

MODERN SANCTUARY

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A GLAMOROUS FAMILY HOME IN GREENWICH VILLAGE

Designer Gideon Mendelson Adds Warmth & Style to a Modernist Apartment

SPACE / Home Tours

Glamorous, Mid-Century / ● ● ●



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Interior Design:
Gideon Mendelson
of the Mendelson
Group

Photography:
Eric Piasecki

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Greenwich Village has been known as an artists' haven and the birthplace of both the Beat and 1960's counterculture movements. It has become a wonderful community for families while maintaining the hip character for which it is so well known. This gorgeous apartment is in a 1963 modernist structure situated in the heart of the Village.

Designer Gideon Mendelson, founder of the Mendelson Group, is known for creating stylish spaces that honor their environment and are also highly functional. "My goal is always to listen to my clients and guide them with the hopes of putting together an interesting collection of furnishings, a layered group of textiles and a personal assemblage of art and accessories," says Mendelson.

For this project, "the clients are a young couple in their 30's with a new child. A functional, clean-lined, comfortable and stylish apartment is what they really wanted. The architecture of the building and it's history inspired the interior of the home – muted tones with lots of texture combined with custom upholstery and vintage furnishings from the 50's and 60's."

Large windows fill the apartment with natural light and provide a view of trees that rise from street level, creating a strong connection to the outdoors. To compliment this rare NYC feature, Gideon selected a palette of neutral tones combined with various blues and greens – from soft celadons to deep olives and pale blues to dark teals.



“Texture is apparent throughout the apartment – the foyer ceiling paper made from thin sheets of wood creates a sunburst effect.”



"The art throughout the apartment challenges scale and reflects the clients youthful energy!"



"The venetian plaster in the living room resembles the texture of a birch tree."



"The lacquered walls in the dining room add sophistication and sparkle."



"The classic grasscloth wallpaper and solid wood slab slider in the study create warmth and connect one to the outdoors."



"The cork floors in the kitchen are not only textural, but graphic in design and refer to the family's involvement in the wine industry."





At the end of a project, I hope to have created a functional space that feels stylish and makes you smile a little.

Gideon Mendelson



Meet the designer

**GIDEON MENDELSON;
MENDELSON GROUP**

Bio:

Mendelson Group was incorporated in 2003 by its principal, Gideon Mendelson. A graduate of both Columbia University with a degree in Architecture and The New York School of Interior Design, Gideon brings a classically based, yet fresh and modern aesthetic to his projects. Focusing efforts on interior architecture and decoration, Mendelson Group's goal is to create functional, comfortable spaces that are not only aesthetically pleasing, but also timeless in design, youthful and energetic.

Since its founding, Mendelson Group has been involved in the architecture and interior design of numerous projects in Manhattan, Westchester, Miami and the Hamptons. While our projects are diverse in both scope and design, a single principle is our constant guide: from the initial consultation, through architectural and decorative planning, to construction and installation, the client's satisfaction is our first priority.

What is your design philosophy?

My Clients are really the inspiration behind all my work. I'm always trying to tell a story. I start by listening. I listen to the space that I'm designing and I listen to the people I'm designing for. The existing space – it's history and its surroundings often help to inform me architecturally. Rooms and circulation are created after a close investigation of a space and a thoughtful program is put together with my clients. The same goes for the look and feel of a space.

What are some tips you can share with our readers who want to create their own Modern Sanctuaries?

Take an inventory of all of your belongings before designing any millwork or storage for your home. There is nothing more comforting than knowing there is a place for everything and everything has a place!

Take the time to really think about the way you live and how you want to live. Write down how you spend your day and what your fantasy life entails. Hire a Professional to make it a reality!

Surround yourself with the people and things you love.

We believe that handcrafted works support a feeling of Sanctuary. Can you give us some of your favorite go-to artists/craftsmen and why you like their work?

I love working with Michelle Dopp of Fabric and Steel. Her textiles are clean and modern, perfect for many settings, and she's simply a delight to be around.

Ron and Charlie Attinello of Attinello Furniture in Montauk are my go to resource for custom case pieces. The quality is beyond measure and, of course, I love a family business.

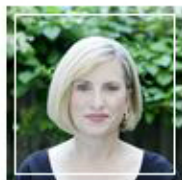
Chris Pearson paints the most beautiful floors you can imagine. Come up with a concept and let the man do his thing!

What is one small design tip/change that can make a big impact?

Introduce something in every room that is a little overscaled and doesn't quite coordinate with the rest of the color scheme. It will add tremendous interest to the room.

What is your Modern Sanctuary? What space brings you joy, peace, and comfort?

My home in Sagaponack is my Modern Sanctuary. It's where I spend most of my time with the people I love.



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