

Interior Design: New York show houses become 'shop houses'

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Sotheby's, the name associated with fine furnishings and artworks that sell for record-breaking sums, has staged a show house covering 6,300 square feet of its New York offices, showcasing pieces for an April 20 auction in a home-like setting.

In Manhattan's financial district, Domino magazine has opened its "ShopHouse" of furnishings in four apartments at 15 William, a 47-story building where a dozen available condos were listed at \$1.1 to \$2.8 million, excluding taxes and fees.

Despite the posh setting and the fact that the Domino ShopHouse is open by appointment only, Robert Leleux, Domino's editor, says the settings tap talented young designers to reinterpret what in some cases are more

traditional brands for decorative environments that would resonate with a new generations of buyers. He characterizes the target customer as one who would pair an H&M outfit with Manolo Blahnik footwear.

"Every company I know of deals with the same challenge: How do you continue to honor your base customer while speaking to a larger audience without giving the impression that you are forsaking your base," Leleux says.

The Domino ShopHouse and the Sotheby's show house both have a goal of bringing in affluent younger buyers and exposing them to costly collectibles, antiques and established older brands in settings that might make them seem more accessible and desirable.

Sotheby's brought in 13 interior designers and design firms to work nearly 300 auction items into more than a dozen "rooms" for the show house. It will be open 10 a.m. to 5 p.m. through April 19 on the fifth floor at 1334 York Ave. in Manhattan. The Sotheby's show house is a smart spin on the auction preview, showing any visitor how various furnishings, artwork, lighting, tableware and more fit into the designer-dressed spaces. Co-sponsored by [Architectural Digest](#) magazine, it has the effect of bringing to life stylized rooms from a design publication. Margaret Russell, Architectural Digest editor-in-chief, hosted an invitation-only show house preview on Monday.

Even those who don't have pockets deep enough to compete for items that range from "a few thousand to \$250,000" can still go and check things out.

No haughty attitudes at the door here (I went to be sure of this), and beyond the show house there is finery on other floors that some might only dream of owning -- the stunning **inlaid (pietra dura) Italian tabletop**, the set of **botanical engravings** in complementary botanical frames.

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If you're artsy, fun accents in designer Ellie Cullman's show house living room might make you wonder if encasing a pair of significant stilettos in Lucite cubes is a job you could pull off yourself. Look for the designer version in the video above where Andrew Ogletree, head of English furniture for Sotheby's, discusses how the show house helps put valuable pieces in context for buyers who would want to live with them.

Domino ShopHouse



A room from the Domino ShopHouse at 15 William, a family-friendly highrise in Manhattan's financial district.

Brittany Ambridge

All the furnishings and accessories in the Domino ShopHouse units are for sale either at Domino.com or through the participating brands. Conveniently, the Domino ShopHouse spaces are doubling as well-styled model units for prospective buyers of the condos at **15 William St.** In what Leleux describes as a win-win project for all, each of the four units was outfitted by up-and-coming designers with sponsor-provided furnishings and accessories. One room uses

pieces from **Thomasville Furniture**, while another is outfitted with items from **Mitchell Gold + Bob Williams**. The other two rooms have furnishings from **Ballard Designs** and the online home furnishings brand **Homeware**. Hunter Douglas provided custom window treatments for each apartment, and walls were painted in Benjamin Moore colors.

The apartments are being featured on Domino.com and will be shown in the summer issue of the resurrected print magazine, now published quarterly. The units will be open for touring through September.

Leleux and Beth Brenner, Domino's chief revenue office, worked together on the **Domino ShopHouse**, and they assure readers that it is open to the public, free of charge (and, hopefully, free of drama). The units themselves will eventually be available for purchase through Douglas Elliman, and appointments to view the Domino ShopHouse should be made through the company by emailing shophouse@elliman.com.