

AN INSPIRING NYC APARTMENT TAKES ADVANTAGE OF INCREDIBLE VIEWS

Designer Gideon Mendelson Provides Architectural Character and a Global Sense of Style



07/27/2016

Interior Design:
Gideon Mendelson,
Mendelson Group

Photography:
Eric Piasecki

Designer Gideon Mendelson lets the view take center stage while perfectly accessorizing it with mid-century modern furnishings in this stunning Upper West Side apartment. His balance of neutral backgrounds and bold accents creates a calm, inspiring environment worthy of its Hudson River setting.

“My clients are a young, working couple. They purchased this 3-bedroom apartment looking for enough room to start their family, and have friends and family from overseas come for lengthy stays. While they loved the views and light the apartment provided,

they wanted to give it some architectural character, a global sense of style, and a color palette that inspires” says Mendelson.



“The living area is all about the views. The furniture floats in the room creating multiple seating areas for entertaining family and friends. It’s a sophisticated and eclectic mix of pieces, but everything is comfortable and inviting. Even the shades are loosely draped. The blues and greens connect us to the outdoors.”



Custom Sofa by Avery Boardman | Custom Silk Area Rug by Sprung and Rich
| Mahogany Cocktail Table by T.H. Robsjohn-Gibbings from Irwin Feld | Vintage Bitossi
Ceramic Table Lamps from 1stDibs



Custom Buffet by Mendelson Group fabricated by Attinello Furniture



“Storage is key in Manhattan. My clients needed a place to work from home so we designed an office and desk for them in a custom stained white oak. Pocket doors to the living room make conference calls a little more private. The Phillip Jeffries wallcovering adds a little glamour to the functional space, whose surfaces are ample, allowing my clients to display their collection of objects.”

Custom Desk by Mendelson Group fabricated by Attinello Furniture | Double Arm Sconce by Collected from Lawson Fenning



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 – its history and its surroundings often help to inform me architecturally.

Gideon Mendelson

Mitered and stained oak dining table with black metal legs and brass sabots. Italy, ca. 1950's from [Lorin Marsh](#) | Vintage Dining Chairs, Italy, 1960's from [Balsamo Antiques](#)





“The Kitchen is small, but very efficient. Crisp white cabinetry and polished Statuary marble keep things clean and fresh. Open shelving makes setting the table for casual meals quick and easy.”

Bar Stools with Leather Strap Seats, France, 1940's from Tom Thomas



“We created a sense of entry by paneling the foyer and inseting a modern wallcovering, making a very graphic statement. The stainless steel front door was painted to resemble the paneling in the room, but in a whimsical way. The furnishings are an eclectic mix of custom, contemporary and mid-century pieces.”

Inset wallcoverings – Fluidity in Gris on Japanese Paper by [Porter Toleo](#) | Iron and faux fur stools, France, 1950’s from [Pascal Boyer](#) | Console in Vintage Midnight Lacquer by [Chelsea Textiles](#)



“The master bedroom is a study of pastels from soft blues to lavenders. It’s a warm place to recover from their busy day to day. With children coming, I knew they would need a serene place to rest.”

