

Need to Know

# Pottery Barn Gets Serious About Sustainability, Richard Ginori Rebrands, and More News This Week

Here's what you need to know

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From significant business changes to noteworthy product launches, there's always something new happening in the world of design. In this weekly roundup, AD PRO has everything you need to know.

## Business

### Richard Ginori, Pottery Barn, and More Make Waves

In Milan, Richard Ginori has officially rebranded. Now, the fine china company will be known as [Ginori 1735](#). Over in San Francisco, [Pottery Barn](#) announced today that it is launching a partnership with the Renewal Workshop. The move, which underscores its commitment to sustainability, will help repurpose imperfect or returned textile goods. Elsewhere, Yoram Roth, the majority owner of Fotografiska, has made a interesting strategic growth investment in [NeueHouse](#).

## Real Estate

### Charlie Ferrer Transforms a Sky-High Residence

A 1960s [Pierre Paulin](#) lounge chair, a 1970s [Verner Panton](#) chair, and a 1950s French mirror are not exactly what you'd expect to find in a shiny new residential tower. But those are indeed what you'll encounter on the 50th floor of the Kohn Pedersen Fox-designed Brooklyn Point, in a three-bedroom unit decorated by Charlie Ferrer. The

interior designer's layered aesthetic adds an inviting and unexpected touch to the building's interiors by [Katherine Newman Design](#), which feature imported stone and custom millwork, Miele appliances, custom Waterworks faucets, and quartz countertops.



A glowing entryway in Charlie Ferrer's unit at Brooklyn Point. Photo: Nicole Franzen

## **Renzo Piano and Poltrona Frau Release a SoHo Residence**

A full-floor residence at the Pritzker Prize-winning architect Renzo Piano's 565 Broome building in SoHo, New York, is furnished entirely by Italian furniture brand [Poltrona Frau](#). Residence N28A, which has four bedrooms and five and a half baths, offers views of the Hudson River, lower Manhattan, and the Midtown skyline, and is listed for \$16.95 million. Poltrona Frau also worked with Tribeca-based Denny Dimin Gallery to feature artwork throughout the apartment, including painting, photography, watercolor, sculpture, and weaving, by 10 contemporary artists.

## All Star–Designed NYC Condo Debuts

A collaboration between [Peter Pennoyer Architects](#), [Achille Salvagni](#), and [Christopher Peacock](#)—a 19-story ground-up condo on the Upper East Side of Manhattan developed by Naftali Group and called [the Benson](#)—has launched and is open for sales. “The Benson is designed to recall the elegance of the great Rosario Candela apartment houses of the 1920s and evoke the glamour of the Art Deco architecture of Jazz Age New York,” Peter Pennoyer tells AD PRO. “Clad in the same Indiana limestone as the premier buildings on Park and Fifth Avenues, the Benson incorporates set-backs that allow the building to rise from its mid-block position as an identifiable tower on Madison Avenue, echoing the stature of the iconic Carlyle Hotel just a few blocks to the south. At its peak, the tower is marked by an architectural temple-like treatment and anchored by six-foot-tall lanterns.”

## Product Launches

### Henrybuilt—and Others—Thinks of What’s in Store

Henrybuilt has debuted Primary Objects Studio Group, a collection of closets, cabinets, and storage units. “Primary Objects Studio Group addresses the pressing need to functionally upgrade parts of the home—making them more adaptable, versatile, and beautiful—but with minimal effort and reasonable investment,” Scott Hudson, founder and CEO of [Henrybuilt](#), says to AD PRO. “With so many of us both living and working from our homes, it may not be the best time to do invasive renovations with contractors and installers coming through; with this initial set of storage towers from Studio Group, you can [specify and order] the pieces directly from our website to be delivered to and easily installed by the homeowner.”

Elsewhere, [Aerin Lauder](#) has a new tabletop collaboration with [Social Studies](#), a relatively new brand that rents out fashionable tablescares for at-home soirées. Also of note, [Crate & Barrel](#) and Crate & Kids launched new collections with Leanne Ford. Finally, [Mitchell Gold + Bob Williams](#) reintroduced some of their most popular pieces, making them available once again. Think the Odette Chair, London Sofa, and many more covetable designs.

# Fairs and Openings

## Asia Week New York Plans Its Return

Early next month, Asia Week New York will make its triumphant, but careful, return. (The March edition of the exhibition, auctions, and events series was of course somewhat stymied by the arrival of the coronavirus pandemic.) “It’s wonderful to be back in our galleries again,” Katherine Martin, chairman of Asia Week New York and director of [Scholten Japanese Art](#), says to AD PRO. “And we look forward to welcoming visitors to view our exhibitions, both in person, by appointment, and in our online virtual gallery. They can expect some fantastic surprises!”

