

Domino magazine introduces first-ever 'shophouse'

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With the Domino ShopHouse, **Domino** magazine marries a pop-up shop with a designer showhouse. Guests can tour the four apartments and buy what they see in the rooms, which have been designed by **Dekar Design** with **Ballard Designs**, **Antonino Buzzetta Design** with **Homeware**, **Jenny J. Norris Interiors** with **Mitchell Gold + Bob Williams**, and **J + G Design** with **Thomasville**. Located at 15 William Street in the Financial District, the space is set to open to the public with a preview party on March 31.



Clockwise from top left: Dolores Suarez and Caroline Grant of Dekar Design, Antonino Buzzetta, Jenny J. Norris and Jennifer Hunter and Georgie Hambright of J + G Design.

Here's how it works: each designer will be paired with one company, and each pair will design one of four apartments. The partnership is mutually beneficial, according to *Domino* editorial director **Robert Leleux**. By pairing up-and-coming designers, the company has the opportunity to update its image while the designers have a showhouse opportunity—not to mention room for carte-blanche creativity (and a major company footing the bill).

"This first-of-its-kind project will be a new domino signature - and has been a wonderful collaboration between young designers and established companies that are open to having their brands interpreted in fresh, exciting ways," said **Beth Brenner**, *Domino's* chief revenue officer.



15 William

Additionally, the ShopHouse, which will be open through September, provides a place for the designers to meet future clients. Moreover, viewers who like what they see in each apartment will be able to purchase items directly from the company or through Domino's e-tailing outlet. To facilitate the shopability of the ShopHouse, each apartment will have its own online story on Domino and will link back to each company, and will be shot for the summer issue of the magazine, with stills credited with item locations and prices.

Each apartment will contain a product list, and possibly a catalog. Each apartment will also be available to be purchased as furnished. After the opening night, members of the public will have to make an appointment with the **Elliman** sales team to view the apartments.

The catch? Each designer will only be able to use the products of the company he or she is paired with, as well as Benjamin Moore paint, Hunter Douglas window treatments, outside art and vintage and non-competitive pieces. The challenge is to present an element of surprise and reinterpret traditional and established styles. Designers will also match an Illy Caffè espresso machine to their apartment's kitchen decor. Illy will send the designers the machine of their choice, as well as stock the cabinets with Illy products.



Designers will be able to use spaces such as this as an empty canvas. Images courtesy of 15 William.

The ShopHouse was conceptualized around the question “wouldn’t it be interesting if...” and the idea that this is “not your mother’s showhouse, not Kips Bay,” according to Leleux.

“We wanted to broaden the circle and open the door to new, big opportunities for young designers who might not have access to such opportunities,” said Leleux. “It’s like the kids are taking over.”

Additional sponsors include [Hunter Douglas](#), [Benjamin Moore](#), [Illy Caffè](#) and [Douglas Elliman](#).