

MARCH 2020

House Beautiful

THE
**Hottest Color
of 2020**
IS NOT
WHAT YOU THINK P. 12

Bold New Ideas

THAT ARE ALSO
**SMART
INVESTMENTS**

A MICHIGAN HOME BY
DESIGN DIPLOMAT
COREY DAMEN JENKINS
P. 70

**Your Bathroom
Needs a Refresh.**

YOU DEFINITELY
NEED OUR SECRETS.

P. 32

2020

VISION ARRIVES

Makers, doers, and innovators: These are the industry insiders with crystal-clear 2020 vision. Read on to learn how they're changing the design world—and our homes along with it—for the better.



@malenebatelier

Malene Barnett

BAD Guild



Dakar.
By Malene Barnett.
maleneb.com

IT WAS NEARLY two years ago when ceramicist and designer Malene Barnett took to Instagram to call out the design industry for its lack of diversity. The post went viral, prompting other designers of color to voice similar sentiments and stories of exclusion. Barnett took action and galvanized her peers to found the Black Artists + Designers Guild, a network of creatives whose purpose is to foster community and provide an easy reference for editors, event organizers, and clients looking for black talent. BAD Guild just celebrated its one-year anniversary with a roster that includes some 100 names, including industry icons like Sheila Bridges and Rayman Boozer. **“Now,” says Barnett, “there are no excuses” for a lack of diversity in design.** —Hadley Keller



VISIONARIES

@modernnetzero



Marc and Anna Cléjan

Modern NetZero

MAKING YOUR HOME greener can feel like a series of small steps: swapping in LEDs, composting. That’s why Marc Cléjan, whose background is in alternative energy, and his wife, Anna, a designer, founded Modern NetZero: to help clients design homes that produce as much energy as they consume (hence the name). They also build spec homes in East Hampton, New York, to introduce consumers to eco-friendly design possibilities. **“When they see this ultra-modern, ultra-beautiful, totally green, totally energy-efficient home, people are jumping at it,”** says Marc. And if folks aren’t motivated by altruism or Greta Thunberg, the lower utilities bills should seal the deal. —Kaitlin Menza

Ian Yang

Gantri

IMAGINE A PLATFORM that could help designers bring their wildest design dreams to life—and to market—without unnecessary waste, risk, or overhead. Stumped? Gantri is using 3D-printing technology to do just that. “Many of our designers are already creating concepts for their followers on social media,” says CEO and founder Ian Yang, who launched the brand in 2016. These unique designs—inspired by badminton birdies, hot-air balloons, and geometric shapes—**become sustainably made lamps at good prices.** On the docket for this year: a bigger factory and new designers, products, and categories (floor lamps and sconces, oh my!). —Brittney Morgan



@gantri

@interior define



Christina Holland

Interior Define

IN HER FREE TIME, Christina Holland renovates and flips houses. As the new chief merchant at custom furniture retailer Interior Define, she aims to flip an industry. “We’re not only focused on bringing great design to our clients at an affordable price point,” says Holland, **“but on offering products that make their lives easier.”** Sofas can be custom-sized to four-inch increments, with varying seat depths, and available in soft (Oeko-Tex-certified) performance fabrics. “Because let’s face it, we spend a lot of time on our sofas.” —Kelly Allen

PHOTOGRAPHERS: ALARIC CAMPBELL (PORTRAIT OF MALENE BARNETT); MALENE BARNETT (CERAMIC); KELLI DELANEY (PORTRAIT OF ANNA AND MARC CLÉJAN); ILLUSTRATOR: BRETT AFFRONTI.

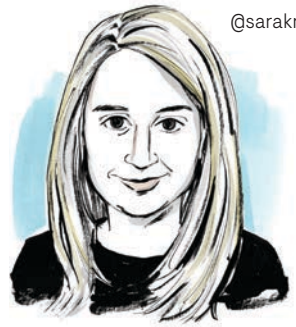


@caclosets

Jill LaRue-Rieser

California Closets

WITH TWO DECADES of experience building lifestyle brands, Jill LaRue-Rieser had no trouble revolutionizing California Closets, a leader in organizing solutions for the home, as its SVP and chief merchandising officer. **“We’re not only making people’s lives easier, but more beautiful,”** says the executive, who spearheaded the company’s e-commerce platform launch and its latest offerings, which include the brand’s first customizable, modular storage collection (a Martha Stewart collaboration). **“We’re seeing customers who move more often and don’t want a permanently installed closet,”** says LaRue-Rieser, **“but still want functionality.”** —Allen



