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#INSTACRUSH @silkandwillow

WHO: Shellie Pomeroy, the founder of Silk & Willow, a company that specializes in textiles dyed with plants—including those foraged from Pomeroy's Hudson Valley locale. It's a job she hopes inspires others to set aside the color-chip book and explore nature's palette.

WHAT: From gathered flowers and spools of fabric to the lovely ribbons Pomeroy makes to tie wedding bouquets, it's clear colors and textures are the shining stars on Silk & Willow's feed. Go here for a daily dose of muted tones and inspiring outdoor scenes, like a budding flower as it transforms and withers to seed.

WHY: Because it's important to remember nature's gifts and their earthy pigments.

IN HER WORDS: "Silk & Willow is the culmination of the daily activities that give me the most joy: exploring my love for nature and color, capturing that color visually and tangibly, and creating a bespoke product that can be enjoyed daily or saved as a keepsake for years to come."

BLUEPRINT PARK AND SHORE

Design-focused New Yorkers seeking luxury living beyond Manhattan's borders will have a new option in New Jersey in 2019. Coming to Jersey City's Newport area, Park and Shore will consist of two buildings: 75 Park Lane—a 37-story, 358-unit residence with views of the Big Apple's skyline—and Shore House, a boutique-style, 71-unit condominium with a Brooklyn-loft feel. Global firm Woods Bagot is the architect on both, designing units in 75 Park Lane with sleek lines, oversize windows and a Madreperla waterfall kitchen island, while those in Shore House will boast wide-plank walnut flooring and bronze bathroom fixtures. No matter which style lures buyers, Park and Shore will certainly help boost Jersey City's reputation as the Big Apple's sixth borough. parkandshore.com



THE INSIDER SARA BERKS

Armed with a degree in graphic design, Sara Berks knew she wanted to make something she could hold in her hands and pass along. Enter Minna, the textile brand she launched in 2013 that employs artisans in Mexico, Guatemala and Uruguay and utilizes their traditional weaving techniques. It's a focus she's passionate about, particularly as more companies are "paying attention to sourcing, ethical production and sustainability," she says. Now you can browse Berks' goods firsthand in her new Hudson home base, the first brick-and-mortar location for Minna. We sat down with the busy creative to get her take on what's new and now in Hudson Valley. minna-goods.com

Must-see galleries: Locally, my favorite is the September gallery. The work founder Kristen Dodge brings in is exciting, and the events she hosts connect community members, teaching them to see things in different ways. Outside Hudson, I love the Storm King Art Center in Windsor and Dia:Beacon, where I can visit all my art heroes—like Sol LeWitt, Agnes Martin and Fred Sandback.

Inspiring locals? Scott Neild of Clove & Creek in Kingston has an incredible eye. He's made a mercantile that is so cozy and inviting—like a cabin retreat. In a different realm is Lil' Deb's Oasis in Hudson, a restaurant initiated as a creative collaboration between two visual artists, Hannah Black and Carla Perez-Gallardo. Their food is as stunning as it is delicious, and the space is the most exciting place to eat in Hudson right now.

Intriguing her in the design industry: It's been inspiring to watch the Hudson community use design for activism. This summer there was an event series called Rally in the Valley, where businesses, artists and citizens banded together to raise money for Planned Parenthood. Given the state of our world, it's so important to use design to do good.