



ideaBOOK

01. Displaying and Organizing

Introduction

We all have prized possessions. This ideaBook is about displaying and organizing mine. I discovered a pleasure of setting up an “exhibition” as a child, after visiting The State Russian Museum in Leningrad (now St. Petersburg) for the first time. I aligned postcard reproductions with little annotations my mother had typed up on the wall of my room. Even then, presentation was of paramount importance.

I lived in the Soviet Union for the first sixteen formative years. We left as political refugees, but my affinity for Russian culture stayed with me. Not intentional, rather ingrained – layered and woven through, almost subconscious, it sets the tone in my design aesthetic, collection of books, teapots, even wooden spoons.

Ten vignettes presented here showcase how I curate, choreograph, frame objects that are near and dear to me. I delight in designing ledges, display rails and stands to feature personal treasures, interpreting the expression “all at your fingertips” in a private language – focusing on beauty as much as functionality. Here and there, you will discern that eloquent nod to my Russian heritage. Please enjoy!



entry



living room



kitchen

.01

reveal *(dining room)*

Problem: Impossible to hide new electrical conduits within the existing raw redbrick wall.

Solution: Conceal eloquently – create an additional layer.

Introduce a freestanding hollow partition to house everything required.

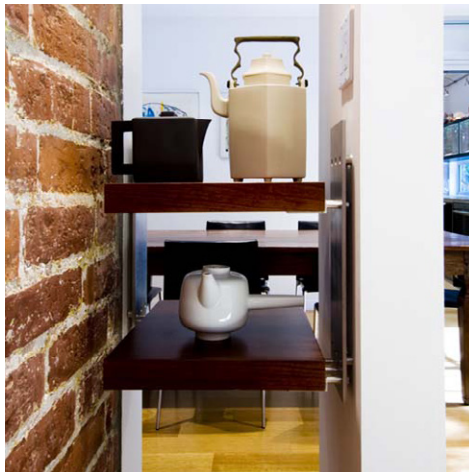
Added Benefit: “Wire management” wall reveals a provocative niche.

& consolidate

Problem: Relocating 10 years later.

Solution: Downsize intelligently – crop the shelves to cantilever from one bracket.

Added Benefit: Enough wood left over to use on a custom valance; virtually zero waste.



LAYERING



cantilevered shelf



left-over wood put to use — reinforcement

structure & reconcile *(living room)*

.02

Problem: A living room has to function as an office + library.

Solution: Plan for success – fine-tune and bring everything together in one receptacle – a framework, backdrop, container.

Design shelving that is diligent about keeping things pared down.

Hang narrow “in-between” display trays to maximize capacity.

Added Benefit: Every surface becomes a tidy mini-gallery.



FINE-TUNING



modular CD shelf



modular CD shelf repurposed — reconciliation

take it to the ceiling *(kitchen)*

.03

Problem: Wasted space above wall cabinets.

Solution: Shift attention – highlight as if it were a focal point.
Install wall-to-wall floating cabinet/shelf for a streamlined feel.

Feature a teapot collection where functional storage is out of reach.

Use track lighting for a salon atmosphere.

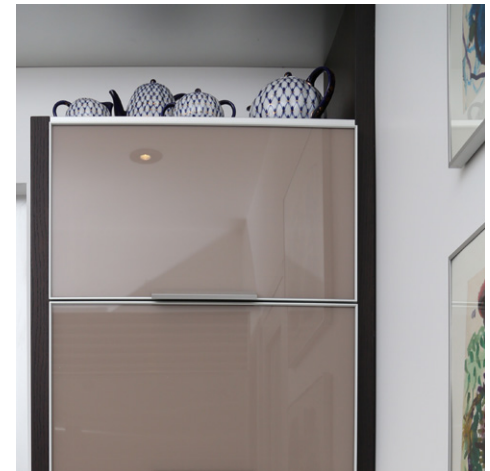
Added Benefit: A chance to concoct a new organizing and displaying “recipe” with a pinch of unexpected flavor.



HIGHLIGHTING



wall-to-wall floating shelf



a teapot set showcased — clarity

frame & reinforce *(hallway)*

.04

Problem: Very long, narrow and poorly lit hallway.

Solution: Take creative control – illuminate by ushering in light and art.

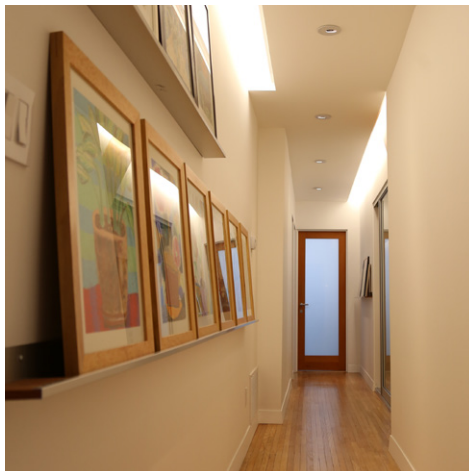
Widen where possible.

Create light coves.

Take advantage of the wall expanse to set up an eye-engaging gallery of my daughters' work.

Float slim exhibition rails directly under the light coves on alternating sides.

Added Benefit: Prominent display of children's art encourages individuality.