@sarakravet

Sara Kravet

Kravet

A FAMILY BRAND known for its fabrics and wallcoverings, Kravet has continually reimagined itself over its 100-year history. In her role as VP of Furniture, the founder’s great-great granddaughter Sara Kravet has helped usher in such innovations as QuickShip and Workspace, a modern, self-service showroom. This spring, **they’ll unveil iCreate, which allows full customization of furniture pieces.** **“Designers can truly tailor-make the pieces they need—from frame to finish to fabric,”** she says. **“Offering the ability to visualize before ordering is the next generation of service.”** —Carisha Swanson



Gary Friedman

RH

AS A CHILD, Gary Friedman relished lunches at the department store—an apt memory given the current retail strategy of RH, where he is chairman and CEO. Recently, RH—which popularized to near-ubiquity monochrome, luxe-meets-industrial-modern—**has pivoted to larger Galleries,** where furniture is displayed on multiple floors and customers can enjoy wine in the restaurant. The double down on brick-and-mortar stands in stark contrast to the e-commerce era, but if the lines for Sunday brunch are any indication, it’s a hit. —Keller

Christiane Lemieux

The Inside

LIVE BEYOND THE BEIGE. It’s a rallying cry for Christiane Lemieux, cofounder and CEO of quick-custom furniture brand The Inside, which means **“living your truth without prescribed ideas and self-imposed limitations.”** The brand’s use of digitally printed fabrics, available in everything from buffalo checks to Scalamandré zebras, allows it to turn out made-to-order furniture for an affordable price—and deliver it in just weeks. The result? Freedom to infuse your home with bold colors, personalized pieces, and way less beige in a heartbeat. —Morgan



@christianelemieux

Michael Diaz-Griffith

New Antiquarians

WHEN DIAZ-GRIFFITH began hosting salon-like gatherings for his antiques-loving friends to convene, discuss, and learn from each other, **“it was almost a support group,”** he says. Their numbers quickly grew. Last year, Diaz-Griffith founded the New Antiquarians, an organization “for younger people in the antiques world who needed a space to exchange ideas.” Strong attendance at the group’s events proves he is onto something: “There’s a massive amount of interest in antiques; Our goal is to help those with even a casual interest to become tomorrow’s connoisseurs.” —Keller



@michaeldiazgriffith



@heathceramics

Robin Petravic and Catherine Bailey

ONE THING WAS CLEAR when Robin Petravic and Catherine Bailey relaunched Heath Ceramics in 2003: Their customers wanted products made by real artisans. That instinct pushed their business forward, allowing **Heath to expand from dinnerware to new categories, thanks to skilled craftspeople** (its latest, Heath Sews Studio, has practical, impeccably sewn bags and accessories). “I never believed we were just ceramics. We’re a set of values that show through our product,” says Bailey, who put the couple’s family cabin on Airbnb so fans could experience Heath as it was envisioned. “The most beautiful thing is connecting to each other.” —Swanson

Heath Ceramics



Plaza tray set. \$105.
heathceramics.com



Barbara Karpf

DecoratorsBest

BACK IN 2004, when DecoratorsBest.com launched, it was the first e-commerce site allowing everyday people to buy trade-only fabrics and wallpaper. Big names like Ralph Lauren and Robert Allen signed on right away, with other heavy hitters following suit. Having successfully weathered the rise of e-commerce, business booms. **“What I like to do is take a certain amount of the profit and put that back into the company,”** says Barbara Karpf, the brand’s founder and president. “Whether it’s expanding our reach with marketing or investing in technology, we’re looking at new products all the time.” —Menza



@decoratorsbest

Justina Blakeney

Justina Blakeney

EQUIPPED WITH 374,000 Instagram followers (plus blog readers), designer Justina Blakeney is in a position to influence—and affect change. To “bring some beauty into the lives of families,” she’s teamed with Pen & Napkin, a nonprofit that pairs people transitioning from homelessness with designers who help furnish their homes. **“An empty house does not make a home,”** says Blakeney, who, with partners, furnished an entire home for a family. “I hope that I’m helping to make good design accessible to people from all walks of life.” —Hadley Mendelsohn



@justinablakeney



@stickleyfurniture

Marissa Brown

Stickley

AFTER A DECADE at Martha Stewart, industry vet Marissa Brown took a risk: She cold-called Stickley, the century-old furniture manufacturer known for its pioneering role in the American Arts and Crafts movement, and (politely) suggested a revamp. Two years later, Brown has garnered industry-wide accolades for her work at the brand, launching two collections that marry the company's craftsmanship with a fresher, more modern perspective. "I'm creating things I want to live with, that my friends would want to live with," she says, "and maybe even changing the minds of people who are hesitant about Mission furniture!"
—Emma Bazilian

Alex Le Roux, Evan Loomis, and Jason Ballard

ICON



3D-printed home in Tabasco, Mexico. [icon build.com](http://iconbuild.com)



@icon3dtech

3D-PRINTING TECHNOLOGY can be bewildering. We can print guns now? Human organs? ICON, founded by Alex Le Roux and college friends Jason Ballard and Evan Loomis, has cut through the fuss to seize an opportunity: They 3D-print *entire houses*—because doing so might actually save lives. ICON built the nation's first 3D-printed house in Austin, Texas, in 2018, and in 2019, it began creating an entire neighborhood of 500-square-foot homes for families in Tabasco, Mexico, who were living in extreme poverty. Says cofounder and CEO Jason Ballard, "Frankly, it's time for humanity to think about a new paradigm." —Menza



@dimshome

Eugene Kim

DIMS.

