

THE  
**domino**  
APARTMENTS AT  
**15 WILLIAM**



Introducing: **the  
Mitchell Gold  
+ Bob Williams  
Apartment**  
BY JENNY NORRIS

Here's a sneak peek inside domino's new "shophouses"—upscale condos decorated by creative young designers with the help of some of our favorite furniture brands at 15 William Street in NYC's hot Financial District.

photographs by  
BRETTANY AINSWORTH  
design by  
JENNY NORRIS



**STEP INSIDE THE  
MITCHELL GOLD + BOB  
WILLIAMS APARTMENT**

Since introducing her namesake firm in 2011, designer Jenny Norris has been transforming interiors with her laidback, minimalist style. With her keen eye for timeless furnishings and affinity for spatial balance, Norris used her shophouse collaboration with Mitchell Gold + Bob Williams as an opportunity to make a bold statement with a few of their signature retro-glam pieces. By carving out defined spaces—living room, dining area, den, and so forth—throughout the airy two-bedroom home, Norris sprinkled the place with classic silhouettes, rich textiles and hip artwork to create a comfortable but cool ambience. "When I walked into the space it felt so lofty and sophisticated," Norris explains. "My goal was to keep that airy ambience alive while creating a few glitzy moments."

HORIZON PINT  
SAMPLE

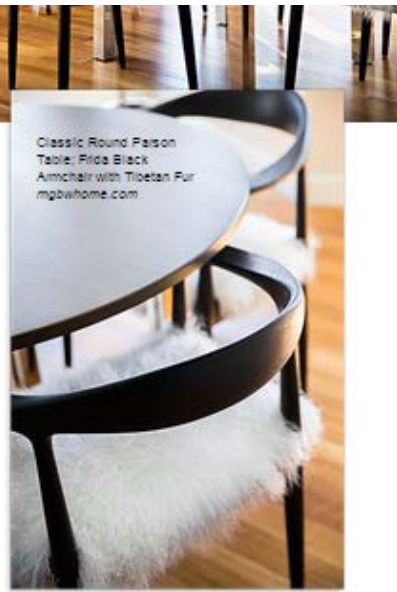
Benjamin Moore

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LaSalle Bar; Anjelica and Jack  
Photograph; Bar Accessories  
mgbwhome.com



Classic Round Parson  
Table; Fido Black  
Armchair with Tibetan Fur  
mgbwhome.com



Nico Return Swivel Chair; VanDyke Media Console;  
Allure Side Table; Shimmer Quartz Rug  
mgbwhome.com



Products seen here  
can be purchased at  
[mgbwhome.com](http://mgbwhome.com)



“THERE'S A TRULY AUTHENTIC BUT CLASSIC VIBE  
TO THE APARTMENT, THANKS TO THE PIECES  
FROM  
MITCHELL GOLD + BOB WILLIAMS.”



Tangdon Gray Pillow  
mgbwhome.com



Desmond Sofa; Gloson Onyx  
Pull-Up Table; Alopa Pillow  
mgbwhome.com



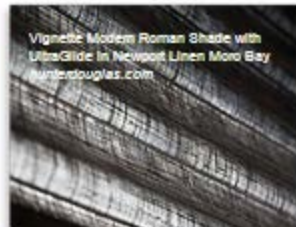
Reese Sofa in Charcoal Tonal Tweed; Bel Air Slide Table; Mila Table Lamp  
 mgbwhome.com  
 ART: "Varnasi Street Style" and "Jodhpur Street Style" by Jenny Norris domino.com/summer15



The right amount of natural light was filtered through dreamy window coverings by Hunter Douglas



Maxwell Floor Lamp, Round cocktail Table, Cream and Navy Patterned Pillows, Adelle Chambray Pillow, Champagne Rug in Sterling  
 mgbwhome.com



Vignette Modern Roman Shade with UltraGlide in Newport Linen Moro Bay  
 hunterdouglas.com



WESTCOTT NAVY PINT SAMPLE

Benjamin Moore

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Austria Woven Textured Roller Shades in Zen Reflection  
 hunterdouglas.com



