

HAPPENINGS

THE MODERN LIFE CONCEPT HOUSE



From left: Hunter Frick of Haldesd Property, artist Anna Teresa Fernandez, Ben Davis, Alexis Blostein, and Erik Blostein of Blostein Development



From left: Beth Greene of Kravet and Karen Mars of ELLE DECOR



From left: Designers Marie Buser, Oliver W. Parth, and Emily Turner



From left: Shara Riley and Susan Lyle of Q&R Group



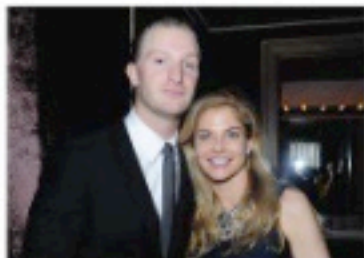
From left: Guy Regal of Calligaris and designer Beth Martin



From left: Philip Enders, Pamela Schlemmer, Brady Wilcox, and David Harris of The New Traditionalists



From left: Designers Katie Lydon, Jessie Carter, and Matt Miller



From left: Designers Anniken Gallet and Sara Story



From left: Designers Amy Kehoe and Todd Nickay

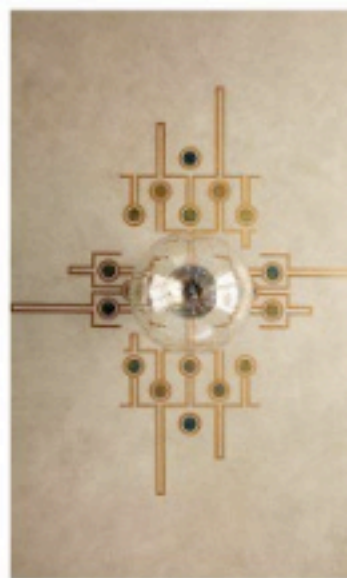
ELLE DECOR CELEBRATES MODERN LIFE WITH A SERIES OF EVENTS IN NYC

ELLE DECOR launched its first-ever Modern Life Concept House in May at the +Art Condo development in Chelsea. The chic spaces were decorated by ten interior designers named by ELLE DECOR as rising stars to watch, using products from leading modern brands. The festivities kicked off with Kravet's Blogfest, at which 120 bloggers were treated to an exclusive preview of the house. Designers, sponsors, and industry insiders then previewed the house at cocktail receptions held the following two evenings. Proceeds from ticket sales for public tours benefited Housing Works.



EXPERIENCE MODERN LIFE

Take ELLE DECOR's 10 A-List "Designers to Watch," give them access to products from leading contemporary brands, then set them loose in New York's most design-forward building, the +Art condo development at 540 West 28th Street. The result is the Modern Life Concept House—a dazzling showhouse filled with indoor and outdoor spaces that offer a fresh approach to contemporary living. The stunning spaces—as illustrated in this special section—are a blueprint to state-of-the-art design that is as livable as it is stylish.





The Softland bed, with its characteristic "thread at site" stitching, is the room's focal point; the Victor writing desk in dark oak is available in more than 50 lacquered finishes. The ceiling wall covering is Phillip Jeffries, and the rug is from F.J. Hakimian; the screen, throw pillows, and accessories are by Bottega Veneta. Right, from top: Walk-in wardrobe; wardrobe with Piana-door; both LEMA through Nova Studio International.



MARIE TURNER 10B MASTER SUITE WITH LEMA

Marie Turner, of the mother-daughter interior design firm M. Elle Design, based in New York and Newport Beach, California, created a luxurious bedroom retreat. "I had in mind a young couple with a passion for art and fashion," she says. The spectacular rug—an Art Deco-

inspired fan pattern made of vintage kilim panels in an array of neutrals—sets the stage. The sumptuous bed, framed with cream baby alpaca drapery, is set below a panorama window with a view of the Hudson River.