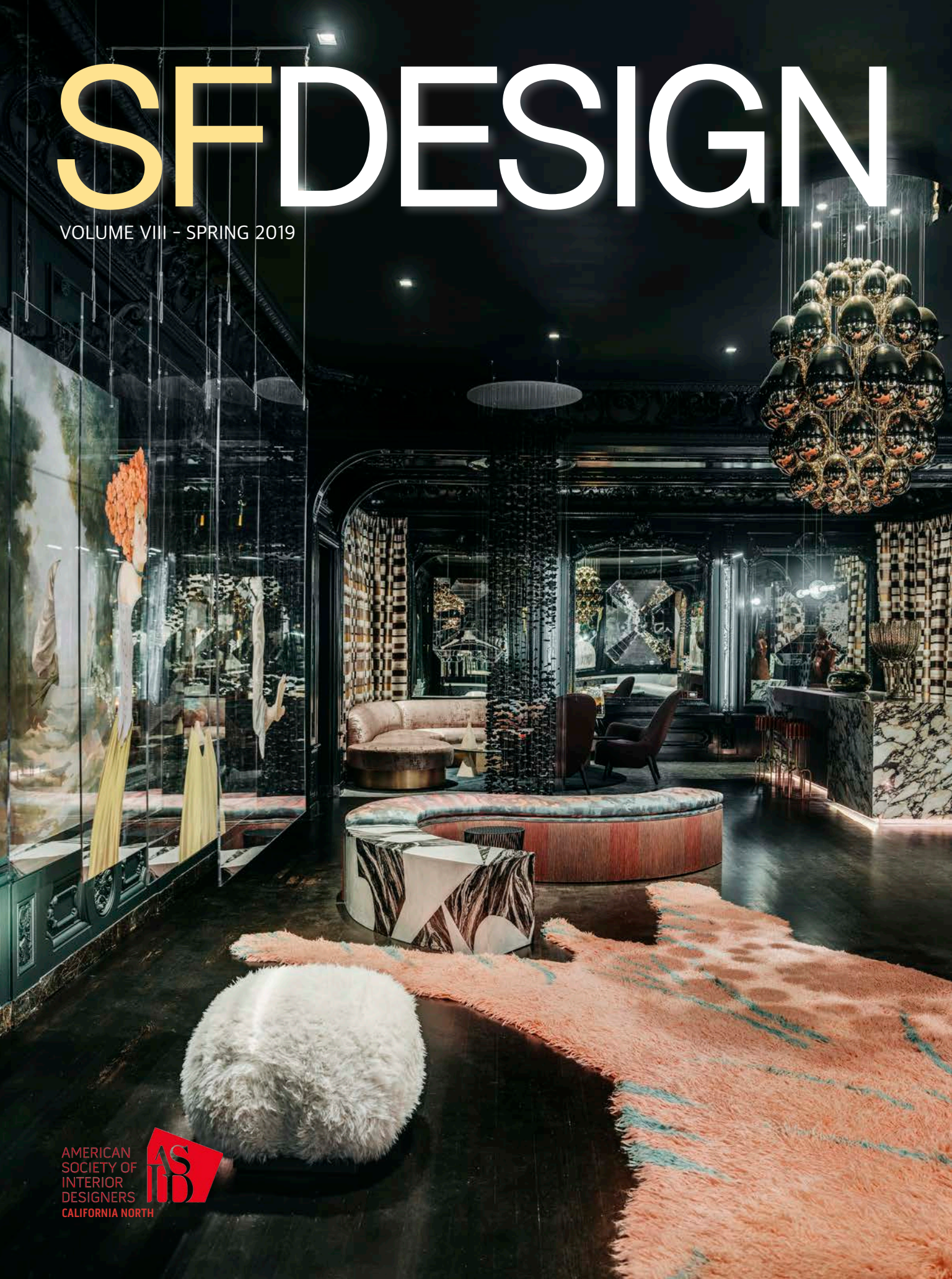


# SF DESIGN

VOLUME VIII - SPRING 2019



AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
CALIFORNIA NORTH





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# From our President



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# SPRING 2019

I recently saw an interesting quote outside of an art gallery in Boulder, Colorado:  
 "You can't depend on your eyes – when your imagination is out of focus."  
 Mark Twain

This quote struck me, as I was enjoying the shift in seasons. And the rain begins to subside, and spring is revealing itself. I too find myself wanting to get off my computer and get outside. We have an inherent human affinity to affiliate with natural systems and processes. People's well-being, both physical and mental, is highly dependent on contact with the natural environment. I find that my spiritual well-being, as well as my creativity, is enhanced by getting out and seeing natural shapes and forms. Natural patterns or color palettes, as well as place-based relationships, light and space.

As designers, we spend significantly more time on computers than ever before, and consequently, we sometimes forgo the experience of getting out and actually going to showrooms, as opposed to the ease we all find in shopping online or browsing at suppliers on the web. For me – I still feel the need to see products in person. Being able to touch and feel a fabric. Or being able to see how a pendant may cast shadows or play with light. I want to sit in prospective seating and assess the feel and comfort level. This is, in part, why I spend so much time at our local SFDC showrooms, to gather new ideas and forge new relationships while checking out design publications.

That is one of the reasons the ASID CA North Board of Directors has decided to go back to printing our quarterly magazine, as many of our members have shared that actually holding something in their hands is satisfying.

I'd like to thank our members and industry partners for the continued support of our local chapter.

