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Standard Arts adorns apartment in David Chipperfield's The Bryant tower in Manhattan



Jenna McKnight | 26 June 2019 | 5 comments

 $A\ model\ unit\ within\ David\ Chipperfield's\ new\ residential\ tower\ in\ Midtown\ Manhattan\ has\ been furnished\ with\ whim sical\ decor\ and\ colourful\ artwork\ selected\ by\ the\ curatorial\ firm\ Standard\ Arts.$



The apartment is located on the 24th floor in the 34-storey tower, which is the first condominium building to rise along Bryant Park - an important public space near Times Square. The Bryant also marks British architect David Chipperfield's first ground-up residential tower in America.



Standard Arts, a design and arts curator based in New York and Mexico City, was tasked with furnishing a two-bedroom model unit within the tower. The sim was to present "an exhibition of artwork and contemporary design, curated through an unconventional approach".

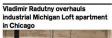
"Using architect David Chipperfield's thoughtful architectural and interior design as the backdrop, the combination of art, furniture and objects appeals to the uniquely curious mind," Standard Arts said in a project description.



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L-shaped in plan, the model apartment totals 1,391 square feet (129 square metres). Rooms features walls sheathed in terrazzo, oak herringbone flooring and tall windows with black frames. The finishes are intended to give the tower "a consistent voice and a high-end, classical elegance".



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Throughout the dwelling, the curatorial team incorporated furnishings and accessories from Objects of Common Interest, a design studio based in Brooklyn and Athens, Greece. Peppered throughout the dwelling is artwork by contemporary artists from Colombia, Brazil, Mexico, France and America.



In the kitchen, colourful glass vessels and an oversized floral bouquet add pops of colour to the snowy white kitchen, which features a marble island, custom cabinetry and stainless steel appliances. Accessories in vibrant hues also appear in the bathrooms.









In one of the bedrooms, the team added a simple bed covered with tan throw. A small, bedside table consists of marble slabs held together by an acrylic top. Artwork by Anne Deleporte, GT Pellizzi, Ana Lucia Cano and Gustavo Prado enliven the space and an adjoining corridor.

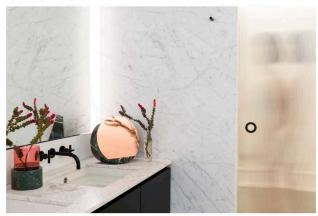


In another room, a piece from artist Sei Smith's Reflection 1 series is prominently featured. The minimalist sculpture consists of a tall, white plane propped up against a white wall. The backside of the piece is painted bright green, which is reflected onto the adjacent surface.

Similar to the public area, other areas of the apartment are fitted with exuberant furnishings that look more like artwork than functional decor. The idea was not to provide a realistic view of living, but to create a playful yet sophisticated atmosphere.



"The imagined resident sees this unconventional home as an individualistic expression of what he holds dear," the firm said. "Art and design meld with comfort to present unpredictable yet meaningful interactions."



Clad in precast terrazzo panels, The Bryant tower contains 57 condos, with active listings ranging from \$2.5 to \$16.3 million (£1.9 to £12.8 million), according to StreetEasy and the Corcoran website. The building also contains retail space and a 226-room hotel.

This is the second time The Bryant has enlisted specialists to decorate a model apartment. Last year, online design retailer Radnor furnished a two-bedroom residence there in collaboration with the Brooklyn studio Workstead.

Photography is by Paula Abreu Pita for Standard Arts.



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