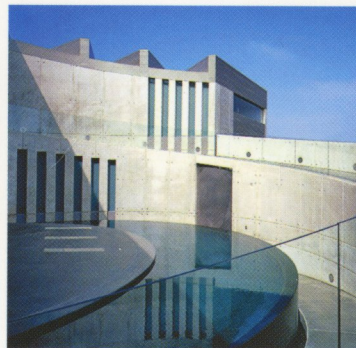


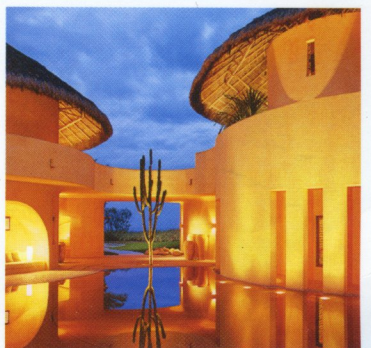
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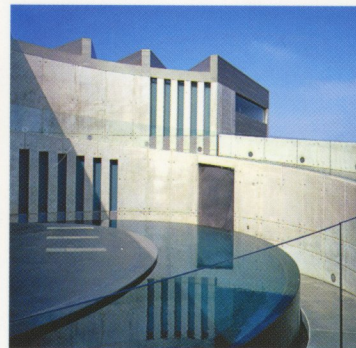
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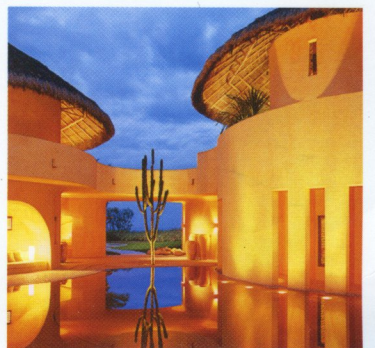
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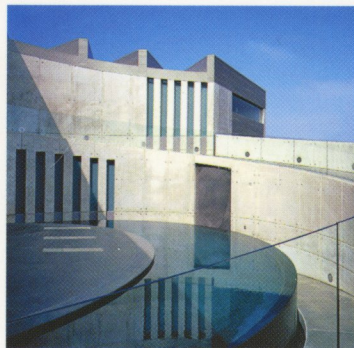
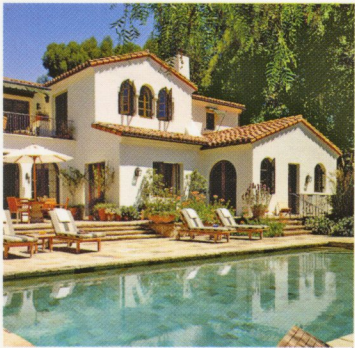
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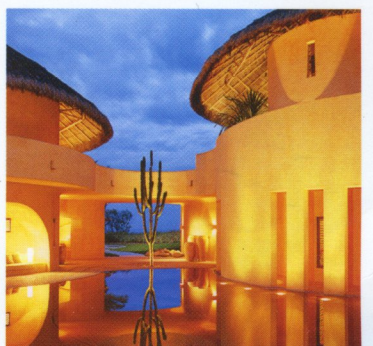
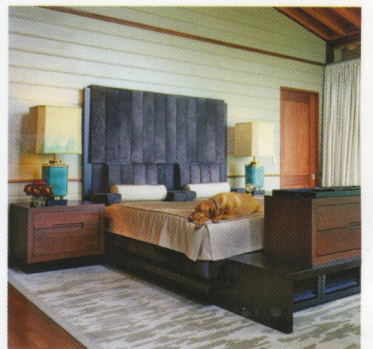
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Charles Allem

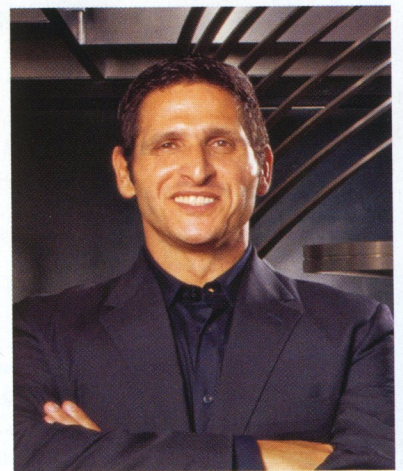


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“Allow the design process to evolve with an open mind.”

Embrace all periods of design,” advises Charles Allem. The Miami-based interior designer, who has a staff of 12, is known for glamorous interiors characterized by sumptuous materials and sleek compositions. He cites the Metropolitan Museum’s majestic Temple of Dendur, dating back to 15 B.C. Egypt, as an inspiration. Now stripped of the vibrant color that decorated it millennia ago, it is still awe-inspiring for the grandeur of its architecture and scale. So it’s not surprising that, when he enters a room, “architecture and scale” are what the designer registers first. To highlight these aspects, which he considers the backbone of an interior, Allem urges clients to keep rooms from being fussy:

“Edit! Edit! Edit!” he orders. “Know how and when to draw the line.” Allem, who grew up in Johannesburg and has had offices in New York and Los Angeles, notes a widening interest in design. “Style and design have impacted so many people, due to home-decorating shows and the ever-increasing audience of design magazines,” he remarks. For both residential and commercial projects, Allem custom-designs many of the pieces, including tables, sofas, carpets and lighting. Although he brings a fresh, contemporary feel to all that he touches, “there is nothing truly new,” he admits. “Everything today is just a reinterpretation of the traditional school of thought. Even the most modern design has roots in the old school.”



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