

ONE FOR THE BOOKS

Jay Jeffers rewrites the design story inside the home of a well-known author

By LINDSEY SHOOK
Photos by MATTHEW MILLMAN

JUST LIKE WRITING A BOOK, renovating and designing a home requires planning, imagination and personality. Jay Jeffers, designer and author of the forthcoming book *Be Bold: Bespoke Modern Interiors*, is known for creating interiors injected with soul, which proved to be the ideal match for a prominent author looking to overhaul a San Francisco high-rise.

Led by senior designer Victoria Nandy, the 3,200-square-foot apartment located in the St. Regis took more than three years to complete with the help of MEMArchitecture and Black Mountain Construction. "Ceiling limitations in this apartment were a big deal," notes Jay Jeffers. "Brian Fogerty Lighting Design and Black Mountain Construction were amazing collaborators in coming up with creative ways to achieve proper lighting and maintain the highest ceiling heights possible."

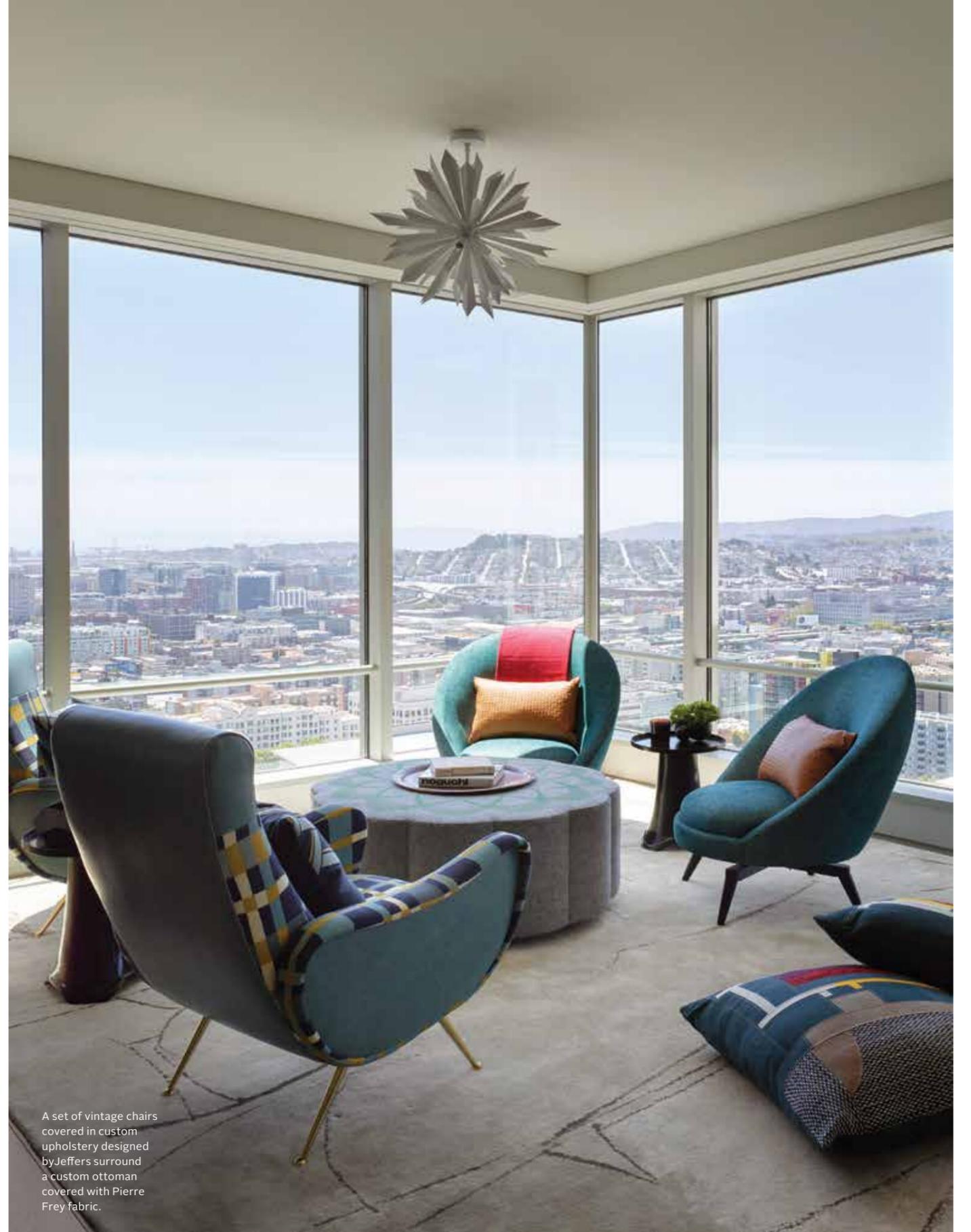
Two adjacent residences were forged seamlessly by MEMArchitecture with details including an ongoing line of windows that further open the space, allowing natural light to flow through.