Sincerely,

**Sherry Hope-Kennedy**  
 ASID CA North President 2018-2019



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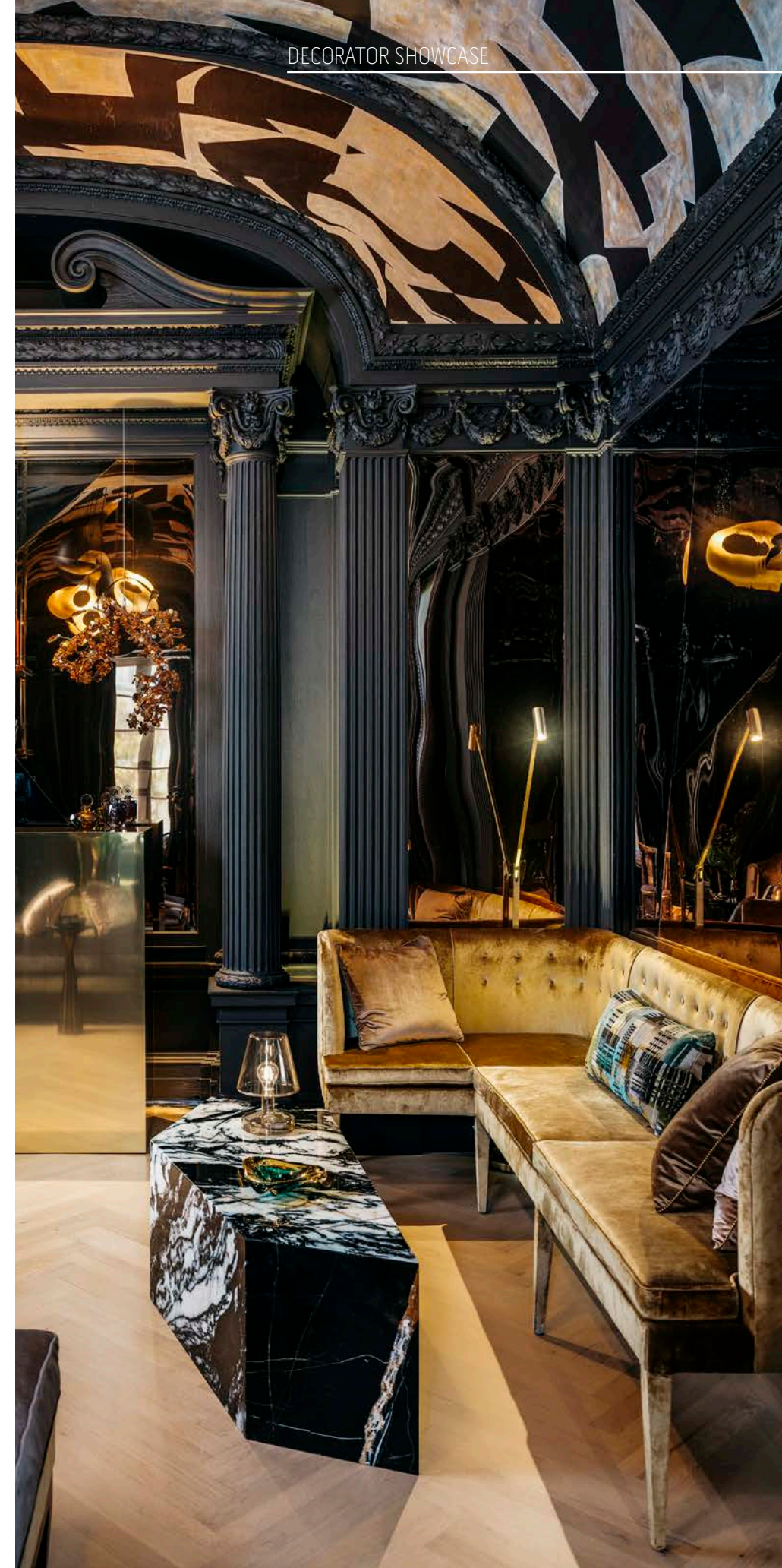
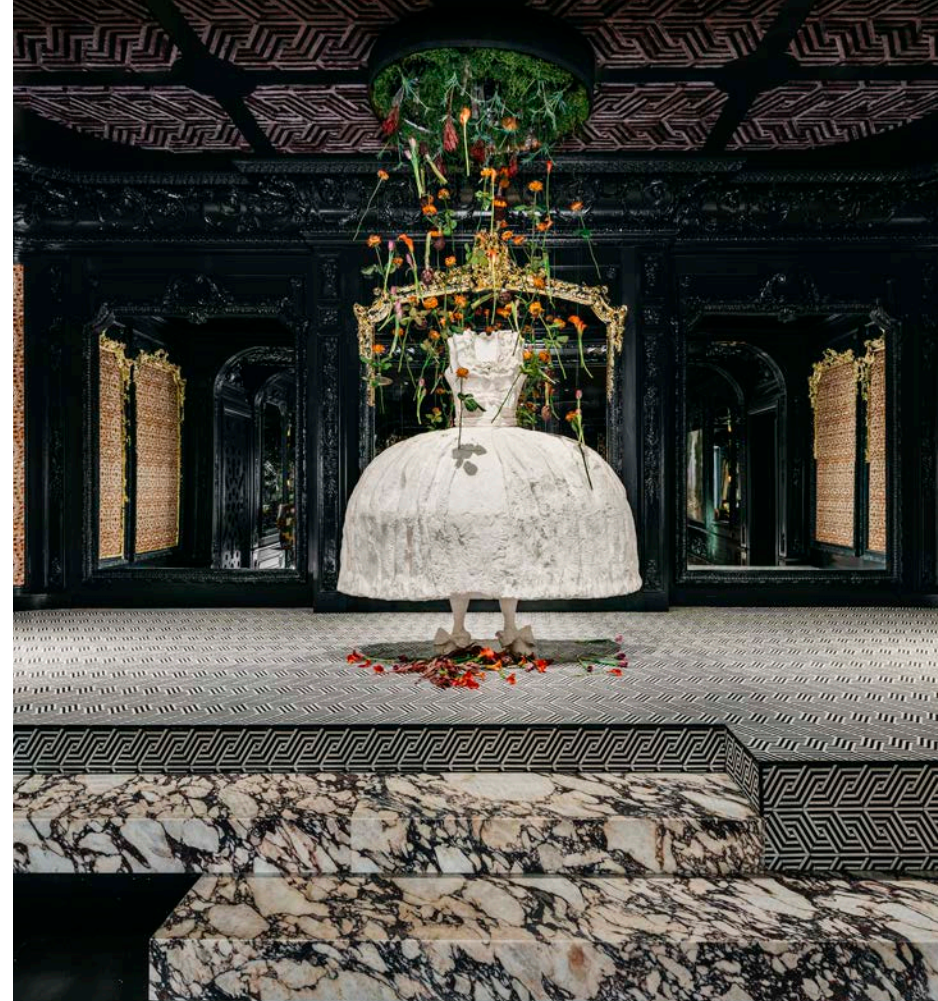
A historic mansion known as "Le Petit Trianon." Located at 3800 Washington Street in the Presidio Heights neighborhood between Maple and Cherry Streets, the house and property have a rich history dating back to the early 20th century and hosted the fifth iteration of the San Francisco Decorator Showcase in 1982.