Across the pond, [PAD Paris](#) has announced that it is now not happening until next April. PAD London also will not take place until October of 2021. Finally, [Visionnaire](#) has opened its first showroom in Montecarlo. With jewel tones and peacock-shaped pieces, the space is a total knockout.



A beautiful ceramic vessel expected to be on display as part of Asia Week New York.  
Photo: Courtesy of Asia Week New York



# All About Arts

## The British (and Americans) Are Coming

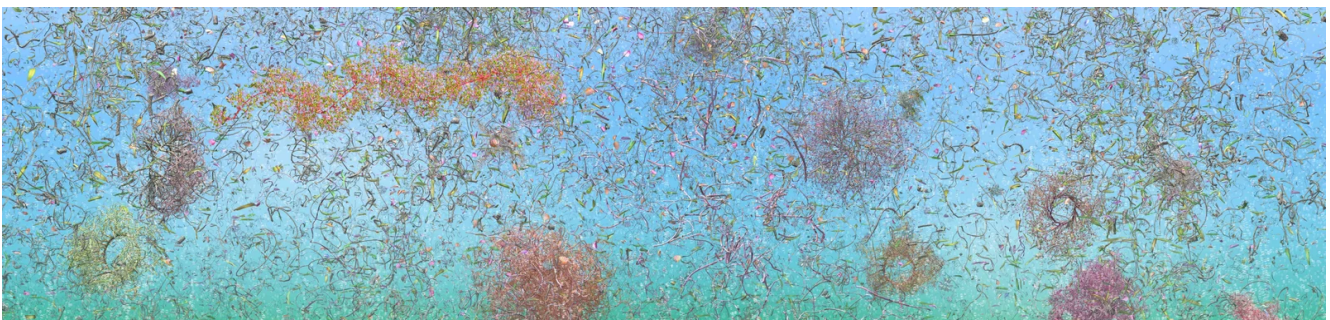
Yesterday, famed painter [Cecily Brown](#) debuted a new exhibition at [Blenheim Palace](#). Located in Woodstock, U.K., the residence is a World Heritage Site as well as the hereditary home of the Duke of Marlborough. Elsewhere, the British Museum has teamed up with H&M to debut a new collection of home products. [Now available](#), the wares feature the works of Mary Delany, who was known for her 18th-century floral renderings.

Finally, this fall is set to be a big season for [Adrian Sassoon](#). In October, the gallerist will team up with Swedish gallery Modernity for a first-time joint exhibition. The same month, Sassoon will debut a new collection for Sotheby's London. And come November, he'll show works online through TEFAF New York.

This side of the Atlantic, Nonaka-Hill gallery in Los Angeles is opening a show of ceramic works by [Sterling Ruby](#) and Masaomi Yasunaga. And next week, Keith Haring's personal collection will go up for [sale](#) at Sotheby's. With pieces by Warhol, Basquiat, and Holzer, it's undoubtably a tour de force collection.

## The Lone Star State Gets a Singular Artwork

Landmarks, the public art program of the University of Texas at Austin, has announced its commission of a new work by artist Jennifer Steinkamp. "I was struck by the theory of symbiosis in evolution; our DNA ancestors are the resultant fusion of single cellular organisms and bacteria," Steinkamp comments to AD PRO. "The millions of bacteria in our bodies are our foremothers. *Eon* is a speculative fiction, a depiction of early life forms underwater." Andrée Bober, director of Landmarks, adds: "With Steinkamp's unmistakable language of forms inspired by the natural world, *Eon* reminds us that all life arises from—and cannot exist without—mutual cooperation."



A panoramic view of *Eon*.

# Awards

## SFC to Use Award Grant for Designer Survey

Recipient of the ASID's Irene Winifred Eno Grant, the [Sustainable Furnishings Council](#) will ask interior designers on their understanding about “hazardous chemicals used in the manufacturing of home furnishings” in a new survey.

"The ASID grant makes it possible for us to deliver actionable information to the design trade regarding harmful chemicals used in furnishings," Susan Inglis, executive director of the organization, said in a statement, noting that the trade is responsible for nearly 25% of U.S. furniture sales annually. "It's clear that interior designers are in a position to make a real difference in reducing environmental pollution." Designers are invited to participate in the brief [survey](#) by September 30.