

DOWNTOWN

*Through
the Lens:
Janette
Beckman
Robert
Ascroft*

FLAVORS OF THE YUCATÁN
SUSTAINABLE DESIGN
DARRYL MCDANIELS OF RUN DMC
DESTINATIONS: LONDON,
AMSTERDAM, WINTER SPAS

JEAN-GEORGES
Takes the Seaport



BELLISSIMO *Disegno*

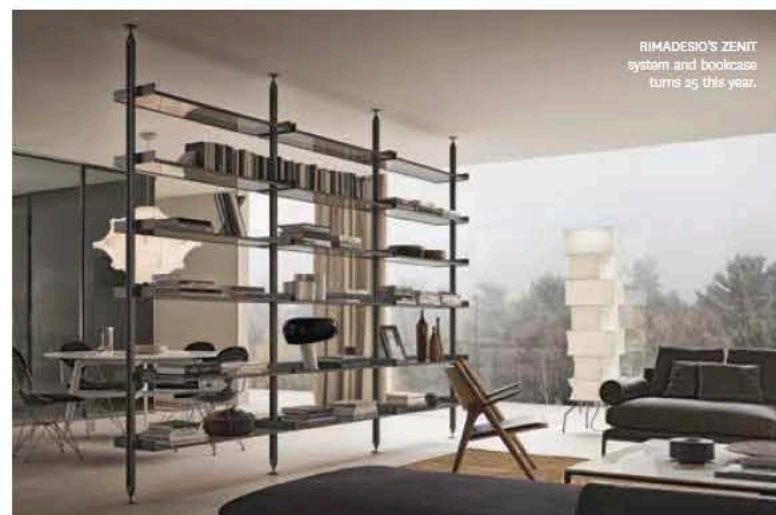
Luxury Italian furniture brand Rimadesio opens a New York City flagship showroom that celebrates slow design and sustainability, and has been embraced by designer Daun Curry and fashion maven Karolina Zmarlak.

by Nicole Haddad

Rimadesio photography courtesy of Rimadesio / Photography of Daun Curry, Andrea Romano, & Karolina Zmarlak by Josh Wong



DESIGNER Daun Curry, Rimadesio CEO Andrea Romano, and fashion designer Karolina Zmarlak.



RIMADESIO'S ZENIT system and bookcase turns 25 this year.

THE INTERSECTION OF FASHION AND DESIGN IS NOTHING NEW, but when done sustainably, it has the potential to traverse thrilling new domains. Rimadesio, a prominent Italian brand known for its handsome contemporary furniture and covetable, stylish storage systems, has opened a 6,000-square-foot, two-floor showroom on Madison Avenue in New York City's NoMad Design District. Designed by Andrea Pozzoli from Rimadesio Studio, the gallery-like space is the stunning result of an 18-month architectural renovation. Its arrival marks the brand's third worldwide flagship, joining cosmopolitan locations, Milan and London.

"The showroom presents the Rimadesio collection in its entirety," says Rimadesio USA Inc. CEO, Andrea Romano. "It reads as an exhibition of some of the most iconic designs and the finest products and finishes—including 70 compositions designed by Giuseppe Bavuso—as well as some of the most recent new introductions." Visitors experience an immediate sense of calm when entering—a minimal, classic color palette and low lighting highlighting the incredible craftsmanship, textures, and material details embedded into each design infuses the space with serenity.

The sensorial experience is not just relegated to what can be seen and felt; the brand's sustainable spirit is embedded into the fabric of the showroom. An automated system monitors energy consumption, with the aim to reduce its environmental impact—sustainable innovation is a

brand priority. "As an environmentally conscious company," says Romano, "Rimadesio single-handedly proves high design can go hand-in-hand with sustainable practices. The factory runs on solar panels and the entire line of production runs on recyclables and recyclable glass." Over 5,000 solar panels situated on a big solar farm in Italy basically power the entire company. It's no easy feat, but Rimadesio's efforts allowed them to achieve a zero emission of CO2 10 years ago.

