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# WALL ABOUT DIGITAL

MAHARAM'S DIGITAL PROJECTS  
x SARAH MORRIS

Maharam's Digital Projects is a series of large-scale, digitally printed wallcoverings designed by a revolving roster of esteemed artists. This month, the storied American textile brand tapped Manhattan-based artist and filmmaker Sarah Morris to create Midtown and Hellion Equilibrium for its latest addition to the collection. [maharam.com](http://maharam.com)

**Describe your work.**

Retinal after images of our environment. In other words, when I'm looking at something and then close my eyes for a second, I explore how the structure of what I just saw carries forth.

**In what way does living in New York inspire your work?**

My first studio was near Times Square and all the corporate buildings along Sixth Avenue. I've always been interested in the mainstream, but I didn't feel aligned with Midtown at all, so my work is very much to claim that zone as mine. When I say retinal, I use such architecture as a strategy for seduction.

**Were there any surprises in working with this medium?**

I have a hang-up with getting color exactly as I see it in my mind. Even in a digital world with technology, it still took a lot of will to see a very specific desire become a reality.

**What makes this project different from past works?**

The sense that these pieces are going to enter more environments is exciting. People's homes are quite personal, and everyone has very specific ideas on how they want to use their space. It's interesting that people can play around with these works.



# HUDSON *Happenings*

LAUNCHES

With art galleries and furniture showrooms lining its fabled Warren Street, Hudson is a world-class design destination that continues to flourish. **Foley & Cox**, a Hudson mainstay for refined European vintage and antiques, just launched an e-commerce website ([foleyandcoxhome.com](http://foleyandcoxhome.com)) that offers new fall pieces from its custom furniture line. **Gestalt** (614 Warren St.), which offers a highly curated selection of furniture from mostly up-and-coming international brands, celebrates its one-year anniversary with exclusive U.S. representation of Japan's Ariake Collection. And **Workstead** design studio (232 3<sup>rd</sup> St., E102), with its sophisticated showroom hidden inside a gorgeous 19<sup>th</sup>-century building, commemorates its 10<sup>th</sup> anniversary by quadrupling its annual release of new lighting designs, including the Hieroglyph Studio sconce and pendant (above), which takes inspiration from the De Stijl movement.

# OPEN HOUSE

SHOPS + SHOWROOMS



Stockholm design brand **Hem Studio** (left) recently opened a location in SoHo (460 Broome St.). Using home-like vignettes, Hem will regularly rotate its 400-plus offerings designed by notables like GamFratesi, Luca Nichetto and Max Lamb. Lighting and furniture designer **Lee Broom** is moving from his curbside storefront in SoHo (34 Greene St.) to a 3,000-square-foot penthouse showroom in Tribeca, which will feature his new Tribeca collection inspired by the neighborhood. Brooklyn textile brand **Eskayel** is doubling its Williamsburg studio and showroom (75 S. 6<sup>th</sup> St.) to 1,800 square feet with an additional floor, where they'll debut the Salentu rug collection to coincide with the October launch of the new space.