Originally built in 1904 for Marcus and Cora Koshland, prominent San Franciscans who made their fortune in wool and textiles, the house was modeled after the original "Le Petit Trianon" at the Palace of Versailles in France. The house currently holds an accreditation on the National Register of Historic Places.





Boasting 18,000 plus square-feet, this French Colonial mansion has a total of 9 bedrooms, 8 bathrooms, and a spacious front rotunda made of marble.



DECORATOR SHOWCASE

An impressive grand marble staircase leads to the mansion's front terrace and a three-story atrium that features marble columns. The mansion's lower levels accommodate several large entertaining rooms with hardwood floors, wood-beamed ceilings, and intricate crown molding and ceiling treatments. From the upper floors, beautiful views that sweep through the Presidio's lush greenery and abundant trees can be enjoyed. Just beyond is the breathtaking scenery of the San Francisco Bay.

Impeccably designed and executed, this year's San Francisco Decorator Showcase features 36 of the West Coast's top interior and landscape designers who have reimagined 33 spaces with stunning furnishings and exquisite finishes.



Photo credit: Christopher Stark Photography @ChristopherStark



Photo credit: John Merkl Photography @johnmerkl

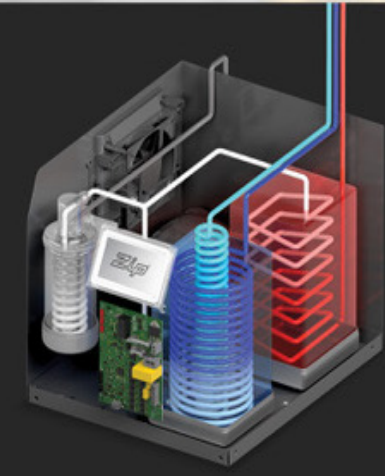
### FEATURED DESIGNERS

Design Master Bedroom Suite: Navarra Design Inc. • Stairs leading to 3rd Floor: Ironies • 3rd Floor Landing: University High School • Skylight Overhang: Brandon Pruet • Design Sitting Room & Patio: Susan Lind Chastain, Inc. and Willem Racké Studio • Bedroom: Studio Heimat • Guest Room Suite: Anyon Interior Design • Bathroom: Julie Rootes Interiors • Hallway Space: Schein & Schein • Bedroom: Atelier 19 • Wet Bar: Peruri Design Company • Living Room/Lounge: ECHE LLC • Bathroom: Geddes Ulinskas Architects • Stairs leading to Ballroom: CroWorks • Ballroom: Applegate Tran Interiors • Laundry, Kitchen, Powder Room: Jaimie Belew Interior Design and David Armour Architecture • Hallway Space: Scott Robert Design • Game Room: Kelly Hohla Interiors

The 42nd Annual SF Decorator Showcase runs from April 27 – May 27, 2019. Visit [DecoratorShowcase.org](http://DecoratorShowcase.org) for details about tickets, hours and updates.

For more information: Please call (415) 447-5830.

Follow on social media and share your experience at the Decorator Showcase — #sfshowcase, @sfshowcase



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## SF DECORATOR SHOWCASE

FEATURE DESIGNER:

# PAUL WISEMAN

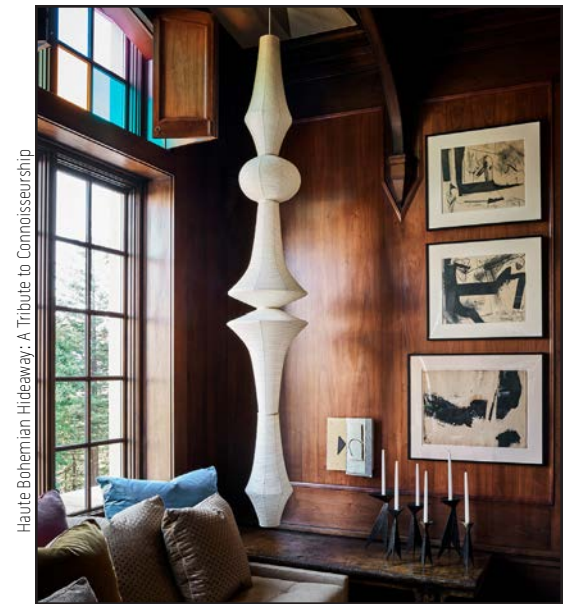
“GOOD INTERIOR DESIGN HAS TO COME FROM GOOD ARCHITECTURE”

ICONIC INTERIOR DESIGN FIRM, THE WISEMAN GROUP, DEBUTS “THE HAUTE BOHEMIAN HIDEAWAY: A TRIBUTE TO CONNOISSEURSHIP” FOR THIS YEAR’S 2019 SAN FRANCISCO DECORATOR SHOWCASE.

Inspired by Pierre Bergé and Yves Saint Laurent and their passion for collecting and travel, The Wiseman Group’s (TWG) salon serves as the perfect den for guests to listen to music, read, dine or lounge. The hideaway salon showcases international design elements with an emphasis on historic mid-century California paintings resulting in a modern day room with a distinctly West Coast point of view.

Principal Paul Vincent Wiseman shares, “I am very excited to feature one of my prized possessions, a William Kentridge sculpture I bought in Cape Town, South Africa. It seems apropos, considering it would not fit nor could I have afforded it for the first room I did at this home 32 years ago. Today, as we are designing the main dining room, I feel we have come full circle,” as he recalls the first showcase design he created of the linen closet at Le Petit Trianon in 1982.

Layered in classical, contemporary, and custom furnishings and artwork, the hideaway features a statement antique Oushak carpet



Haute Bohemian Hideaway: A Tribute to Connoisseurship

with an Edwin Lutyens octagonal table. The original fireplace has been reimagined with custom Moroccan Star Zellige Tile by Monique De La Plaza through Da Vinci Marble. A custom geometric Fromental 5-panel velvet screen inspired by artist Gustav Klimt, Fromental silk wall covering lines the vaulted ceiling, a Steinway grand piano, a Ming Dynasty coffee table, and a window seat banquette in Jim Thompson woven fabric create a sense of maximalist eclecticism.

“Designing with eclectic furnishings and objects can result in a space that leans traditional or moves toward the contemporary, the only limitation is personal taste,” says Design Director James Hunter, who collaborated on the concept and design with Paul for TWG.

