

CALIFORNIA HOMES

The Magazine of Architecture
The Arts & Distinctive Design

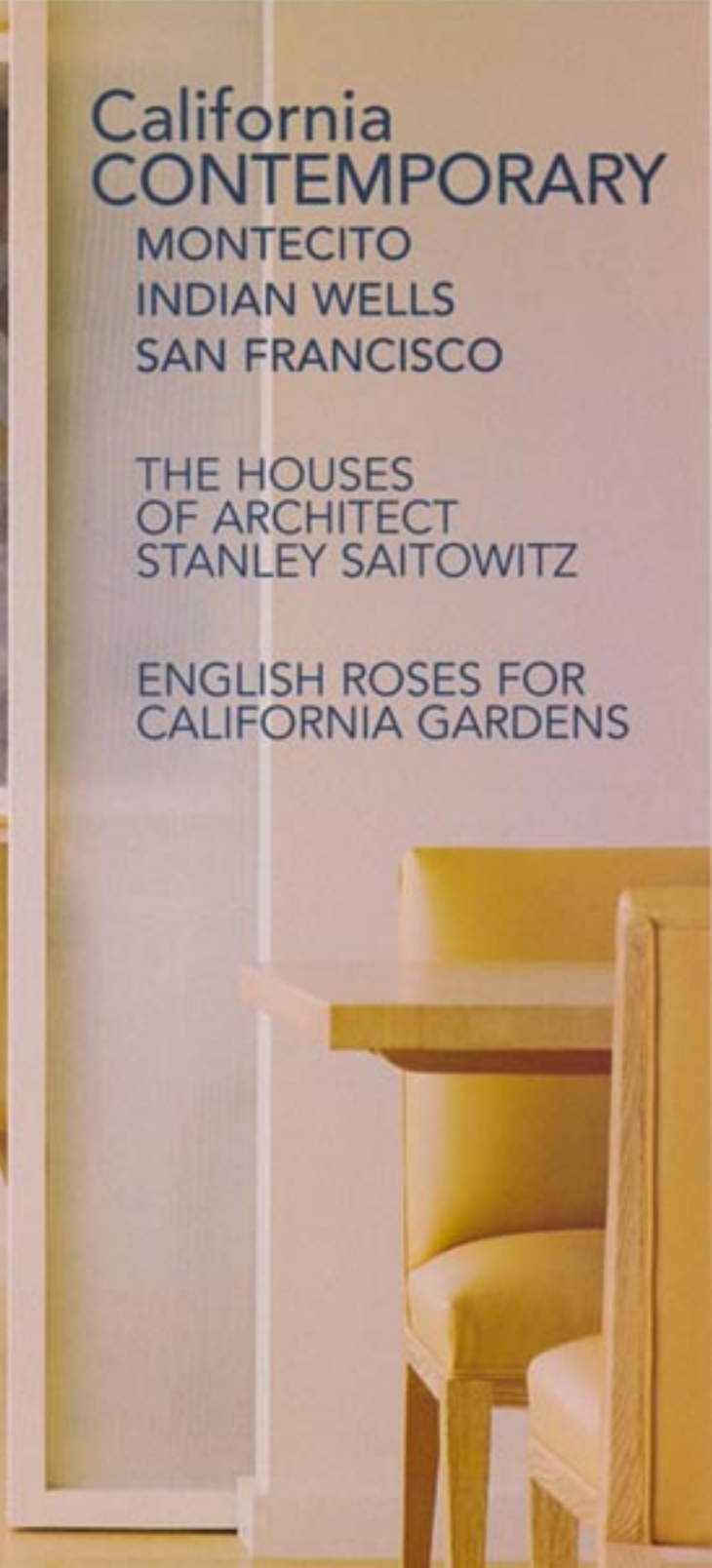


California CONTEMPORARY

MONTECITO
INDIAN WELLS
SAN FRANCISCO

THE HOUSES
OF ARCHITECT
STANLEY SAITOWITZ

ENGLISH ROSES FOR
CALIFORNIA GARDENS



Sofas, tables and chairs in the loft were all designed in pale grey tones and soft charcoal colors to add a sense of harmony and endless space. An upholstered bench was devised to divide the dining area from the living room, while also providing additional seating. The Kline sofas by Minotti are from Arkitektura-In Situ, San Francisco. The leather-upholstered wing chair is from Brueton.

The Art Of The LOFT

Interior Designers Vernon Applegate And Gioi Tran Have Designed Interiors For A San Francisco Loft That Is Elegant And Gracious

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PHOTOGRAPHY BY DAVID DUNCAN LIVINGSTON





When Simone Derayeh, a business investor and owner of Willow Salon in San Francisco, and Alex Nazari, an electrical engineer in the semiconductor industry, acquired a spacious loft in an historic building not far from the opera house and symphony hall in San Francisco, their plan was to create an urban space in the style of downtown Manhattan lofts.

