

Imagine

ASID NEW YORK METRO

spring 11

curated. artful, unique
spaces for living

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Curated.

LAYERING ARTFUL APPROACH WITH COMPLEX COLORS

Curated. is passionate about creating artful, unique spaces for living. Curated. was established in 2006 and is a full-service design firm that manages all phases of interior design from concept through construction. Curated. is located in New York and Los Angeles and specializes in re-visioning commercial properties, conceptualizing residential developments and hospitality venues, and creating personally tailored homes for select residential clients. The founding partners' creative passion, rigorous approach, contagious sense of humor and deep-rooted affinity for artistry and craft results in an uncanny ability to turn design challenges and constraints into interiors you want to be in.



Color mixing and layering. A Curated. signature is to mix warm and cool colors and to layer complex neutrals to create a balanced space. Right: The palette for this living room includes eggplant, sand, blue-green, and avocado, and neutrals are layered throughout. Floor-to-ceiling rose-hued draperies float over the brick wall beside a dusty purple mohair sofa placed on a chocolate and lavender rug. A molded blue glass table lamp connects with the dynamic photograph by Joseph La Plana over the fireplace. Above, top: In this study, complex neutrals achieve balance. Above, bottom: The bright colors of a large canvas by the artist Dirk De Bruycker and a single piece of intensely colored furniture provide visual impact in this dining room.



Ms. Elena Frampton leads Curated.'s New York studio. A lifelong passion for design and its relevance to daily life informs her approach to creative direction, construction management, and studio leadership. Her project record includes hospitality, commercial residential, and private residential works. Prior to co-founding Curated., she acted as Senior Associate with Tsao & McKown Architects and as Design Director of Clodagh Design. She earned a Bachelor's degree in Interior Design at Arizona State University and apprenticed with the late Naomi Leff. In 2010 she joined the faculty at Parsons The New School for Design and is an Allied Member of The American Society of Interior Designers (ASID) and The International Interior Design Association (IIDA). Ms. Frampton spent her formative years amongst the architectural landmarks of Pasadena, California, and now resides in Boerum Hill, Brooklyn.





use of color and juxtaposition

Creative director and co-founding partner Elena Frampton inspires the New York studio with a strong aesthetic sensibility and a dexterous handling of complex color palettes. As a colorist and painter, her passion for photography and fashion fuels her exploration of composition, light, color, texture and human movement. Frampton draws upon an extensive personal visual reference library of images she has collected from art, fashion and nature. Under her leadership, Curated. uses color as a key design element to strategic effect in combination with other design elements. "We immerse ourselves in a methodology of exploration—subtracting and adding—design elements including light, color, shape, proportion, texture and juxtaposition," Frampton says.

More color mixing and layering. *Left:* The tone of this master bedroom is manipulated by color—a serene refuge of dusty pink, lavender, and golden tones envelopes the bedroom while the dark charcoal walls in the adjacent bath are rendered as dramatic and textured. *Above, top:* A canvas by Elena Frampton serves as a study in layered textures. *Above, bottom left:* This master bedroom is a tranquil environment of soft tones and dark accents, vintage furnishings among simple lines. *Above, bottom right:* Earthy tones and textures warm the cool concrete floors.



Curated. thoughtfully composes finishes, furnishings, and fabrics to create sophisticated and surprising palettes. Color is skillfully used to define space and create a sense of progression through a series of spaces. Warm and cool colors are combined to achieve balance and compound colors are mixed with non-colors or "complex neutrals" to create dynamic layered interiors.

The Curated. approach blends contrasting characteristics into complementary juxtapositions. This constant and playful study between elements and objects generates artful interiors which are subtle yet powerful, straightforward yet elegant; modern yet warm; hi-tech yet handcrafted. This contrast forms character and depth within their range of projects which include select residential spaces, commercial interiors, residential developments and iconic boutique hotels.

artful approach and unique story

An artful approach to interior design is intrinsic to the Curated. aesthetic vision. "Our process is rooted in beauty, history and artistry. We revel in exploring organization, sequencing, ornamentation and pattern," says co-founder and Los Angeles-based executive director Delta Wright. "We manipulate the interplay of scale, texture and detail to effectively enhance the experience of space."

Cues taken from the project itself, the site's context, its history, and the client's preferences, personality and goals carve additional facets to the firm's artful approach. From these references is derived a design concept unique to each project. Through the process of editing and refinement the design concept evolves into a schematic visual story that clearly relates a focused vision. The objective of a Curated. project is to cultivate multi-dimensional design solutions that communicate a visual story unique to each circumstance. ■



Unique visual story. We utilize contrast and juxtaposition, and scale and proportion, to reflect our client's interests and lifestyle and "tell a story" with each project. Facing page, upper left: The intensity of this dark kitchen volume forms a counterpoint to the living room's lightness. Upper right: The organic pattern of the custom artist mural in this family room offsets the tight geometry of the rug. Facing page, bottom left: In this dining area, the expanse of space is altered through the use of scale. A sense of enclosure is created by the installation of a pair of large steel pendants. Middle: Here, Curated. inserted a glass and steel doorway to create a sense of entry. Right: Organic wood and ceramics bring character to an otherwise minimal environment.