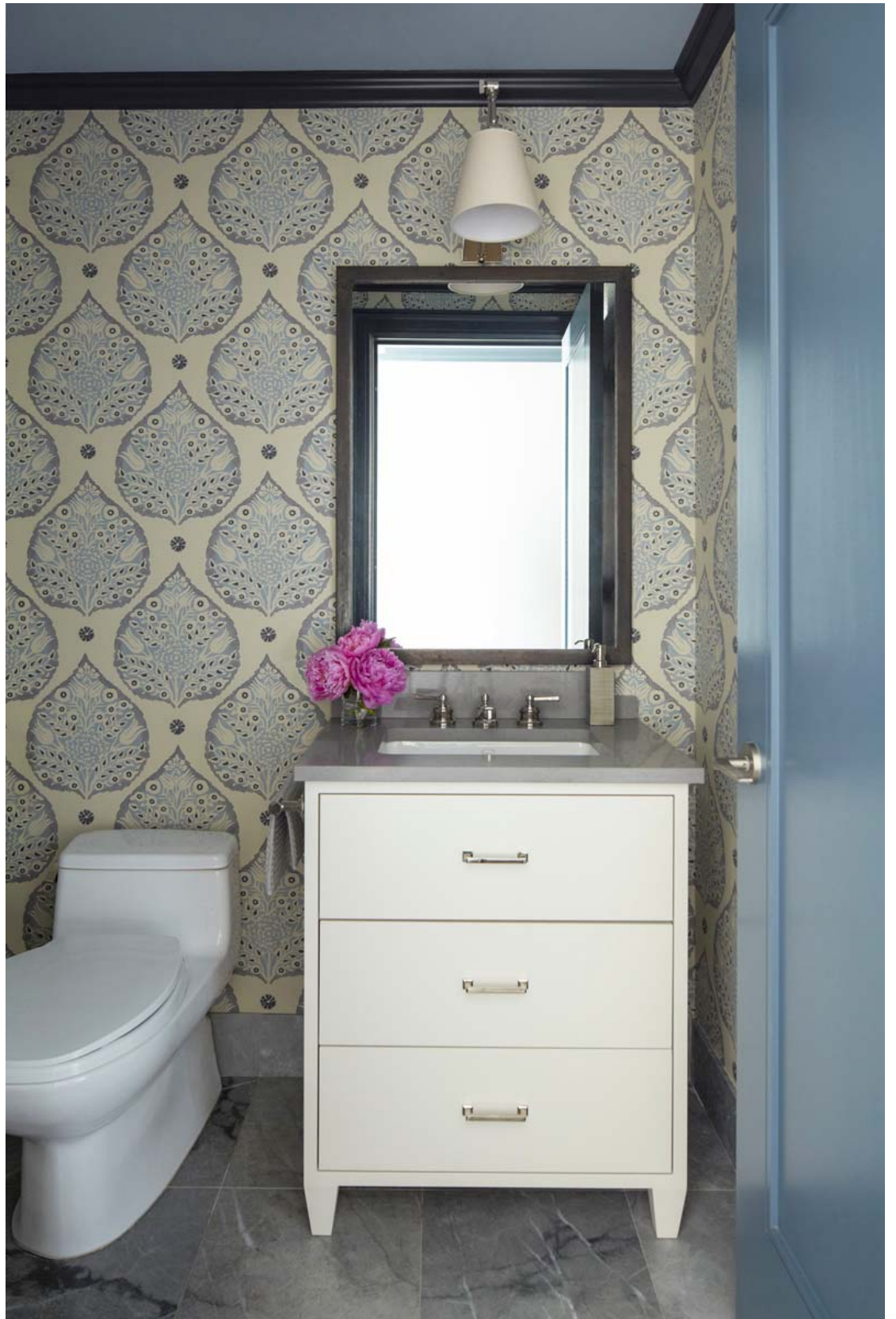
Vintage Sideboard by [Henredon](#) from [1stDibs](#) | Blue Crackled Glazed Lamp by [Stiffel](#), USA, 1960’s from [1stDibs](#)



What child wouldn't feel adored in this colorful nursery?

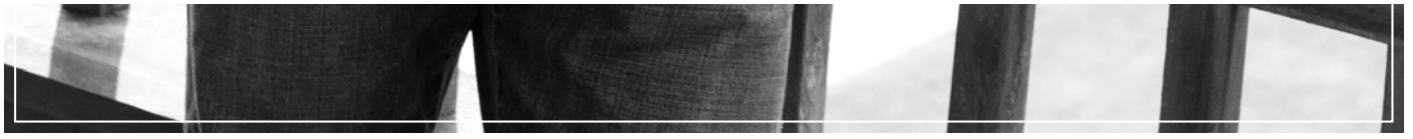


Even in this calm bathroom, Gideon adds a punch of color with abstract artwork.



Gideon pulled design inspiration from this apartment's river setting. What has inspired your home decor?





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

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 oversized 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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