For more information about the room, please visit: [www.wisemangroup.com/2019sfshowcase](http://www.wisemangroup.com/2019sfshowcase)



# SMART HOME INTEGRATION & AUTOMATION

**SF Design** sits down with 4th generation San Francisco native, Kevin Vawter, to talk about his passion for supporting the design community and to learn more about Smart Home Integration & Automation.



- **Audio Video**
- **Home Automation**
- **Lighting Control**
- **Window Coverings**

**A** natural born marketer and networker, Kevin Vawter has spent 24 years in this specialized field, working with general contractors, designers and architects to offer high-end technology solutions. Holding dual roles on the ASID CA North Board as Membership Director & Industry Partner Liaison, his full-time job is Sales and Business Development for A Shade Above.

## Tell us about your company?

A Shade Above has deep roots in the Bay Area and is the premier company for smart home integration and technology in luxury homes, servicing clients throughout the San Francisco Bay Area and Monterey Bay Peninsula. A Shade Above is a leader in providing smart home solutions for our clients. We focus on audio/visual, lighting control, motorized window treatments and smart home integration and technology.

## What is the first step to starting a new project? Or taking on a new client?

Every project starts with an initial interview, which allows the client an opportunity to describe what they are looking for. They tell us what type of smart home technology they want and what goals they would like to achieve. Whether we are working with a home owner directly or with a designer/architect/general contractor (or all of the

above), our priority is to be expert listeners so we can fully understand the scope of the project and to help answer questions.

## What is your favorite part about smart home integration?

I love that every client is different, and that A Shade Above is able to create personalized solutions that are based on each client's unique set of smart home needs. Our company is in business to help homeowners live easier by seamlessly blending technology with smart home integration. This begins by us finding the right technology solutions to solve their individual needs.

## How has technology and home automation changed? 20, 10, or 3 years?

20 years ago, most luxury homes were wired with network cables and hard lines for absolutely any type of electrical, phone and technology of the time. The very idea of "the internet" was completely foreign (maybe 30 years ago). The iPhone wasn't even invented yet! As technology has advanced, even in the past 10 years, it has become more accessible and less expensive. This has enabled each of our clients the ability to own advanced technology and devices.

## What challenges do you face in smart home design?

With any integration or design there are challenges, regardless of whether you are working with new construction or a remodel. The task of hiding technology has become a real art form and is a major focus for our clients.

## What do you enjoy most about the design community?

I enjoy being able to collaborate with architects, general contractors and designers during the design process to find solutions to both common and uncommon challenges. My mission statement – "I believe beautiful design, architecture and craftsmanship can and should blend harmoniously with easy to use technology" – comes from over 20 years of being in the business of hiding the technology and products I provide to my clients. Because of this, I have developed lifelong relationships within the design industry.

## Besides staying up on technology, do you have any hobbies? Or passions?

I love to sing and have been singing my whole life. I started singing as a child in The San Francisco Boys Choir, and I was

in the Touch of Class Gospel Choir at Philip Burton High School. To this day, I still sing weekly on the Worship Team at Seaview Baptist Church in Pacifica. My biggest passion is spending time with my family and walking along the ocean, which you will definitely know if you follow me on Instagram!

## Where can people find your products?

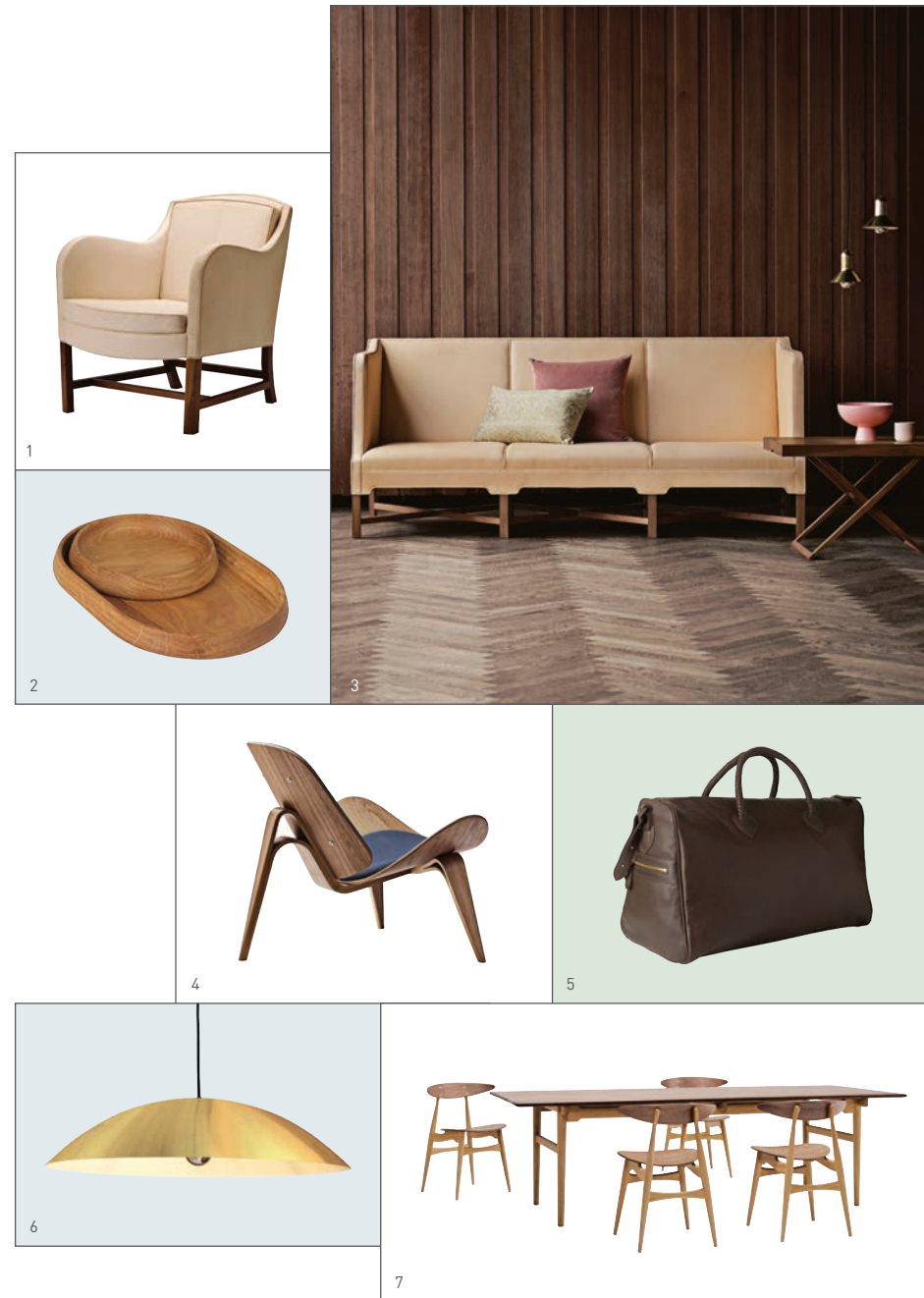
A Shade Above will be providing the audio system in the upcoming San Francisco Decorator Showcase House at the famous Le Petit Trianon, in collaboration with Applegate Tran Interiors' beautifully re-imagined Ballroom.

