



SHAKEN, NOT STIRRED

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The jungle of leather sofas and oversized televisions that's shorthand for a bachelor apartment is cliché for a reason: it's all too often true. "It's kind of the default," admits Jennifer Jones of Niche Interiors. So she was pleasantly surprised when she met her new client, who asked for a redesign of his San Francisco home. "That was not the vibe he wanted," she says.

"He was very articulate in describing how he wanted the space to feel," Jones remembers, using words like artistic, moody and sexy. "A lot of clients can't do that." He liked deep reds and golden ochres. "We don't typically get the opportunity to do really bold colors in the warmer tones," she says. "So we knew from the outset that this was going to be something unexpected."

That starts with the rich oxblood red ceiling that punctuates the public rooms on the upper level. "It felt like a fun and very unexpected way to bring in a big swatch of color," Jones says. Its vivacity is grounded by dark gray, used for the trim, that highlights the home's original turn-of-the-last-century details. The steely hue also adds an industrial sheen, establishing the subtle tension between old and new, modern and antique, that makes these spaces come alive.

That's confirmed by the lighting. "The fixtures we chose were key to helping set the mood we were going for," Jones says. "They have a good blend of edgy and cool." Zia-Priven's Helios in Blackened Steel sets the tone for the living room, while Fuse Lighting's Vail chandelier leads the charge in the dining room. "These rooms are open to each other," Jones says. "So the challenge was to pick pieces that complemented each other but didn't compete."

After over a decade and a half in business, Jones and her team approaches their work intuitively. "It comes from the experience of making the hundreds and hundreds of decisions that go into creating these projects," she says. "We're not intentionally thinking, 'Oh, the curve of the Marmol Radziner coffee table (found at Jean de Merry) mimics the pattern in the Vaheed Taheri rug,' but then, on install day we'll realize, 'Oh, that's why we picked that.'" It's these minute, subtle details of scale, shape, color, line and texture vibrating between furniture, accessories, lighting, rugs and wall coverings, however, that make a space feel cohesive.

Take that curve. It's also found in the glass shades of the living room's chandelier; in the art, discovered at Simon Breitbard Fine Arts, that hangs over the Dmitly & Co sofa; and in the custom dining table's legs. The triangular shape of the glass shades that cascade down the Fuse Lighting chandelier mirror those found in that room's Fayce textile wallcovering, in the fabric covering the living room's pillows and in the primary bedroom's Holland & Sherry wallpaper. The three-sided shape suggests pennons, a link to Atelier Purcell's Athena console in the foyer, with its shield-inspired silhouette, nodding to the barely perceptible whisper of medieval iconography that whistles through this home's design. There are the anthropomorphic leanings of the Caste Design daybed, set in the living room's bay window, and the Tacchini armchair, a 1stDibs find. The outline of Natasha Baradaran's Gemma half cabinet finds its match in the cutouts that shape the Gabriel Scott dining chairs.

The home's rich jewel tones sparkle against the subdued backdrop of the public spaces and animate the calm of the private rooms. A citrine banquette shines against the armor-gray of the bespoke bar area downstairs; the distinct amethyst tinge of the chocolate velvet covering the Bright Chair sofa provides the heft needed to balance the vertical thrust of the den's tall custom cabinets. The rich emerald of the Nathan Anthony bed frame in the primary bedroom shimmers against the subtle Holland & Sherry wallpaper.

"He was speechless," Jones remembers of the client's reaction to the space. "He told us that he couldn't believe we nailed it." Jones gives him credit for the space's success. "It's refreshing when a client has the confidence to welcome what we do," says Jones. "It pushes us to take bigger risks and get the results they want." ■ Jennifer Jones, *Niche Interiors*, nicheinteriors.com



