

HOMES | HOME TOURS

## Home tour: An art lover's colourful dream apartment in New York

By Karen Tee | Jul 04, 2023



**COVER** The colourful living room features a commissioned artwork by Elizabeth Neel, a Thierry Lemaire Garment sofa, a pair of Equipose lounge chairs from Thomas Pheasant, the Coexist coffee table by Slash Objects as well as an onyx side table by Oskar Peel and Sophie Mensen and lamps by Sander Bottinga sourced from 1stDibs. (All photos: Genevieve Garruppo)

**A Manhattan pied-à-terre is transformed by interior design firm Pembroke & Ives into a vibrant showcase of visual culture in all its myriad forms**

**W**hen American patron of the arts Nancy Magoon found her dream “blank canvas” apartment in the Upper East Side of New York, she knew exactly what she wanted out of the space. Magoon had purchased the pied-à-terre so she could spend more time with family during her visits to the city, while supporting the arts at the same time. She also envisioned the apartment as a space she could fill with even more art.

She enlisted interior design firm [Pembroke & Ives](#) to realise the spectacular makeover of this 4,881 sq ft home, which had never been lived in before. “Nancy’s goal was to have an apartment that allows her to showcase different forms of art, including furniture, lighting, sculptures and wall art,” says Francis Nicdao, principal of Pembroke & Ives.

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**ABOVE** Francis Nicdao, principal and chief creative officer of interior design firm Pembroke & Ives



**ABOVE** The bar area features a fun perforated design on its custom cabinetry

As for Nicdao, he relished the opportunity to stretch the team's creativity through this collaborative project. "It is rare to have a project when we get to take so many risks and make big design gestures," he says. "Our client is very well-travelled and experienced in creating spaces that reflect her personality. Spending time with and learning from her were the most enjoyable parts of the project, especially getting a glimpse into her vast knowledge of the world of art."

The home's whimsical tone is set from the moment one steps into the colourful foyer featuring a graphic console by Hervé Van der Straeten, while a Jeff Zimmerman chandelier hangs overhead. A vase in the shape of Andy Warhol's head by Goshka Macuga is placed next to a Richard Prince text-art work to complete this chic tableau. Lavish as this vignette already is, it is but a hint at even more fantastic discoveries to be made in the apartment.



**PHOTO 1 OF 3** An artwork by Tracey Emin, chairs by Marten Baas, Tsugime table by Chapter & Verse and a Pierre Yovanovitch armchair are among the many conversation pieces in the living room

A well-known hostess among her inner circle, Magoon had requested for flexible spaces for entertaining. The solution: pocket doors that could be opened and closed in the kitchen, living and dining zones to facilitate easy changes in configuration, depending on the occasion. Nicdao also had to take into consideration the room layouts, which are expansive in size but come in a long and narrow configuration. "It was important to ensure the art could be viewed and experienced at various distances and from different perspectives."

In the living room, three distinct areas were created; these range from a lounge area with a Thierry Lemaire sofa to an intimate Chapter & Verse game table with matching seats. The focal points of this wondrous space are a painting by Elizabeth Neel and a custom Misha Kahn rug, which served to inspire subsequent furniture selections. Amid the vibrant scene, a Tracey Emin painting anchors another corner of the living room.



**ABOVE** The art in the dining room is as playful as the furnishings, which include the Tree table by Sebastian Errazuriz and Monster chairs by The Haas Brothers



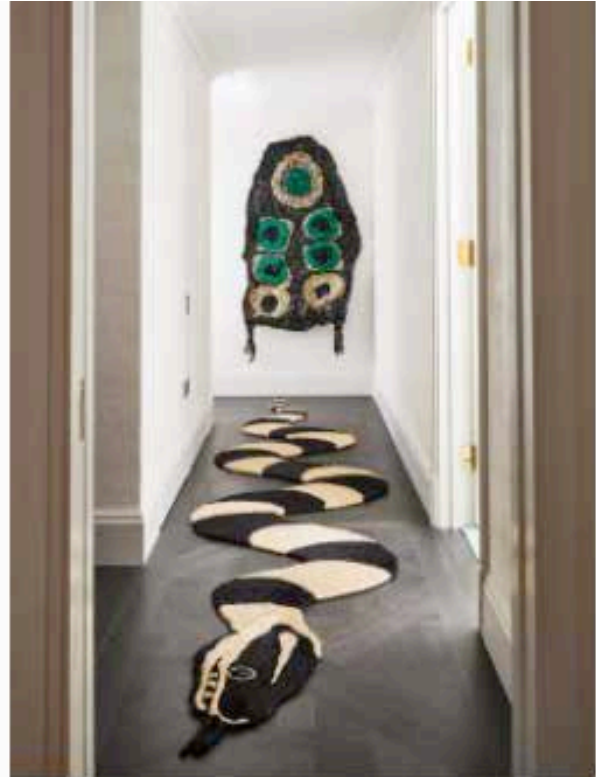
**ABOVE** The Borderline console by Hervé Van der Straeten grabs eyeballs in the entryway

The adjoining dining room is as striking. A chandelier from Rogan Gregory hangs above a dining table by Sebastian Errazuriz, while a pair of Monster Chairs by the Haas Brothers is among the quirky additions to the space. While the sheer number of statement pieces may seem overwhelming, Nicdao says it was important to "not be afraid of getting it right". "Rather than limiting yourself with a specific palette or too many rules, make sure there is enough breathing room around the pieces to ensure there are places where the eye can take a break. The white walls in this home were key."

The designers chose a high-gloss white for the living room, while the hallways and bedrooms feature a textural plaster created in collaboration with Fresco Decorative Painting. "Through the client's direction, everything placed in the apartment was intentional. She wanted every piece to have importance. It was a great exercise for our team in both pushing boundaries and simultaneously editing down."



**ABOVE** In the wardrobe area is the Cirque Gradient chandelier by Giopato & Coombes from Studio Twentyseven



**ABOVE** The custom Serpentine runner is from Patterson Flynn and the wall-hung art by Moffat Takadiwa features found objects such as keyboard keys, toothbrushes, bottle caps and phone digits



**PHOTO 1 OF 3** The Mela Morsicata Apple chair by Studio 65 and a pair of paintings by Sheila Hicks are among the other eye-catching details in the master bedroom.

The same inventive design ethos permeates the private rooms, too. The master bedroom features another custom rug by Misha Kahn, and is complemented by a collectible quilt by Tracey Emin. In its lounge area, a Mela Morsicata Apple chair by Studio 65 sits alongside a floor lamp by Salvador Dali and a 1950 George Nakashima side table.

Reflecting on this exceptional project, Nicdao says: "My favourite part is how the eclectic nature of the pieces all came together harmoniously in the end. It was an enjoyable collaboration all around."