

ARCHITECTURAL DIGEST

THE INTERNATIONAL MAGAZINE OF INTERIOR DESIGN

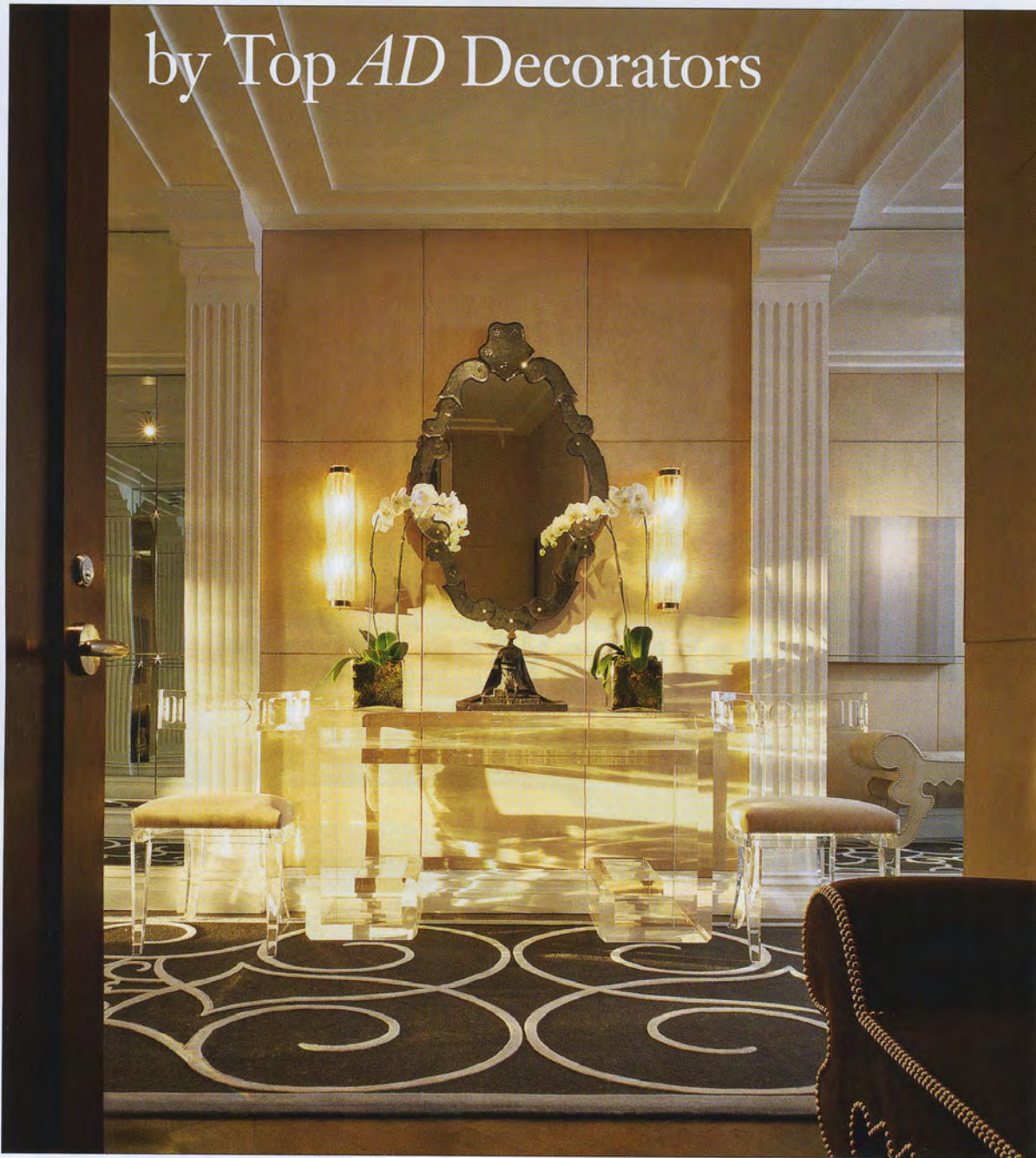
FEBRUARY 2004

BEFORE & AFTER

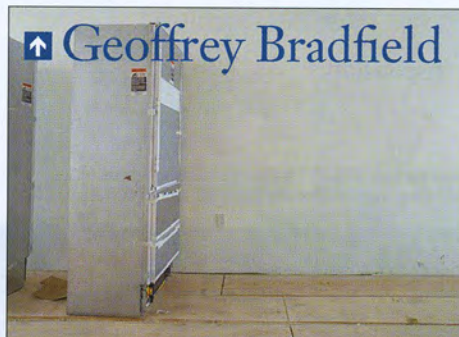


ARCHITECTURAL DIGEST's *First and Only* DESIGN EXHIBIT

by Top *AD* Decorators



RIGHT AND ABOVE: For the entrance hall of show house Apartment 73A at Time Warner Center, Geoffrey Bradfield introduced pilasters and moldings and designed a Lucite console and chairs for “a decidedly Art Moderne feel.” The sculpture is by Lynn Chadwick. Stark carpet.



It takes exactly 30 seconds to get to the 73rd floor of the new Time Warner Center. The elevator has barely moved, or so it seems, when the door opens and there you are. Thousands made the trip last fall to Apartment 73A, to see what life might be like in the building that has come to symbolize the new New York. Eleven interior designers had spent months in this 4,000-square-foot apartment, meditating on drywall and the

DESIGNERS FROM THE AD 100 MAKE RAW SPACES WITH SOARING VIEWS COME ALIVE AT NEW YORK'S ONE CENTRAL PARK AT TIME WARNER CENTER

Apartment 73A

Text by Stephen Drucker
Before Photography by Billy Cunningham
After Photography by Scott Frances

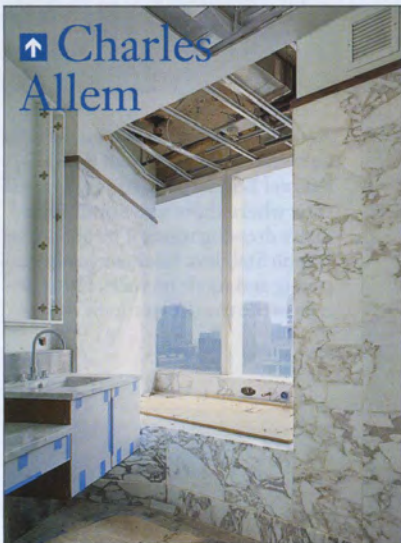


