

PRESS RELEASE – Announcing the launch of White Webb, LLC

The marvels of a makeover: restoration of a Stanford White beauty leads to a new joint venture in interior design

NEW YORK CITY - Purchasing a new home can be a transformative experience for many people, but how often does it result in a new business partnership? When Matthew White and Frank Webb both began their independent searches for a new apartment back in 2001, neither of them anticipated that their new homes would supply anything more than some extra square footage and an opportunity for creative expression. Save for a chance encounter in an elevator, it may never have amounted to anything more.

As fate would have it, both men settled on two distinctly different apartments in the same Stanford White-designed building, the former J. Hampden Robb mansion in Murray Hill. Matthew White, an established West Coast interior designer, was seeking an East Coast base from which to expand his business, and fell in love with a duplex unit with leaded glass windows, 18' coffered ceilings and original oak paneling. Frank Webb, a banker for J.P. Morgan, wanted more space within walking distance of his midtown office, and saw great potential in a sprawling space with few original details, but tremendous light, views and bones. Blessed by the co-op gods, both men closed on their apartments in early 2002 and began year-long renovations. Despite close quarters and similar circumstances, they never met. Finally, in early 2003, the two bumped into each other in their building's elevator, and began a lively conversation that continues to this day.

With construction dust fresh in their nostrils and board rebuffs still stinging, the two found that they had a lot to discuss. After sharing war stories and exchanging house tours, they marveled at the dramatically opposite approaches they had taken to renovating their homes. Whereas Matthew worked to restore his apartment's plentiful architectural details and to incorporate period antiques and art, Frank chose modern finishes and contemporary art to build out what was largely a blank canvas. Unexpectedly, they each loved what the other had done.

Shortly after the two met, Frank decided to leave his banking career in pursuit of something radically different. Always interested in design, he began seeking opportunities to turn his personal passion into his next profession. At this same time, he and Matthew were recruited by their co-op board to manage the renovation of the building's common areas. As they worked together on this project, they began to notice an interesting dovetailing of their experiences and the generation of a great creative energy. Soon enough, the two began contemplating a new business marrying the best of design with solid business practices and unparalleled client service. In early 2004, White Webb, LLC was born.

With offices in New York and California, White Webb focuses on the design of high-end residential interiors and home furnishings. Rather than specialize in a particular style or period, the firm espouses genuine eclecticism, which can be evidenced by its wide range of design projects and expanding product lines. Inspired by classical design and architecture, the team seeks innovative ways to translate those elements into fresh and timeless designs suited for modern living. To reinforce its creative energies and ensure client satisfaction, the firm devotes equal passion to disciplined project management and client service. From every perspective, White Webb aims to deliver flawless design.

For more information, please contact 212-288-0996 or visit the firm's website: www.whiteweb.com