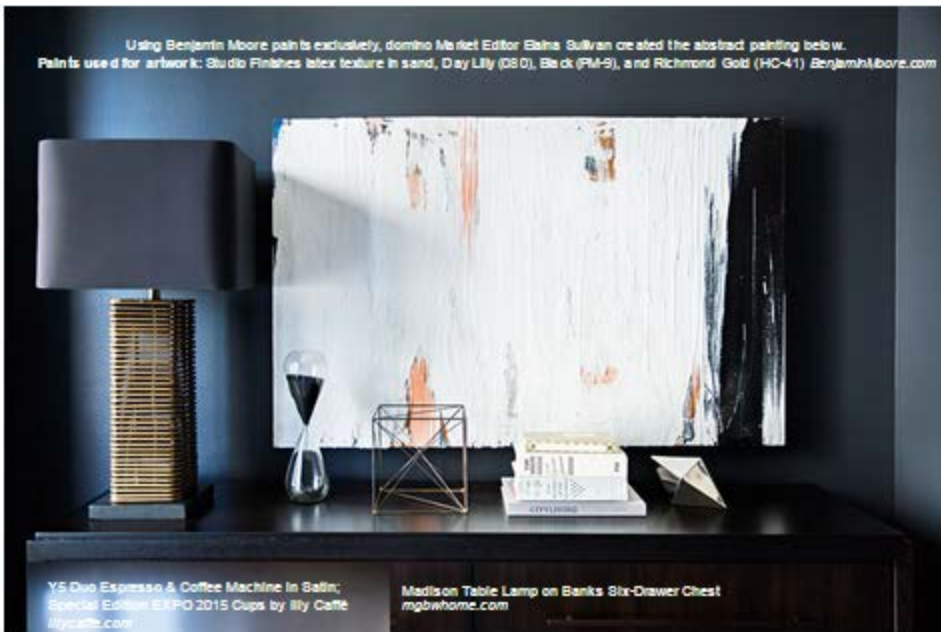
NORRIS GAVE US VERY REAL IDEAS AND INSPIRATION FOR FURNISHING A CLASSIC MODERN NYC HIGH-RISE APARTMENT IN A WAY THAT STILL FEELS WARM AND WELCOMING.

- MITCHELL GOLD + BOB WILLIAMS



Dame Judi Bench in Nuance-Dove  
 mgbwhome.com

Using Benjamin Moore paints exclusively, domino Market Editor Balna Sullivan created the abstract painting below. Paints used for artwork: Studio Finishes latex feature in sand, Day Lily (D80), Black (FM-9), and Richmond Gold (HC-41) BenjaminMoore.com



YS Duo Espresso & Coffee Machine in Balin; Special Edition EXPO 2015 Cups by Illy Caffè illycaffè.com

Madison Table Lamp on Banks Six-Drawer Chest mgbwhome.com



*What a sleek touch to the kitchen - Illy Caffè espresso machine and cute cups + saucers!*



Slocum Platform Bed in Palms Slate; Affinity Collection Coverlet and Shams in Mist; Long Wool Pillow in Taupe; Hand-Dip-Dyed Pillows; Adelle Pull-up Table in Pewter mgbwhome.com

## Q&A with Mitchell Gold + Bob Williams

### HOW WOULD YOU DESCRIBE THE MITCHELL GOLD + BOB WILLIAMS APARTMENT AT 15 WILLIAM?

It's a very chic and stylish bachelor pad that is also notable for being incredibly comfortable. The space is very modern, but in a soft and soothing way, and the furnishings don't take away from the incredible views.

### WHAT MADE THIS PROJECT ESPECIALLY FUN FOR YOU?

We love all things domino, and the opportunity to participate in a shophouse was especially appealing because it makes things so accessible to our customers. It gave us the chance to share not only our furniture but also our style of comfortable living with people.

### WHAT DID YOU LOVE MOST ABOUT WHAT JENNY NORRIS DID WITH THE MG+BW PIECES IN THE SPACE?

Seeing how she combined our pieces with all of the wonderful photos she took in her travels and her own personal collectibles. For instance, in the den, Jenny flanked our high-gloss gray-lacquer Bel Air storage cabinet with industrially inspired Fritz bookcases. And in the bedroom she used a chandelier that we often show in our dining room settings. She mixed our pieces in unexpected ways.

### TELL US SOMETHING POTENTIAL BUYERS WOULD WANT TO KNOW?

It's a well-planned space for everyday living as well as entertaining and overnight guests. You could move right in, add some personal collectibles of your own, and live your life in comfort and style.



FRENCH BERET PINT  
SAMPLE

Benjamin Moore

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*special thanks to*  
**Mitchell Gold**  
**+ Bob Williams**