"DIMS WAS BORN out of a very simple idea—to create original designs that are forward-looking, sustainably made, and accessibly priced," says Eugene Kim, who launched the furniture brand in 2018 with a very curated product line: just four tables (a trolley, dining table, coffee table, and side table). In a year's time, they added a vanity and table light, and a dining chair just debuted. **The focus, rather than endless options, is curated quality.** "We work with independent designers who create exciting, inventive works," says Kim. "Our brand is not just about getting rid of the middleman. We are building an ecosystem of creative talent that we believe can change the world."
—Amanda Sims Clifford



@bsallick

Barbara Sallick

Waterworks

"I HAVE SIX WORDS that have been my guide forever," says Barbara Sallick, founder of American kitchen-and-bath brand Waterworks. "**Balance, proportion, scale, and good, better, best.** Those words have allowed me to design truly amazing products that stand the test of time." As technology continues to enter homes, Sallick believes customers will be drawn more and more to tactile elements. So the fact that her now-iconic brand is known for fittings, fixtures, lighting, vanities, surfaces, and hardware crafted with real, organic materials is no surprise. —Swanson

PHOTOGRAPHERS: KAT WIRING (PORTRAITS OF MARISSA BROWN, BARBARA SALLICK); JOSHUA PEREZ FOR NEW STORY (HOME); BUFF STRICKLY AND (PORTRAIT OF JASON BALLARD, ALEX LE ROUX AND EVAN LOOMIS); JENSEN HANDE (PORTRAIT OF JORDAN AND ANNE ENGLAND); WESTON WELLS (PORTRAIT OF JAMIE DRAKE); COURTESY OF A SENSE OF HOME (PORTRAIT OF GEORGIE SMITH); ILLUSTRATOR: BRETT AFFRANTI.

Anne and Jordan England

Industry West



Habitus bar stool. In Green and Walnut. \$285. industrywest.com

“WE WANT TO CREATE quality furniture that’s not going into a landfill after a year,” says Jordan England, cofounder, with his wife, Anne, of Industry West. It was 2009, right before the e-comm boom, when it launched—and not long after, calls flooded in: restaurant designers seeking 80 barstools; mass orders left and right. Last year, Industry West opened a New York store, and this summer will see its first “workspace” collection with office designer Dani Arps. **Jordan says staying agile has been essential to growth:** “We’ve created an environment where we can constantly bring in new product, adapting our physical and online space to fit.” —*Swanson*



@industrywest



@ford
huniford

James Huniford

Design on a Dime

IN 2004, NEW YORK designer James Huniford saw a need. **“Homeless people living with HIV were not getting enough attention.** Something needed to be done—quickly.” Who better to step up, he reasoned, than home designers? Huniford rallied five peers for the first Design on a Dime, in which decorators create rooms from donated wares that are then shopped by the public. New York was hooked. “You never know what you’re going to find,” says Huniford. Since then, yearly events have raised more than \$17 million in support of ending AIDS and homelessness through Housing Works. —*Clifford*

Jamie Drake

Jamie Drake

PHILANTHROPY RUNS deep for designer Jamie Drake. Any given day may find him campaigning for the Immigration Equality foundation, granting funds through the New York Community Trust, or providing decorative arts training to vulnerable communities as board chair of The Alpha Workshops. “As designers, we have an enormous opportunity to be conscious citizens,” he says. **“Taking a stand inspires others to follow suit.”** —*Bazilian*



@designerjamiedrake

Georgie Smith

A Sense of Home

“NUMEROUS STUDIES have found that if a family or an individual can’t make an empty apartment feel like home, they will vacate the space and the homeless cycle begins, or gets worse,” explains Georgie Smith, the founder of Los Angeles-based A Sense of Home. **“How productive we are as**

citizens—as employees, as students—rests upon our home environment.”

Her company takes a systemic approach to solving this issue, rallying volunteers to furnish and decorate homes for individuals aging out of the foster-care system. They even use donated furniture, so it’s “never sent to landfills, but always given a second life.” —*Mendelsohn*



@asenseof
homeorg