, A VANITY COMPOSED OF AFRICAN ST. LAURENT MARBLE FROM STONE SOURCE, AND ANTIQUED MIRROR WALL TILE FROM WATERWORKS SET THE STAGE FOR THE CUSTOM FLOOR MOSAIC MANUFACTURED BY WATERWORKS. STUDIOLAB CREATED TWO SKULL VERSIONS — ONE FACING FORWARD AND ONE PROFILE — TO ADD DEPTH AND INTEREST.



THE MAIN BEDROOM'S ALLURE LIES IN THE INGENUOUS RECESSED AREA THAT FRAMES THE BED. THE FLORAL WALLPAPER AND BRASS SURROUND ALSO CREATE AN APPEALING COCOON. A BUBBLE PENDANT LIGHT FROM PELLE AND RECESSED BRASS LIGHTING ADD THE FINISHING TOUCH.



A BIRDS & BUTTERFLY WALLPAPER FROM SCHUMACHER AND A PENDANT LIGHT ADORNED WITH ORANGE FLOWERS ADD CHARM TO A KID'S ROOM.