

designer's profile

NOHA HASSAN-SMITH



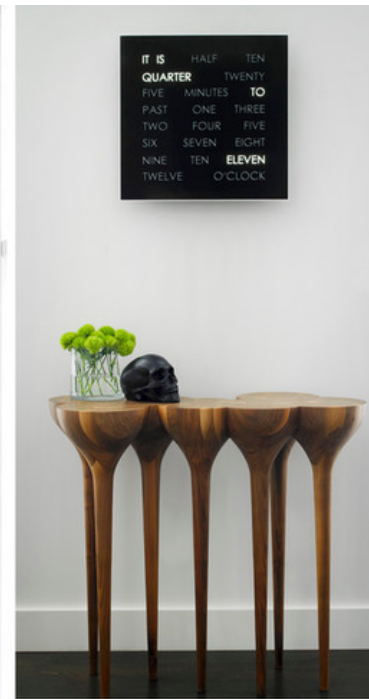
Noha Hassan-Smith creates interiors that are both modernist and warm, and her spaces range from clean-lined minimalist to ethnic modern. Highly influenced by her global travels, her approach to design emphasizes versatility and draws on the requirements of each client to develop a look that reflects location, lifestyle, and personality. Always, be it for a first time homebuyer or a media celebrity, the emphasis is on a finished space that is coherent, beautiful, and livable. Her passion for aesthetic and creative projects led her to marketing and branding positions for the Estee Lauder Group, a path that eventually took her to New York. It was here that Noha found her calling for interior design, when she first renovated her new home. This space continues to serve as a showcase and design laboratory. Noha likes to utilize design elements that are both artistic and functional.

LINCOLN SQUARE

BRINGING DOWNTOWN COOL TO NEW YORK'S UPPER WEST SIDE"



design by NOHA HASSAN
photos by MARK ROSKAMS



The apartment's most unique asset is its high ceiling height of 11.4 feet; a quality feature you rarely get in new developments like this. In addition, it has a generous and flexible layout - a large open-plan main room and 2 decent-sized bedrooms all with good natural lighting. What the original space lacked, however, were unique architectural features, and the floors were pre-fabricated mahogany stained wood.





The goal was therefore to upgrade the flooring and add architectural lighting to make the unit feel more luxurious and personalized, while at the same time rendering it more functional. The shell was in this way upgraded to be a beautiful and serene canvas, so it would better accentuate the modern furniture to follow.

THE ESSENTIALS OF THE SPACE

Various elements were used to accentuate high ceiling and add drama: floating ceiling, floor-to-ceiling drapery, a tall bookcase, and double oversized dining table pendants.

The floating ceiling with alcove lighting and recessed down lighting was added to not only provide a dramatic architectural feature, but also to add adequate lighting for functionality purposes. The goal was to avoid excessive floor and table lighting in order to maintain a clean minimal feel. The idea of the bookcase was to camouflage the wall's air conditioning system, which was a stark eyesore when entering the apartment. It now rests behind the wood panel which is a sliding door.





Noha wanted to minimize color in the furniture so the space would feel tranquil. The aim was instead to have art and few accessories create small, warm bursts of brightness. Noha included Riveli wall art in the dining room a product the designer had used in the past, and the clients had requested she include it in their new space. It's a modular wall-mounted shelving system on which art is attached via magnetic backing. This enables the client to change art selection as often as they want for a low cost impact. The abstract art was selected by the client.







The bedroom, Noha incorporated ultra-contemporary wallpaper by Porsche Design to provide texture and warmth. Noha removed the entire pre-fabricated flooring and replaced it with 5 oak solid wood planks which were stained grayish-brown. This gave the space an simple, seamless quality lift. She also used Benjamin Moore Super white on all the walls in the main room to give a clean and crisp modern feel when coupled with the dark floors.

— AVIDLY HOME

