



PHOTO: ART GRAY.

PLUM ASSIGNMENT GREAT ROOM

THE SKILLED DESIGN TEAM OF MATTHEW WHITE AND FRANK WEBB EVOKE SOPHISTICATION AND A TRUE SENSE OF PLACE IN THIS MANHATTAN APARTMENT.

How did you create spatial distinction in this great room?

As with any design, it all boils down to how the client lives on a daily basis. As a couple, they enjoy dining at the kitchen counter and would sometimes take meals in the separate media room. For this reason, we didn't dedicate fixed space to a formal dining area. Instead, to preserve space and still permit larger-scale entertaining, we designed a convertible console/dining table, which abuts the back of the sofa. Doing so enabled a more open flow within the space.

How did your design process unfold from there?

The space needed impact, but it also needed to be comfortable since it serves many purposes. Once we settled on a logical furniture plan, the welcome challenge was to find special objects to define and transform it. We felt the need for powerful anchors on either end of the room, and we found this unusual, carved-wood sculpture. Beneath it, we designed a long sofa to visually widen the room, upholstering it in pet-tested and "approved" fabric.

Aside from the punch of color the sofas give, why did you go with a more subdued palette?

In general, we kept the color fairly neutral and tonal, even the purple sofa is a softer plummy hue, to contribute to a lighter, airier feel. For other more intimate spaces, such as a windowless media room, we used rich, warm color to enhance the cocooning effect. When it comes to choosing a simpler palette, it must have movement; variety of texture, pattern, scale and line are all necessary to maintain life in the design.

Carved-Wood Panel / Mark Jager Antiques / industrial-antiques.com. Custom Convertible Console/Dining Table and Sofa Design / White Webb, LLC / whitewebb.com. Interior Design / Matthew White and Frank Webb / White Webb, LLC / whitewebb.com. Vintage Amoeba Coffee Table / T.H. Robsjohn-Gibbings for Widdicomb / blackmancruz.com. Vintage French Swing-Arm Lamps / G net et Michon / pascalboyergallery.com. Wool Rug / Decorative Carpets Inc / decorativecarpets.com.