ILLUMINATING



an exhibition rail



creativity celebrated — reinforcement

uplift & connect *(bedroom)*

.05

Problem: Not enough room for two conventional nightstands.

Solution: Let it soar – embrace setbacks.

Explore a residual in-between space.

Suspend bronze anodized aluminum ledges from the headboard and adjacent dresser.

Added Benefit: No-clutter, tranquil bedroom promotes restful sleep.



EMBRACING



a headboard ledge



opportunity seized — connection

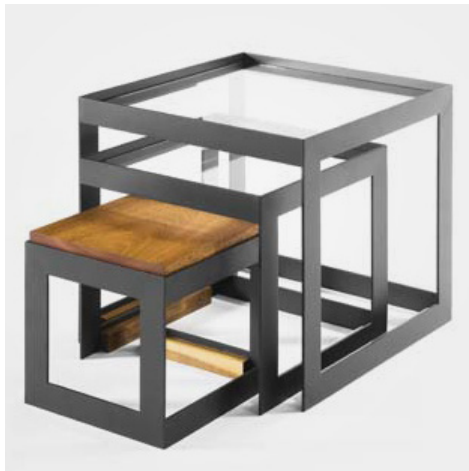
enhance & refine *(bathroom)*

.06

Problem: Tiny.

Solution: Make every inch work twice as hard – outsmart constraints.
Convert previously designed Smart Set nesting tables into a compact vanity.
Create a shelved alcove in lieu of counter space.

Added Benefit: Spatial intimacy is conducive to luxuriating.



OUTSMARTING



Smart Set vanity



less is more — refinement

enliven & energize *(laundry room)*

.07

Problem: Half of the existing utility room has to be donated to adjacent bedroom.

Solution: Avoid clichés – infuse with a fresh approach.

Create visual interest.

Stack washer/dryer.

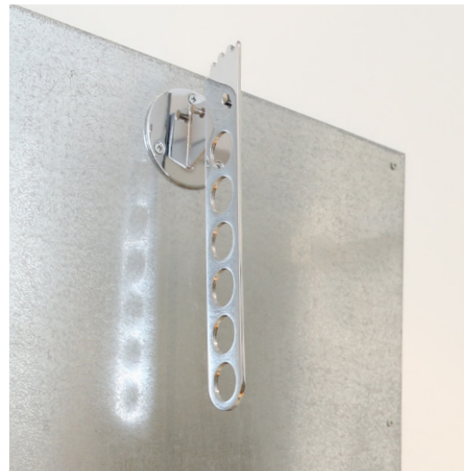
Compress by upcycling various IKEA space-saving offerings.

(see more in ideaBOOK 02)

Added Benefit: An opportunity to display and organize my Russian wooden spoons.



INFUSING



laundry valet



visual appeal amplified — energy

.08

augment & align *(garage)*

Problem: Underused.

Solution: Double as a studio – multi-task, as usual.

Allow new glass doors to fold back for occasional parking.

Design lightweight flexible shelving to house books, reference materials.

Keep in mind intermittent client presentations.

Design a conference/work table on wheels for maneuverability.

(see more in ideaBOOK 03)

Added Benefit: Merging seamlessly with the garden; paradise found.



MULTI-TASKING



storage wall



shelving systematized — alignment

show, don't tell *(wine storage)*

.09

Problem: Working on a wine bar project for a client who lacks integrity.

Solution: Resign with conviction – expand instead of shriveling.

Have courage to put the work already done to good use.

Create my own product – an expandable wine rack with visual appeal.

Added Benefit: Something new to show to MoMA Retail Division buyers.



EXPANDING



stacking wine rack



assembly pre-determined — transparency

choreograph & coordinate *(organization system)*

.10

Problem: Clutter.

Solution: Introduce a line of accessories for kitchen, den, home office, bathroom, and closet – unify various spaces with consistent, coordinating elements.

Design a series of racks linking aesthetics and utility: Tend-on Group.

Make them stackable to multiply capacity while keeping the same footprint.

Focus on ease of assembly, avoid hardware.

Added Benefit: As it is freestanding, there is no need to attach anything permanently!



UNIFYING



"Tend-on" spice rack



framework provided — coordination

ten ideas at a glance

Conclusion



.01

*Layering:
concealing eloquently &
downsizing sustainably*



.02

*Fine-tuning:
keeping things pared down*



.03

*Highlighting:
using out-of-reach spaces
to showcase collections*



.04

*Illuminating:
curating exhibitions in
unexpected places*



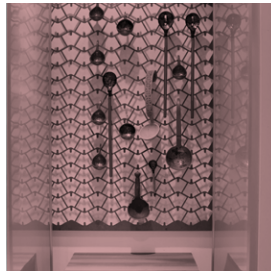
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*Embracing:
turning obstacles into
opportunities*



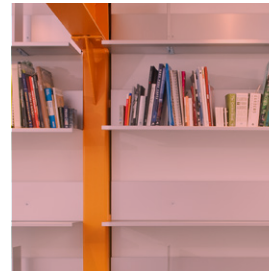
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*Outsmarting:
achieving spatial intimacy
regardless of constraints*



.07

*Infusing:
maximizing visual appeal*



.08

*Multi-tasking:
doubling on performance*



.09

*Expanding:
focusing on growth*



.10

*Unifying:
avoiding clutter with a
consistent element*