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SOHO SENSATION



Nestled within the heart of Soho, New York City, the masterfully curated Soho Loft, a brainchild of the visionary Studio Todd Raymond, unfurls as an awe-inspiring sanctuary where the legacy of yesteryears interlaces seamlessly with the avant-garde spirit of today's design ethos.

Each facet of this residence, from the enduring allure of a 1950s Vittorio Dassi sideboard to the meticulously selected fragrance that gracefully meanders through the sophisticated HVAC system, meticulously contributes to the overarching ambiance.

Inhabiting dual roles as both creator and dweller, Todd Raymond envisioned a project where the very essence of the space's foundational aesthetic retained an unmistakable 'traditional' allure, while the interiors effused a distinctly contemporary panache: a synthesis that reverberates profoundly with Todd's design philosophy.

This creative vision came to fruition through the masterful incorporation of timeless elements around the perimeter, including ornate applied moldings and opulent materials like terrazzo, seamlessly juxtaposed with sleek, cutting-edge millwork in the kitchen, bathrooms, and bar.

The residence is swathed in a richly nuanced color palette, where deep browns, inky blacks, creamy hues, and other calming neutrals form the backdrop, punctuated by invigorating accents of verdant green and warm cinnamon.

Todd sought to imbue the furniture with a sense of expansiveness and liberating openness within this capacious loft, an endeavor that entailed meticulous spatial planning and a keen sensitivity to spatial dynamics.

Among the standout pieces, a vintage 1960s Guillerme et Chambron cabinet takes center stage, delicately illuminated, alongside an extraordinary contemporary table sourced from a renowned Madrid gallery, and a meticulously hand woven tapestry of raw flax linen, an artisanal creation personally displayed above the primary bed, adding a distinctive touch of bespoke elegance.



Previous pages:
part of the living space with a sofa by Philippe Hurel, chairs by Newel Gallery in the style of Pierre Jeanerette. Fabric is an alpaca wool plaid by Sandra Jordan. The floor lamp is by Liaigre. The artwork is by artist Holly Addi and the vessels are by Alison Lousada.

This page:
living room with the Accent chair by contemporary South African artist Xandre Kriel and a vintage 1950's sideboard by Vittorio Dassi.

Right: dresser in the primary bedroom with an artwork by Hunt Slonem.

Below that: television room with a vintage 1960s Guillemet et Chambron cabinet with integrated light, a sofa by Paolo Ferrari and a floor sculpture by Hector Esrawe, Emiliano Godoy and Brian Thoreen with Nouvel Studio

Right-hand page: custom bed/headboard and integrated nightstands by Studio Todd Raymond. The artwork above the bed is a custom-woven raw linen, dyed Olive Green and pinned by Todd Raymond. The entry foyer features art by Gary Simmons and a sculpture by Caroline Blackburn.

Following pages: the loft seen from the kitchen. The light fixture is by contemporary French artist Joris Poggioli and the artwork by Max Boyd. The round artwork in the dining area is by Damien Gernay.