## Where can people find your products?

I am so honored to be able to say A Shade Above has installed a total of eight 3" in-ceiling speakers that all but completely disappear in the reimagined ballroom at this year's San Francisco Decorator Showcase. The speakers fill the space with the same amazing sound one would only expect from speakers with a much larger footprint.



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1. KK43960. Mix Chair. Design: Kaare Klint, 1931. A study in geometric forms. Aesthetic, simple and extremely comfortable. Available in several leather variants and with legs in oak or walnut. Retail price from \$ 3.840

2. CHS Wood Trays. Design: Anders Møller Hansen 2018. 2 pieces in oiled oak. Small Ø15cm. Medium 26x18cm. Exclusively made for Carl Hansen & Søn. Retail price per set \$ 87

3. KK10080. Easy Chair. Design: Kaare Klint, 1930. A three-person sofa designed for the Danish Prime Minister's office in 1930. An elegant representation of the designer's longstanding legacy. Retail price, oiled walnut and leather from \$ 9.295

4. CH07. The Shell Chair. Design: Hans J. Wegner 1963. Oiled walnut with seat and back in fabric. Retail price from \$ 2.900

5. CHS Travel bag. Liberté Café. Goat leather, brown. Also available in natural and black color. Exclusively made for Carl Hansen & Søn. Retail price from \$ 524

6. Calot pendant. Design: Bonderup & Thorup. Large pendant with a comfortable light distribution. Polished brass. Dia. 65cm. incl. LED light source. Retail price \$ 870.

7. CH327 Dining Table. Design: Hans J. Wegner 1962. Walnut/Oak. Available in two sizes: 190x95cm and 248x95cm. Leaves in MDF can be ordered separately. Retail price, 190x95 \$ 4.880

CH33. Dining chair. Design: Hans J. Wegner 1957. Oak/Walnut. Retail price \$ 825

We look forward to welcoming you at our San Francisco Flagship Store on 111 Rhode Island Street, suite 3.

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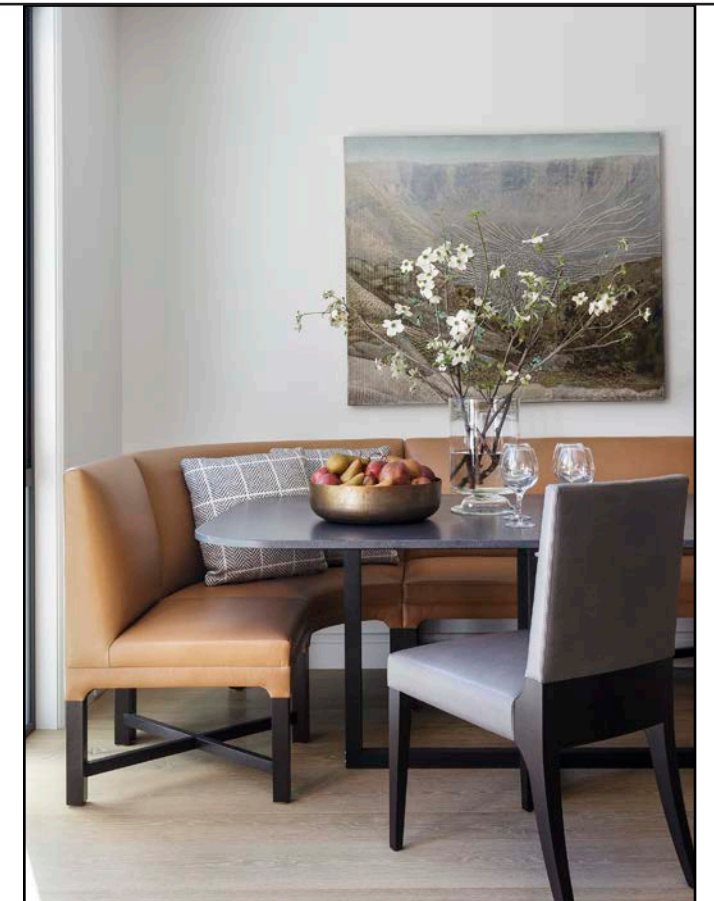
## HEATHER HILLIARD

### Interior Designer Spotlight

With Heather Hilliard at its helm, her eponymous design studio has created some of the most stunning projects in the San Francisco Bay Area and beyond for more than 10 years. Heather's interiors are both distinctly classic and modern. Preferring to reflect her clients' personal aesthetic and lifestyle preferences over maintaining a specific studio style, Heather considers herself a collaborative designer and values getting to know her clients thoroughly prior to beginning the design process.

No detail is seemingly too small to be considered when initiating the design process. Heather recalls discussing everything from travel experiences to how many pairs of shoes a client owns, and wholeheartedly believes that most client/designer collaborations extend beyond design. "It's about home, gathering, cooking, entertaining, relaxing and living," she elaborates.

After the initial meeting with a client, Heather spearheads the design process and assigns a design team to the project. Heather and the team meet regularly in preparation for client meetings, deadlines and to ensure the appropriate progression of the project.





