

ELLE DECOR

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INSIDE THE MOST
BEAUTIFUL FLATS,
TOWNHOUSES, AND
SECRET GARDENS
IN THE WORLD



MOLTO STYLISH
IN MILAN
SMART IDEAS
AND DECORATIVE
DELIGHTS FROM
ACCRA TO OSAKA
PLUS: 15 CHIC
WAYS TO MAKE A
DANGEROUSLY GOOD
GUEST ROOM

NEW YORK CITY

PUZZLE PERFECT

Designer Todd Raymond teams up with Workshop/APD on an ingeniously modular overhaul of his own SoHo loft.

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STYLED BY COLIN KING

The living room of designer Todd Raymond's loft, renovated by Raymond with Workshop/APD, in a 1903 building in Manhattan's SoHo. Philippe Hurel sofa in a Métaphores fabric; chair (front) by Xandre Kriel; vintage chairs (rear) in a Sandra Jordan alpaca plaid; floor lamp by Liaigre; vintage sideboard by Vittorio Dassi; artwork by Holly Addi. For details, see Resources.

The story of Todd Raymond's collaboration with Workshop/APD really begins in 2018, when the interior designer applied for a job at the New York-based architecture and interiors firm. One of the principals, Matt Berman, laughs when he recalls the interview. "We met Todd and loved his energy, creativity, and passion," Berman says. "But then he turned us down!"

Raymond ultimately went on to establish his own studio and became a go-to designer focused on modern residential interiors. "It was a lovely surprise," Berman says, when he got a call from Raymond a year later asking to team up on the renovation of his own loft in Manhattan's SoHo neighborhood.

The designer and his lawyer husband had purchased the loft in a Beaux Arts building for its grand wall of windows and intricate wrought-iron facade.

"We were looking at all of these spaces downtown but most were long and narrow," Raymond says. The one they chose is more square than rectangular, with an open floor plan that required creative thinking. "The challenge is that you have windows only on one side," says Berman. "To accommodate this layout, we had to relocate the front entry about 20 feet down the hall, so you enter toward the back of the box."

The living spaces were organized around those windows, while utility rooms were placed in the back. "We wanted the apartment to be an entertaining space," says Raymond. "That was nonnegotiable. We had never really had a place where we could do that. Now we

have dinners or cocktail parties every other week." The apartment was designed to change shape based on whether company is over or it's just Raymond and his husband: The kitchen's island turns into a bar, while the kitchen—sink, coffeemaker, refrigerator—can be neatly hidden behind bifold doors. The range is all that is visible when these doors are closed, and even that can be concealed underneath an oak enclosure.

Opposite the kitchen is the TV room (used rarely and only in the evenings), which leads into the dining area and then the living room. The apartment is designed as a series of architectural secrets, with Berman and his team implementing jib doors, panels, and storage throughout to make the best use of limited space and light. When closed, the kitchen's doors reveal a Max Boyd painting of a traditional

RIGHT: A Paolo Ferrari chaise in a Pierre Frey bouclé in the TV room. 1960s console by Guillerme et Chambron; cocktail table by Opinion Ciatti; chairs by Massproductions; artwork by Michael Angel.

BELOW: Todd Raymond on the terrace.



Australian bungalow—wraparound porch, pitched roof, and all—that reminds Raymond's Australian husband of his roots Down Under. Personal touches pop up everywhere—in the bathroom, a Slim Aarons photograph of a boat nods to the couple's wedding six years ago on Lake Como.

But what came first in the design scheme was color and texture. Raymond's work often trends neutral, but for this home he pushed the palette in a more dramatic direction with such hues as moss and cinnamon. Berman was receptive. "Our work has tended to be lighter," he says, "so we liked that this project trended darker, deeper, and richer." In the dining room, for instance, the two-part table is topped with marbles in volcanic red and earthy brown. A 1950s sideboard by Vittorio Dassi bridges the dining area with the

living room. In the latter, the plaid alpaca wool on a pair of Pierre Jeanneret-style vintage armchairs is echoed in the cut-silk-and-wool carpet.

The main bedroom is cleverly deceptive: Its door is mirrored on one side so that when closed it almost disappears. The effect draws attention back into the living room and creates a clear distinction between public and private space. The room's custom headboard offers lighting, storage, and charging stations, all tucked away behind paneling in fluted oak. "My husband and I are very particular in the way we live," says Raymond. "Everything has a place, and everything has to have meaning." Even Chester, the couple's Norfolk terrier, has his own closet, with toys and dog accessories organized to perfection.

Because of the apartment's circuitous, open layout, Workshop/APD had to devise unique ways to define each space architecturally. "We used the ceiling's geometry to create a sense of rooms, thinking of it as a fourth plane," Berman says. The stepped design cleverly frames each space, while concealing the apartment's wiring and mechanics and stylistically referencing the past. "The building is from the early 20th century, so it made sense to honor that style and language," says Berman.

In this way, the home unfolds, offering a new surprise around every corner. A full rotation around the apartment takes five right turns, from the entry through the kitchen and TV room to the dining room, living room, and finally the primary suite—like a Rubik's cube in sheep's clothing. ■

In the dining room, the marble and brass table is from Madrid's LA Studio Interiorismo. Vintage leather chairs by Luigi Saccardo; chandelier by Apparatus Studio; artwork by Damien Gernay.





ABOVE: A pendant by Joris Poggioli hangs over a custom Grigio Collemendina marble island in the kitchen. Stools by France & Son.

LEFT: The primary bath's custom vanity is in gray travertine. Chandelier, Circa Lighting.

OPPOSITE: Raymond pinned a handwoven, hand-dyed flax textile by Pauline Esparon over the custom bed. Wallcovering by Phillip Jeffries.



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—MATT BERMAN

