

NEW YORK

HAUTE LIVING

AUGUST/SEPTEMBER 2016

BORN
TO RIDE!

SPRINGSTEEN
GATES, BLOOMBERG,
AT THE ROLEX
CENTRAL PARK
HORSE SHOW

GIUSEPPE
ZANOTTI
ROCKS THE
FASHION WORLD

AERIN
LAUDER
WHAT'S NEXT FOR THE
LIFESTYLE MOGUL?

GEORGINA CHAPMAN

THE GORGEOUS, GLAMOROUS DESIGNER ON MARCHESA'S
EXCITING FUTURE, HILLARY, AND MORE!



MARK ZEFF

THE DESIGNER HEADS UP HIS INTERNATIONAL multi-disciplinary agency, MARKZEFF, known for its innovative ability to fuse interior and environmental design in everything from high-end residential properties (clients have included Hillary Swank and Annie Leibovitz) to luxury yachts.

What's trending in high-end city design? New materials in the home, for example, using bronze instead of silver or nickel, or using painted brick in kitchen areas instead of painted sheet-rock or tile, which provides a softer look. Also, kitchens are becoming larger and more eclectic in terms of style. Currently, there is a trend of mixing a modern vernacular with classic designs.

Uptown versus Downtown style? The variation stems from a difference in building style, as downtown lofts are able to accommodate larger art and therefore lead to more forward design. Downtown has a cool, zany, chic and modern vibe, which results in more eclectic and curated interiors. Uptown, the requests for interiors skew very glamorous and rather old-fashioned in terms of look and feel. The apartment buildings often dictate this aesthetic.

How has your interior design evolved? In the last five years, drastically. My work has grown in terms of scale and responsibility, giving the

firm more involvement from the start of a project. The hospitality sector of our business has become a major part of our workload, too.

Favorite room to design: Kitchens, pool cabanas, off-the-charts technology-driven media rooms and outdoor living spaces, where I get to create environments that have a real “wow” factor by integrating landscaping and outdoor lighting with the design of the room.

Design rules you like to break: I have been breaking design rules for over 30 years. In the '80s I used rusted iron for furniture and concrete floors in interiors; in the '90s and early 2000s by designing dark, sexy rooms, and now building Blackbarn structures in the Hamptons.

What distinguishes your interior design: I take chances on all fronts: in my choice of materials, furniture concepts and the proprietary designs for almost every aspect of the project. Inventing new ideas is how I enjoy this profession.

News for 2016: I am working with my wife on developing a new brand: Blackbarn. It began with building our own home, and from there we started building other Blackbarn-style homes in the Hamptons. This was followed by the Black Barn restaurant in Manhattan. Our new home design and product shop opened in Dumbo in July of this year.



PUSHING THE EDGE

Above: The designer Mark Zeff. Above, left: A project he designed in the West Village.