Their new loft would be a retreat where they could entertain friends, display their growing art collection, and escape the pressures of business.

The couple hired San Francisco designers Vernon Applegate and Gioi Tran, partners in the fourteen year old firm, Applegate Tran Interiors, to transform the former hard edged industrial space into rooms with great style, individuality, and comfort.

"Our clients wanted a sophisticated environment, while maintaining the concrete columns, exposed pipes and concrete walls that are characteristic of lofts," says Applegate. "Loft design is all about large scale rooms, high ceilings, and open floor plans. They wanted to keep a sense of spaciousness while adding a sense of intimacy and enclosure for dining and sleeping."

The couple's 1,200 square foot loft is on the eighth floor of the Marquee, a loft development situated on the upper floors of an historic 1921 building. Crafted in the Beaux Arts style, the property maintained its stately ornate columns, soaring windows, and theatrical interior detailing.

The first floor of the building, now the bustling entrance to a cinema complex, had been the site of a glamorous Cadillac dealership, and the more industrial top floors had previously been used for warehouses, offices and commercial storage spaces.

"As the building has been designated a landmark and is situated on a federal highway, there were many restrictions on what we could do to the loft structure," says Applegate, formerly a designer with Tucker & Marks. "The tall casement window frames and their colors were protected by national codes and had to remain the dark charcoal tone."

The designers began the eleven month project by removing interior walls that closed off



Above: In the entry foyer, a large oil painting, *Photographic Memory Series*, by Salvadorian-born artist Victor Cartagena, hangs above an ebony-stained walnut console table designed by Vernon Applegate. The console has a pair of lower cabinets that are used for shoe storage. The pair of floor lamps in polished chrome with white glass shades was from Polioelli, San Francisco. The oak floor was stained in a deep charcoal/blue tone. Opposite: Applegate and Tran kept the colors in the living room pale and neutral, and designed simple, low sofas that would not obstruct the views and the light. The shag carpet is from Stark Carpet. The custom-made coffee table is glass suspended between two sculptural metallic-finish wood supports. The metallic-finish wood cabinets enclose and conceal electronic entertainment equipment, a bar, storage drawers, and shelves for books.

several areas of the loft. They also selected chandeliers and chairs to give the rooms an elegant edge.

"Our clients originally asked us for a 'New York grunge loft' look, but as we began to work with them we realized they required a much more glamorous and polished interior," says Applegate. "Every time we met they were dressed impeccably in the latest fashions and we decided to make the most of this beautiful city

space. They both have a great sense of aesthetic, and a passion for design."

Grunge or not, Applegate and Tran wanted to keep the sunny interior as open, functional and flexible as possible. They decided first to emphasize the open loft spaces.

Concrete walls were painted with Benjamin Moore's off white Chenille paint. The ceilings and shapely structural columns were given a coat of Pratt & Lambert's Autumn



Cranberry paint in a flat finish to warm the interiors and give a sense of definition and distinction to the historic industrial architecture.

Applegate Tran Interiors devised an industrial size sliding door with a metallic finish wood frame between the bedroom and the large living room/dining room. When it is open, the loft, with ceilings that soar to fourteen feet high, opens into one large enfilade of rooms with windows on two sides. When it is closed, the bedroom is concealed.

At one side of the living room, they hung a full curtain made of Glant's metallic finish canvas in charcoal. The curtain, an effective room divider, rolls along a hospital style track system to transform that end of the room into a comfortable and

entirely private impromptu guest bedroom.

The living room décor was done in tones of cream, light grey and charcoal with a dash of cranberry and dove grey for contrast. "Storage was a great concern in this loft, so we had to build in cabinets, a home office/storage unit, and concealed drawers, cupboards and shelves without cluttering the space," says Applegate.

"When we completed the project, our clients were especially pleased with the unique style and custom crafting of their loft," says Applegate. "They have now engaged us to design their new country house in Sonoma. It will be the antithesis of the sleek loft, and we can't wait to get started on a new project with them." [ETI](#)

Below: In the bedroom, a custom-made platform bed was designed by Applegate Tran Interiors. It is upholstered in Donghia's 'Ascot' cotton, in silver. The stainless steel and wire Fermat chair by Tom Barber is from Propeller, San Francisco. Vernon Applegate designed the acrylic pendant lamp that floats above the bed. The painting, Angel Nani, is by Iranian born, Oakland based artist Ali Dadgar. Opposite: The Cellula Chandelier by House of European Design hangs above the glass dining table. The chairs are in belt leather. Windows are covered in roller shades by Hauser. Applegate Tran Interiors made the most of the hall space with a custom-made stained oak cabinet that serves as an office/storage space. The roll-down metal tambour doors conceal files, electronic equipment, and office supplies.



