



FASHION
SURFER CHIC
IN BOLINAS

ADDICTED
FOODIES GET
THEIR FIX

4
WAYS TO
FIND YOUR
THRILLS
IN SF

THE BAY
AREA'S YOUNG
AND RESTLESS:
POLO'S NEW
GUARD

VANNA WHITE
FINDS FORTUNE
IN THE CITY

PLUS @HOME:
COLLECTORS'
SECRETS AND
DESIGNERS' TIPS

SPRING FEVER

ACTRESS **RACHAEL
LEIGH COOK**
IN FULL BLOOM

May '04 www.7x2mag.com \$4.00

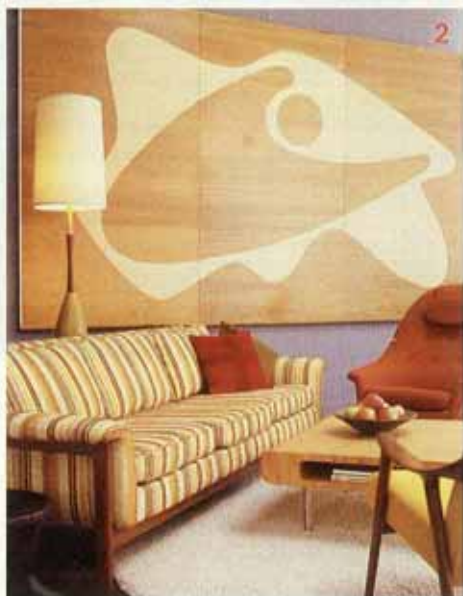


EAT+DRINK HAUTE TACOS, COOL CEVICHE,
KILLER MEZCAL AND ICE-COLD BEER

You've Got the Look

Mid-century Modern

Spanning a relatively short period of time (1940s–1970s), mid-century modern design is the byproduct of a surge in manufacturing innovations that allowed for metal and wood to be shaped as never before. Designers created sleek, streamlined pieces whose forms echoed organic shapes—think of the ubiquitous Eames “potato-chip” chair, a rarer gem such as Arne Jacobsen’s Egg chair (characterized by a near-seamless ovoid shape) or Eero Saarinen’s cozy, low-slung Womb chair. According to SF decorator Jay Jeffers, mid-century modern is “the perfect period for someone on a budget. Pieces were mass-produced, so there are a lot available; and if you don’t have to have a signed piece, you can find them at flea markets and thrift shops.” Higher-end design boutiques such as Den and Joe Kish, which regularly stock originals, can provide immediate gratification. If you’ve done your homework and you know what you’re looking for, online auctions such as eBay can prove to be worth the effort (search for designers such as “Hans Wegner” and “George Nelson”).



- 1 Ocean Beach Living Room by Steven Miller Design Studio.
- 2 Danish Modern couch and chair available at Den.
- 3 Poul Kjærholm PK-20 chair available at Joe Kish.
- 4 Noguchi Free Form Sofa available at Design Within Reach.
- 5 Kaj Franck ceramic pitcher available at Modern Artifacts.

SEE PAGE 111 FOR FULL RESOURCE INFO

From haute-baroque to uber-contemporary, the range of possibilities is vast when it comes to decorating your home.

- 1 Early 19th-century French gilt recamier available at Antonio's Antiques.
- 2 19th-century French leather-bound books available at Patina Atelier.
- 3 Elegantly appointed dining room in San Francisco penthouse, designed by Kensington & Associates.
- 4 Early 19th-century Italian painted dresser available at Patina Atelier.
- 5 Regence-style Fauteuil à la Reine chair and Alex Bertin painting (circa 1874) available at Urban Château.

SEE PAGE 111 FOR FULL RESOURCE INFO



European Antiques

Decorating with European antiques can be a bit intimidating. (The word *antique* alone is practically synonymous with a lofty price tag.) And although you can certainly break the bank on that coveted Louis XV commode, a vast range of pieces doesn't require nearly as much capital. There's usually a correlation between age and price, so those just getting started may find 18th- and 19th-century pieces more accessible. Kendall Wilkinson, interior designer and owner of Sacramento Street antiques purveyor Patina Atelier, also advises, "Country furniture is usually less expensive, especially if you find pieces made of pine or oak." Even for antiques, trends do apply: These days, demand is high for early 19th-century Italian painted items. How to verify authenticity? "An authentic piece will feel like it has been layered and chipped away at and then layered with paint again," says Wilkinson. Turning a piece upside down and checking for telltale machine-made or electric saw marks is another way to avoid being taken for a ride. Beginning collectors can educate their eye at the annual San Francisco Fall Antiques Show (Oct. 27-31; www.ehss.org).



(CLOCKWISE FROM TOP RIGHT): FRED LYON; STEFANIE DEUTSCH MICHEIDA; GARY GARNICK; COURTESY OF ANTONIO'S ANTIQUES; STEFANIE DEUTSCH MICHEIDA

Contemporary

The distinctions between modern and contemporary design are not immediately identifiable. Contemporary pieces may share modern furniture's clean, simple lines but can also be decorative and ornate, incorporating a wide range of styles. (The scale does tend to be generous, as notions of comfort play a big part in the design process.) Prices for higher-end lines such as B&B Italia and Cappellini are quite steep, but thanks to IKEA you can achieve a similar look and feel without the hefty investment. Robert Munzer, senior sales associate at the SoMa contemporary art and furniture gallery LIMN, credits the Swedish megaretailer with educating the public about contemporary design. "IKEA is terrific because it introduces and exposes this aesthetic to a very large audience," he says. "People who are buying IKEA now will at some point upgrade in terms of quality and price." If you've already graduated, browse at purveyors such as LIMN, Kartell, Design Within Reach and Berkeley's The Magazine. Contemporary designers to look for include Philippe Starck, Antonio Citterio and Karim Rashid.



- | | |
|---|--|
| 1 | Libre Modular Sofa
available at Design Within Reach |
| 2 | Philippe Starck Ero s chairs
available at Kartell |
| 3 | Tripod Table Lamp
available at Design Within Reach |
| 4 | South Park loft interior
by Beyond the Limit Designs |
| 5 | Edra storage and wall system
available at LIMN |

SEE PAGE 111 FOR FULL RESOURCE INFO