delicate psychology of living above the birds. From Elissa Cullman's tiny Den of Don'ts to Victoria Hagan's frosty dressing room for a Bond Girl, each room had been analyzed with Freudian intensity: the expanses of glass, the dramatic angles and the people likely to be attracted to them, the designers never forgetting that it is one thing to visit the 73rd floor and quite another to wake up there.

The pressure was certainly on Geoffrey



LEFT AND ABOVE: Joanne de Guardiola strove to evoke "spaces floating within spaces" for the living room. Mies van der Rohe Barcelona daybeds join ancient Indian sculptures and a 1990 Roy Lichtenstein work. Clarence House fabric on circa 1775 English chairs. Stark carpet.



↑ Charles
Allem

LEFT AND ABOVE: "I wanted it to be a refuge of supreme tranquillity," Charles Allem says of the bath. "The tub was placed to take advantage of the spectacular view." Kohler tub. Clarence House shade fabric. Waterworks towel bars, tissue box, tray, soap dish, stool and wastebasket.

Our reclusive mogul is a fiction, but *AD's* vision of a designer show house in high-altitude form materialized gorgeously.

spaces richly invested with refined detail that deliver a maximum impact with a minimum of clutter or flamboyance.

According to French folk wisdom, "*le lit est une bonne chose; si on n'y dort, on s'y repose*" ("A bed is a good thing; if one doesn't sleep in it, one rests on it"). Thomas Pheasant's deft translation of the proverb took the form of an exquisitely distilled guest room that functions as a self-contained pied-à-terre: a refuge from sensory overload conse-