

WEST SIDE STORY



Noha Hassan gives a high-ceilinged Upper West Side apartment the look of a sleek downtown loft

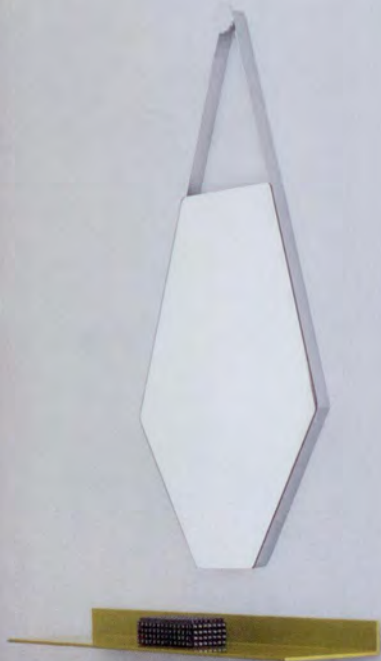
BLACK & WHITE *all over*

In the living room, Hassan used clean, crisp, modern furnishings in a restrained palette with a few pops of color for focus. The bookcase from Molteni & C camouflages a wall vent. Sheers in front of the terrace access add a softening element. Sectional seating and side table are from Molteni & C; the table lamp, from B&B Italia.





FIRST impressions

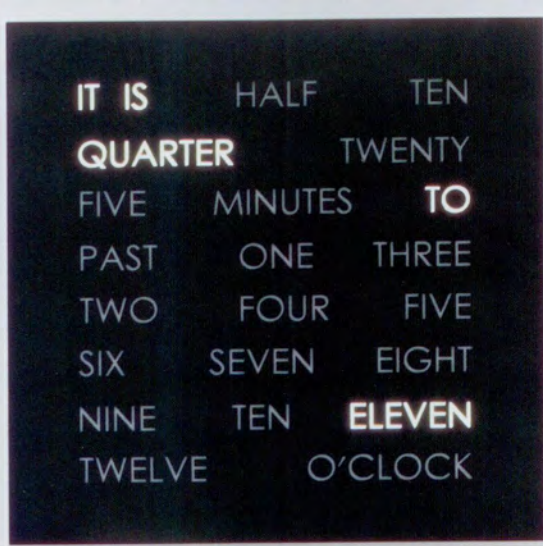


With Ligne Roset's Mon Beau mirror and DDC's EOS shelf, the entry hall sets a stylish tone for the rest of the interior. In the living room, an art wall displays *Tiboli*, a 7-ft.-high collage by artist Lisa Fromartz. Beneath it is a blue stool called "By the Trees," which introduces an organic element of surprise into the strict modern mix.

ON THE front lines

In the dining room, Hassan played with linear geometry to great effect. The high ceilings permitted the use of the over-scaled, whisk-like Octo pendant fixtures from Lumens.com. The table is a Patricia Urquiola design from Molteni & C; the dining chairs, an Arik Levy design also from Molteni & C. The hide rug from The Evolution Store and the sheers throw off some additional curves to balance the orthogonals.





TIMELY
and **TIMELESS**

Adding zest, cleverness, humor, and the warmth of contrasting wood tones to the wall between the living and dining rooms are Doug Jackson's Word Clock and Paco Camús' multi-leg walnut console from DDC. Douglas Little's black skull candle from Barneys New York sits atop the console.



THERE IS SOMETHING SO WONDERFULLY 21ST CENTURY about this chic, modern, two-bedroom residence that New York-based designer Noha Hassan created for a young professional couple on the Upper West Side. Sure, the primary furnishings are of the moment and timeless, both: clean, crisp designs in serene shades of black, white, and gray from Molteni & C, with accent pieces from B&B Italia, Ligne Roset, and DDC, among others, softened by floor-to-ceiling curtains and floor coverings. Upping the ante is eye-catching, challenging, bold art that, along with choice accessories, adds color into the mix.

But before the nuts and bolts and choices of decor, there's a backstory of connectivity and globalism. That's where the present-as-future aesthetic really enters the picture. The clients found Hassan online, through her website. A prototypical citizen of the world—Egyptian-born, educated in Cairo and Brussels, lived in Jeddah and Luxembourg—she came to interior design via finance (stints in the London offices of Goldman Sachs and JP Morgan) and marketing and branding (at Estee Lauder). The three met for the first time in the unit, just before the closing. And after the pair made clear their desire for a “modern, very modern” space, Hassan had them post online idea books of images “to make sure we were talking the same language.”

Hassan found herself amazed by the apartment, which has a generous, flexible floor plan with an

SYSTEMS
analysis

LEFT: In the dining room, Hassan used the Riveli System, a clever, wall-mounted modular storage solution with pivoting panels to which art attaches via magnetic backing; each panel flips down independently to create a shelf as needed. Her clients selected the abstract image here, and can change it at will for a low cost impact. **BELOW:** With classic modern open-plan logic, the dining room flows directly into the kitchen, to which Hassan gave several functional and cosmetic updates. Hanging over the kitchen island is a trio of Fuschia pendants, an elegant Achille Castiglioni design from Flos.





DECIDING THAT "A REALLY COOL, REFINED HIP" SENSIBILITY WASN'T FOR DOWNTOWN ONLY, HASSAN OPTED TO BRING THE LOFT LOOK UPTOWN



EARTH + sky

OPPOSITE PAGE: The clients loved Michel Ducaroy's Togo seating from Ligne Roset, so Hassan used the lounge chair for additional seating and a pop of color in the master bedroom. The floor lamp is a Patricia Urquiola design for Flos, purchased from Lumens.com; the side table, an Aldo Cibic confection for Paola C, from Barneys New York.

THIS PAGE, CLOCKWISE FROM ABOVE: The master bedroom is done in a Zen-like monochromatic palette of charcoal, black, and white, with moody gray sheers from Romo at the windows, glass-topped nightstands from Lazzoni, and an Arik Levy-designed bed from Molteni & C; the wallpaper is a Porsche design that the client purchased in China. For increased function, Hassan modified the vanity unit in the master bath with pullout drawers and cut outs around the plumbing. Eda Akaltun's *On Haruki* from Lumas Gallery hangs on the wall in the master bedroom.

open-plan arrangement for the principal public rooms, good light, and high ceilings—unusual at 11.4 ft. "It called 'loft' to me," she said. Deciding that "a really cool, refined, hip" sensibility wasn't reserved for downtown only, she opted to bring that look uptown for these clients. First she layered in the unique architectural features that the apartment lacked, upgrading the floors and the lighting. Then she painted the walls of the main room Benjamin Moore Super White to create a backdrop to show off every smart, unexpected, and captivating design decision that followed. Six months worth of hard work later, the design settled comfortably into the 21st century residence it so happily is now.

~ See Resources.