The designer created a custom dining table out of Pietra Cardosa stone that faces a grand plaster mirror by Jean de Merry and a pair of elongated star sconces by Lika Moore for Blackman Cruz. In the living room, a custom chaise sits behind a table by Stefan Bishop.



The "cuddle puddle" library lounge features a custom shelf that houses rare objects from Amanda Wright, Jay Jeffers for Arteriors and decorative stoneware vases by Gilles Caffier.



A set of vintage chairs covered in custom upholstery designed by Jeffers surround a custom ottoman covered with Pierre Frey fabric.



OPPOSITE PAGE: A pendant by Alison Berger for Holly Hunt sheds light on wallpaper by Fornasetti in this small office area.

THIS PAGE: A custom bed designed by Jeffers, covered in Zoffany fabric, is flanked by a pair of Mon Yeti lamps by Hubert Le Gall; the designer accented a vintage 1940s pedestal leather desk with a Holly Hunt desk chair and a woven neoprene pouf available at Jay Jeffers.

The final result is an expansive unit with boundless views that echoes the client's desire to live in a sophisticated space with bohemian edge. "The client is a very modern woman who is free-spirited as well," notes Jeffers. "She loves clean lines but is not afraid of color and pattern. The inspiration started with her and how she lives her life and the rest evolved from there."

Aspen Screen by Amanda Weil (acquired through the Cristina Grajales Gallery), a work Jeffers and the client quickly fell in love with, set the tone for the remainder of the project. Placed in the foyer, the piece creates an illusion of stepping into a forest in the sky. Once in the main living spaces, you are immediately greeted with expansive city views, pops of vibrant color and a museum-like collection of art and art furniture that is a feast for the senses, including a rare solid bronze coffee table from the Puddle series by Stefan Bishop. "For many of our clients, including this one, it is not necessarily about collecting, but more about if the piece moves them and if it's artisan-driven," says Jeffers. "We love supporting



CLOCKWISE: The powder room is adorned with hand-painted wallpaper by Porter Teleo; Walker Zanger tile adds dimension to the master bath.





artists like Stefan, who do incredible work, and our clients tend to get onboard.”

One of Jeffers’ favorite spaces is an inviting sitting area in the living room that offers views of both San Francisco and the entire apartment. Four vintage chairs adorned in custom upholstery by Jeffers, which sit below a California Sunburst 27 chandelier by Remains Lighting, offer the perfect place to enjoy a coffee or a cocktail.

Each space was designed with a unique experience in mind that evokes the homeowner’s spirit. Jeffers and the team conceived a cubby-like library lounge they call “the cuddle puddle” where the client and guests can relax, read or simply enjoy the city skyline. The small space, which is the owner’s favorite, is packed with high style, including a Vistosi chandelier, Holland & Sherry

wallpaper, a ceramic tray by potter Amanda Wright and a Pierre champagne bucket from Jeffers’ collection for Arteriors. The designer notes of the concept, “Once we presented the idea, she was immediately on board and could picture herself hanging out with friends in this spot.”

The design story continues to unfold in the master bedroom suite, starting with the office where the team playfully mixed a vintage 1940s pedestal desk with an electrifying painting by Sherie’ Franssen and more modern accessories including a neoprene pouf from Jay Jeffers – The Store. Moving into the bedroom, soothing shades of white, beige and gray create a gallery-like setting for a few standout pieces, including a pair of Mon Yeti lamps by Hubert Le Gall and a vintage floor lamp by Jacques Adnet, circa 1950s. The master bathroom



follows suit with rare vintage Italian lighting that complements a wall of graphic tile from Walker Zanger.

Soft neutral shades in the cabinetry and stone play backdrop to several focal points in the kitchen, including a gorgeous metal hood custom-designed by Jeffers, a pair of industrial pendants by Urban Electric Co. and the oil painting by Chris Cosnowski, *Nike with Slit Skirt* (2014).

Like his new book, this project epitomizes Jeffers’ ability to create adventurous, gracious spaces that reflect the charisma of each client. “As designers, we are enlisted to create our clients’ dream home. This is not my apartment; however, it is unapologetically my client’s. It may not be for everyone and I prefer it that way!”



CLOCKWISE: A floating custom hood designed by Jeffers is flanked by a pair of pendants from Urban Electric Co.; a hand-painted ceramic stool by Reinaldo Sanguino sits next to a pair

of vintage woven rattan chairs; a cozy nook covered in fabric from Donghia and Kelly Wearstler is illuminated by vintage Arredoluce sconces.

