



CINEMATIC In the open-plan living space, STUDIOLAV created various entertaining spaces throughout, cleverly delineating each with arresting furniture such as the vibrant blue sofa from Prostoría—a forward-thinking company raising the bar in the design world.

AROUND THE WORLD

STUDIOLAV creates a unique, multicultural stage in a loft-like space in Soho for two vibrant, globe-trotting clients who love to entertain.

By Nicole Haddad photography by Costas Picadas



DINE DIVINE In the dining expanse, the designers played with texture, metals, and geometrics for a warm and inviting effect. Double Zero chairs from Moroso and a Moooi Carpets rug add both interest and lush comfort.

When a worldly couple based in the UK decided to invest in a two-bedroom, loft-like apartment in Soho as a result of frequent New York business trips, they turned to another worldly duo whose interiors work they knew quite well. STUDIOLAV, co-founded by master creatives Loukas Angeous and Vasso Asfi, is a London-based design studio with an offshoot in Paris. The designers, whose core discipline lies in product and interior design, had already worked with one half of the couple to “spruce up” some co-working spaces. They exceeded expectations, creating clear concepts for each designated space, with custom-made installations, well-thought-out interiors styling, carefully curated artworks, and some furnishings to boot, so the couple knew they had the right firm to tell their New York story.

“They wanted to create a home that represented them and their personalities, a place that they could open up to friends and for parties,” says Angeous. To reflect the couple’s vibrant, energetic, and diverse personalities, Angeous and Asfi knew they had to bring both of their client’s dynamic cultural backgrounds into the home. While the husband hailed from England and the wife embraced her rich Russian background, their penchant for traveling the world over was also very evident in their character—and the designers knew the space had to reflect it as well. “Today they live in New York,” explains Angeous, “but tomorrow it could be Italy—or anywhere really. They are very

beautiful people to work with. They are what we call citizens of the world—and they trusted our vision of their home with a pen to their suggestions.”

To take advantage of the 2,690-square-foot open-plan living space with bedrooms hidden in the back, the Angeous and Asfi set to work to create various unique areas within the home. In the main seating area, the designers created an intimate gathering space within the larger open living plan that is subtly delineated by a vibrant blue modular Segment sofa from Prostorina, a Jaime Hayon pink sofa for Fritz Hansen, and Raw Edges’ Lake carpet which features textural ridges that change in appearance, forming pyramid-like patterns from different viewpoints. Overhead, a Luceplan Mesh LED pendant light sets the stage; It can be lit from various angles—even functioning as a sort of disco light. Inventive yet functional furnishings such as a sculptural matte black and brass bar cart, and a sideboard featuring a futuristic hi-tech bluetooth speaker add interest, entertainment, and storage. Low-to-the-ground coffee tables and furnishings overall instill a carefree, casual vibe.

To keep the attention on the various service areas throughout the open space, the designers neutralized the kitchen so it appears to be a separate area entirely. White lacquer cabinetry, bakelite countertops, secondary storage units from Mogg, and counter stools from HAY create an open, fresh appeal with ample seating and plentiful storage space. Artwork from the client’s own



WHIMSICAL In the main gathering space, a low-to-the-ground coffee table in gray marble with ash legs cements the space while Raw Edges’ Lake carpet design adds a sense of undulating movement underfoot.



STILL LIFE In a far corner, a Moooi floor lamp mimics the feel of a photographic studio vignette with a large velvet ottoman from Ferm Living and an artful coffee table by Jamie Hayon. In a flight of fancy, the designers added a white platform from Mogg underneath the window for easy access to the fire escape.

collection adds a pop of unexpected color while a red pipe original to the space frames the area. In the dining expanse, the designers played to the wife's Russian background with lush velvet dining chairs from Moroso and an entrancing rug depicting mysterious trees that recall Russian fables. Architectural lighting from Lee Broom, a trapezoidal mirror with rose gold inlays, and a dining table from Miniforms play up the geometrics. On the wall, alluring artwork by Jenny Boot creates an engaging point of reference, while an offset sideboard from Miniforms keeps to the theme.

In order to make full use of the space, the designers created pocket satellite spaces throughout. In one corner, a striking vignette consists of a floral Moooi Carpets rug, a color-blocked Fritz Hanson wing chair, an alluring Lee Broom pendant light, and the captivating artwork of Christian Tagliavini. "They like artists that recreate strange characters that are not possibly from this world," explains Angeous of the quirky, unconventional characters depicted throughout the home. Almost directly adjacent, the designers created a working area with a desk and complementing chair separated by a high-gloss, dark green partition from Ferm Living that not only serves to preserve privacy while working, but helps to define the living room. On the far side of the room, a floor light from Moooi forms a cozy corner with a large velvet ottoman and a Jaime Hayon palette coffee table, while in the opposite corner, an imposing yet comfortable armchair by Alessandro Medina introduces a bit of a wild card.

The home has a cinematographic point of view. From surprise elements, including the living room armchair with a powder-coated yellow base, the sculptural metal bookcase, and the platform set up near the bedrooms—everything pays homage to the clients' diverse experiences living on the world stage. "There are many unique, funny, and strange moments within the flat," says Angeous, "and this is what our clients love." **DT**



MONOCHROME To counteract the colorful home and separate the kitchen from the rest of the open-plan space, almost everything was kept in pure white to add a fresh, clean, and autonomous feel.



SANCTUARY In the master bedroom, neutral linens are highlighted by lush jewel-toned velvet pillows. An angular metal-and-wood table lamp adds the perfect touch.



BEWITCHING A Serena table lamp by Patricia Urquiola for Flos casts a glow on Jenny Boot's piercing, conversation-starting artwork.

ELEGANT Gorgeous white marble defines the bathroom, which opens up to a seating area and steam room in the back.



PEACEFUL Christian Tagliavini's Dame di Cartone, Fifties II forms the bedroom walls focal point. A cream colored ottoman and carpet add a soft, serene appeal.