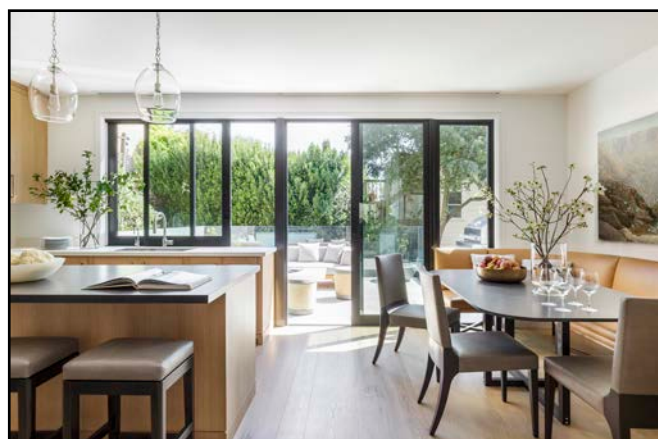
Heather prides herself on her studio being a collaborative environment where "everyone learns from each other and all projects." With regular visits from vendors and dealers that span the world, the studio has no shortage of luxurious textiles, unique furniture, custom rugs, antiques and art to inspire the creation of the remarkable interiors for which it is known.

Undoubtedly, Heather's multi-faceted educational background has also positively influenced her projects and helped hone a "design eye" that pulls from experiences as a senior designer at the venerable Wiseman Group, as well as a myriad of advanced studies in art, architecture and design at prestigious universities within the United States and overseas.

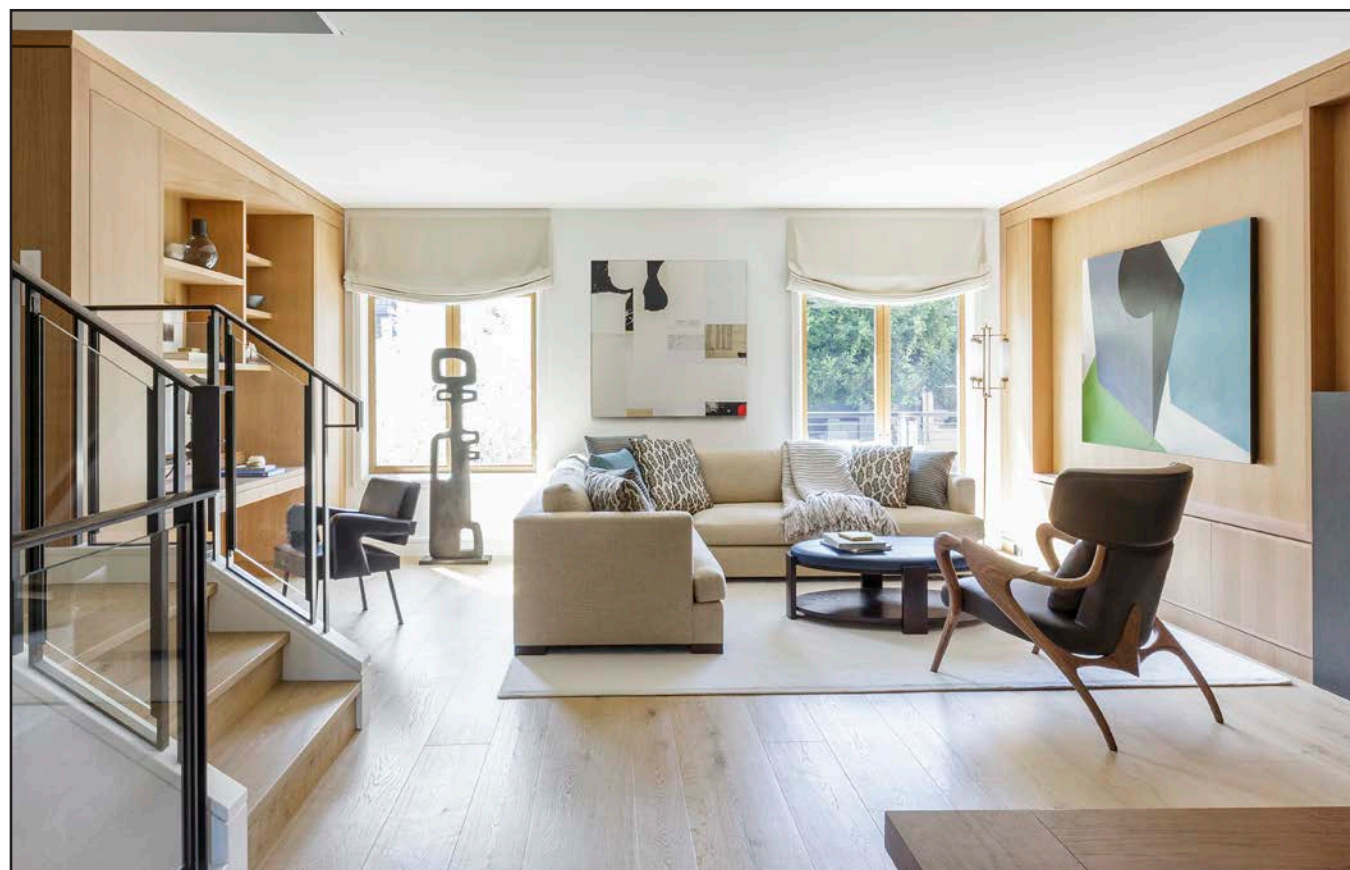
A top designer who takes a decidedly anti-diva approach to her practice, Heather credits her design experience and education as crucial parts of her designer "toolbox". Her low-key but high-style approach allows clients to feel comfortable within her process, knowing that they will get results without the unnecessary ego.

Heather's work has been featured in numerous national design publications including Traditional Home, House Beautiful and Luxe Interiors + Design among many others.

Naming install days over any others as the favorite part of the job, Heather and her team look forward to the gratification of seeing months of collective work transformed into a tangible space that beautifully embodies their clients' vision for how they want to live their lives. "In many ways," Heather states, "I'm more excited to help clients find the way to live now. To not be swayed by trends in the modern world, but to know how to live beautifully in it. To be at home." And in the end, isn't that where we all want to be?



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# DA VINCI MARBLE



**D**a Vinci Marble opened its doors over 14 years ago as a family-run business headed by husband and wife team Joe and Leslie Conilla. Their commitment to quality, selection and customer service has since solidified their presence as a one-stop shop for projects requiring the best in stone and tile.

Operating a showroom and warehouse facility that encompasses eight buildings, Da Vinci Marble is known for maintaining an exquisite hand-selected inventory of stone slabs and tiles, decorative tiles, porcelain and quartz slabs. Over fifty percent of their extensive product line is imported directly, and the showroom also represents over fifty other specialty mosaic, tile and slab lines.