One of the brand's most sublime designs includes the Zenit system and bookcase—which just celebrated its 25th anniversary. A compositional triumph that examines the typology of the 'upright bookcase' through an exclusive coupling system that allows an open modularity of the elements and an aluminum upright sans holes or predefined connections. The bookcase version is now available with a brand new backlight upright and new suspended units, which like all Zenit elements, allow for free positioning. Meanwhile, Aliante, a moody glass cabinet also designed by Bavuso, was conceived as a precious glass box with gorgeous, suspended internal accessories—such as glass shelves and a wooden drawer unit—that appear to float and project an aesthetic lightness. The range of materials are just as jaw-droppingly beautiful. Two wood new finishes, rovere and tinto ebano, are now both available in the recently introduced and highly sought-after taiga finish. A tactile surface marked by thin horizontal stripes obtained through an innovative mechanical press process that renders



RIMADESIO'S new NoMad showroom

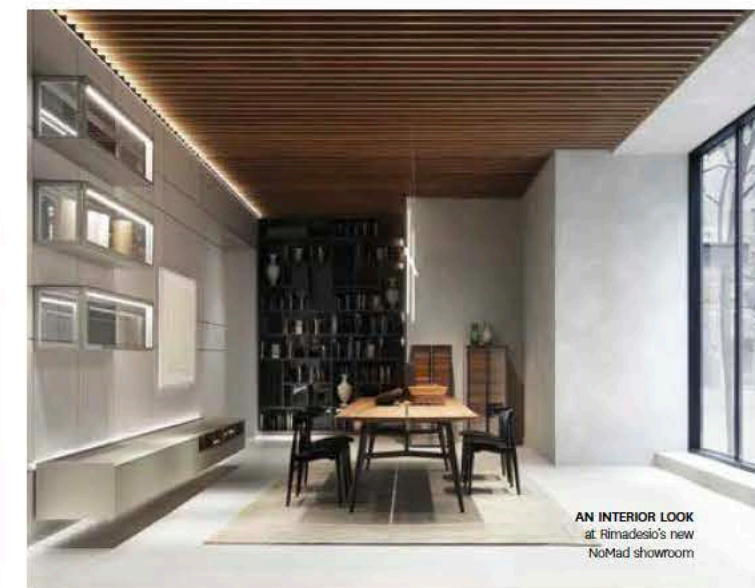


ALIANTE'S GLASS CABINET, in Rovere Termotratato wood.

the material in a three-dimensional yet soft relief, the finish offers a striking enhancement to 15 versatile products including sideboards, hinged doors, and the panels of the Modular wall system.

Rimadesio's exquisitely crafted walk-in closet systems, and recent launches such as the Maxi Sliding Doors, Self Plan day system, and Cover Open wardrobe, are music to the ears of interior designers and clothing designers such as award-winning designer Daun Curry and fashion maven Karolina Zmarlak—two like-minded entrepreneurs who hosted a "Design, Fashion, & Sustainability" event at Rimadesio in conjunction with the brand's U.S. CEO, Andrea Romano. An appreciation of Rimadesio's focus on slow design, sustainability, and beautifully crafted items along with the intrinsic ties between fashion and design and its fundamental connection to sustainability issues were the topics of the day.

Rimadesio's closet systems are unsurpassed, but it's their approach to creating key pieces with an eye towards sustainability and craftsmanship that truly makes them special. "When designing a client's interiors," explains Curry, "I often start in their closet—it's a great indicator of personal style, just as the design of one of their most intimate



AN INTERIOR LOOK at Rimadesio's new NoMad showroom

spaces should be. Sometimes we start small (with the colors, patterns, textures and accessories they are drawn to wearing), and build from there." Adds Zmarlak, "Investing in timeless items you can appreciate that don't negatively affect the environment—whether it's furniture or clothing—accrues benefits over time. In addition, if the elements that are in your everyday environment are well designed, it can make a huge difference in your well-being and positively influence your pursuits and everyday vision. The way we work with our clients is very similar to the way an interior designer or architect works with theirs. Just as it might start with designing one room and eventually grow to designing a whole house or multiple residences, we build loyalty and trust with our clients with a few wardrobe staples—over time that evolves into helping them define their signature style."

While sartorial style informs design and vice versa, how one wants to live is the epicenter of the conversation. At Rimadesio, that equals celebrating heritage, craftsmanship, sustainability, and fashion-forward, international design. rimadesio.it **DT**

For more information on Daun Curry, visit dauncurry.com.
For more information on Karolina Smarlak, visit kzkstudio NYC.com