Perhaps what Da Vinci Marble is best known for is its phenomenal customer service. The Da Vinci Marble team prides themselves on creating an environment based on the company's three fundamental philosophies: provide the absolute best quality materials; provide excellent customer service, expertise, education and design assistance; and offer fair, consistent and competitive pricing.

Winning numerous awards, including Top Showroom Of The Year, the company's accolades don't end there. While handling a bustling showroom location that staffs 54 employees, including 18 in-house design professionals and 6 outside salespeople, the founders consistently dedicate time to giving back to the community as well.

Da Vinci Marble actively supports organizations like She Builds, as well as the annual San Francisco Decorator Showcase benefiting the financial aid program of University High School, to name a few.

Open to both the trade and consumers, the Da Vinci Marble team goes above and beyond in assisting architects, designers, builders and homeowners to source and select unique materials that will bring breathtaking beauty to each and every project, punctuating spaces that are as unique as their clients' visions.



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Photo Credit: Robin Merwin of Da Vinci Marble

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# DESIGNING FOR AIRBNB



## Describe your Airbnb?

Little Big Ranch offers guests cool, crisp and clean mid-century modern aesthetic infused with a high desert ranch-like feel.



Barrie Livingstone

## Number of bedrooms?

Three bedrooms (including RV), two baths, open kitchen/dining, living, exterior covered dining, AquaRest five-person spa.

## What design features does your Airbnb offer?

The property sits on a secluded half-acre lot surrounded by a six-foot-high horizontal cedar privacy fence. An 18-foot-long hippie-themed RV serves as a third bedroom. It is fully electrified with central air and heat — featuring wall to wall AstroTurf and a pullout sofa bed with the original drivers and passenger seats turning towards the rear to be used as armchairs. A five-person AquaRest hot tub beckons, as four hammocks in the rear celestial viewing area offer a deep look into the night skies of the high desert. Joshua Tree is the closest one can be to the LA area with no light pollution. Thus, offering a spectacular night sky with meteor showers and shooting stars to wish on.

## How does this type of design differ from other types of design or jobs you have created?

This project is my own property and I designed it as my second home, so guests will feel right at home, with whimsical local art and fun modern furnishings. Life in the high desert is very chill and relaxed. There's still a strong feeling of the past there. A harkening back to the gold rush days when mines were operational and Wild West saloons were the only local watering spots.

## What led you to this job/project?

In doing my research of investment properties, I found that the nightly rates in Joshua Tree are the same as Palm Springs, yet the average price of a Palm Springs home is now north of \$650,000, whereas in Joshua Tree, it is a modest \$250,000.

## Talk about why you wanted to design a second home and Airbnb blending technology, modern furniture and design?

Most of my clients are savvy investors and know that Airbnb is a great investment, so its only natural that I want to have a fine investment that I can short term lease and also enjoy when I feel like a jaunt out to the desert. Being an interior designer and a licensed California Realtor, I have both the ability to design to the area's needs and make sure that I'm spending dollars wisely on the build out by using contemporary light and airy products.

**How many Airbnbs have you designed?**

This is my second Airbnb project. My first is on Big Rock Beach, Malibu and belonged to Star Wars *Rogue One* writer Chris Weitz. It was so gorgeous that people clamored to buy it, and I had four offers the first week it was shown. My early days as a designer were spent in the wilds of early South Beach, Florida. There were so many new condotels and chic New Yorkers that bought the Art Deco apartments to be used as short term rentals. So technically, I designed a few dozen short term rentals there, but it was in the pre-internet days, back in the lord's year of nineteen hundred and ninety-three.

**What was the biggest challenge you faced?**

The biggest challenge is always catering to the client's needs along with budgetary needs. In this case, I have really studied the Airbnb market in my area and who the guests are: Angelenos needing to escape the congested rat race for a few days and feel they are in a high desert ranch — a little off grid and, much like South Beach, definitely, a little quirky.



Barrie Livingstone ASID, NCIDG, [www.barrielivingstone.com](http://www.barrielivingstone.com) E: [barrie@barrielivingstone.com](mailto:barrie@barrielivingstone.com)

### Describe your Airbnb?

Originally a dilapidated 1920s cottage with little to no original detail remaining, I named the property Vidogo House shortly after purchase and set out to give it a new life. It was completely rehabbed to give it a vibe that I dubbed *Scand-ali Cool* — a mix of the pared down Scandinavian aesthetic and a little bohemian California cool. This now modern cottage has a predominately monochromatic design scheme with strong contrast of white, black, gray, warm woods and lots of textures.



Imani Michelle Gamble

### What led you to this job/project? Why Vidogo House?

Vidogo means small in Swahili, and this house is surely that. But where everybody else saw a tiny, dilapidated, old cottage, I saw an amazing opportunity to showcase how small living can be the perfect backdrop for a well lived life — especially when paired with ample outdoor space, and cool, collected (and shoppable) decor. At the epicenter of almost every destination city in California, the Central Valley proves to be an awesome home base for day trips galore. Hike the heavens of Half Dome in Yosemite, enjoy the aquarium and calm coastal vibe in Monterey or wander the mountains of the Sierra Foothills, all within a couple hours drive or less. And if you're looking for in-town activities, we've also got you covered. Vidogo House is central to all that is hip in Fresno.

### What design features does your Airbnb offer?

Visitors can enjoy a fully equipped kitchen with white quartz counters, soft gray cabinets and a unique Shaker style peg rail system in lieu of upper cabinets. Multiple lounging areas include a mini library and music niche tucked into a small corner off the kitchen.

Walk the path of the spacious front yard and enjoy the succulent and rock garden, new citrus trees and an eclectic mix of California native plants. Head to the private back yard to enjoy a quiet cup of coffee and pick fresh oranges or herbs when in season.

### How does this type of design differ from other types of design or jobs you have created?

For one, this project is personal. I created it as my own entry into the Airbnb market. Secondly, I created it with a purpose. One of the most important features of this Airbnb is an opportunity for our guests to live big by "thinking small" — as in small square footage (the house is only about 700 sq. ft.), thinking small as in local — most of the art, vintage furniture and items in the house came from local resources, artists and resellers. It also means a small footprint! As a part of the experience I wanted to give guests a taste of how to transition to a more sustainable/eco-friendly lifestyle. The kitchen features many zero waste options for food storage, prep and cleaning. It also encourages guests to compost so that the unused food material can be used to fertilize the edible living wall that will be coming in the following months. You'll even see our "think small" mind frame in the landscaping where native, local and drought-tolerant plants were used to replace a former grass lawn. And, as a bonus, the whole yard is now implemented with a low water drip irrigation and micro spray system. It really shows how small positive changes can have a big impact on our environment!

### How many Airbnbs have you designed?

This was my first Airbnb, but I already have another in the works. It became sort of an instant addiction, and I love the idea of creating unique experiences for guests. The next Airbnb is an Airstream type of trailer docked on a large plot of land. It'll give guests an opportunity to experiment in truly small living with some off the grid capabilities in a chic, comfortable and mobile space. I also hope it will allow a new interaction with themselves and nature, and a sense of togetherness with anyone that accompanies them for the stay.

### What was the biggest challenge you faced?

The biggest challenge was definitely budget. I had so many ideas I wanted to bring to life, but the restrictions of the property (the house was in much worse condition than previously thought) and unexpected expenses (all new electrical and new plumbing) limited what could be done initially. I've come to accept that some ideas will have to be rolled out over time. Surprisingly, I've actually come to love that concept, as it will allow guests to evolve and grow with us as the property does.



www.vidogointhevalley.com  
@vidogointhevalley



Architects: Oblique City Interior Design: Studio SHK Builders: Oblique City Photos: Dan Hogman

**Describe your Airbnb?**

This is a small project we are just completing in the Rockridge area of Berkeley. There was an existing, dilapidated carriage house located at the rear of the property, which we tore down, redesigned and then rebuilt on the same footprint. The goal was to create something clean and contemporary, yet with a nod to the traditional architecture in this area of Berkeley. The landscaping and furnishings will be completed by mid-May.

**What design features does your Airbnb offer?**

The space itself is bright and minimal. The two walls facing the yard are made up of sliding and folding glass doors so that the walls can open completely and disappear. This allows the 400 sq. ft. interior space to increase in size as it expands out onto the canopy-covered wraparound deck. It also blurs the line between inside and out, making the garden an integral part of the space.

The wood slat ceiling boasts exposed beams, as well as 11 separate skylights, which allow light to pour in and reveal discreet views of the sky and surrounding trees.

The full bath has concrete plaster walls and a redwood slat floor.

The location is also very desirable. It's minutes from the freeway and the Rockridge BART station, as well as only a few minutes' walk to food and shopping on College and Telegraph avenues.

**How does this type of design differ from other types of design or jobs you have created?**

We generally design for home owners who plan to use the space exclusively for themselves. This one was designed with Airbnb in mind, so we wanted to make it very adaptable and versatile to whatever situations might arise in the future. We had to think in terms of short term guests feeling comfortable and very much at home.

**What led you to this job/project?**

We had previously helped the same owners renovate the primary residence at this site, which is an original Craftsman-style bungalow. At that time, the interior space was really dark and heavy. Our job was to brighten the space up and then refurnish it.

**How many Airbnbs have you designed?**

This was the first.

**What was the biggest challenge you faced?**

Taking such a small footprint and attempting to create a variety of different living areas, where a guest would feel as if they were in a much larger space.



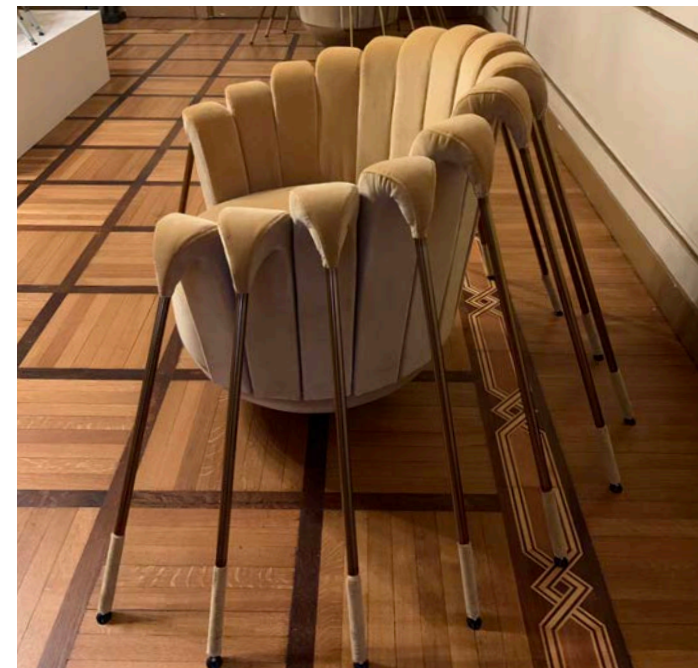
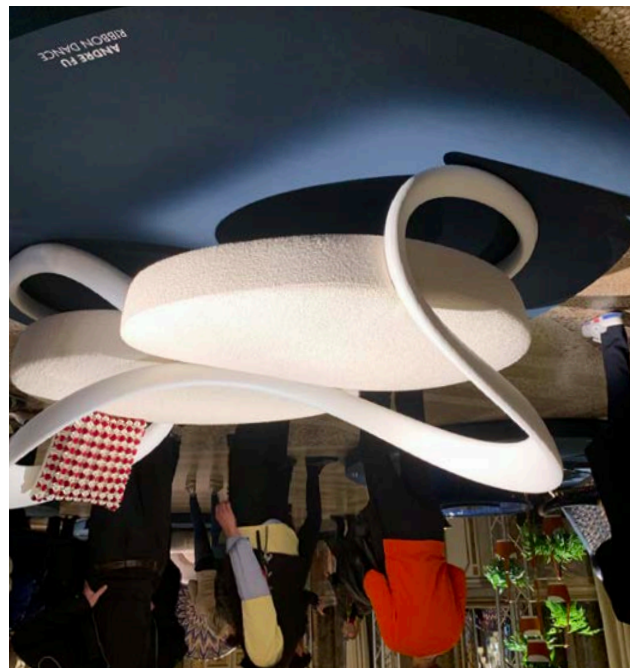
Sherry Hope-Kennedy — Studio SHK — studioshk.com



# MILAN DESIGN WEEK

## TREND REPORT

Milan Design Week brings thousands of creative minds to Salone de Mobile and Fuorisalone to see the debut of the latest trends and ideas. The biggest trends were curves and organic shapes, rawness, bold colors and patterns, and a continued focus on climate change and the ever changing digital age. Some of the work was more of an interactive experience than merely an installation.





MILAN DESIGN WEEK  
TREND REPORT



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