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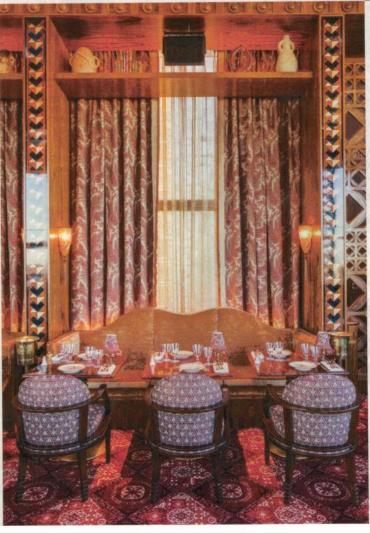


CLOCKWISE FROM LEFT A STAIRCASE AT CARTIER'S FIFTH AVENUE FLAGSHIP IN NEW YORK CITY: THE MADRAS ARMCHAIR INSPIRED BY PUNJABI WEDDING CHAIRS; DAR MIMA RESTAURANT IN PARIS.



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Gonzalez explains.
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#185 Interconnected Stair Rail







rench actress Gaby Deslys was one of the Belle Époque's greatest luminaries. A celebrated beauty and accomplished dancer, she played the Winter Garden Theatre on Broadway with Al Jolson, starred in silent pictures, and was courted by some of the wealthiest men of the era, most notably Manuel II, the last king of Portugal. With her fortune, she bought herself a charming five-story brick town house in Paris's 16th arrondissement—a

decidedly bold move for a woman at that time. After her death, at 38, following an infection contracted during the Spanish-flu pandemic, the home was sold and divided into seven apartments. And so it carried on, until last year, when the French interior designer Laura Gonzalez purchased the entire building and transformed it into her company's new headquarters.

In restoring the building, "we treated it as a hôtel particulier," or grand private town house, rather than as corporate offices, Gonzalez explains, as she nestles into a comfy armchair in the second-floor conference room and pours herself a cup of tea. She retained much of the house's early-20th-century details, such as the rounded corners and archways, and reproduced period doors based on the one original that remained.

#187 Fence & Balcony Railing

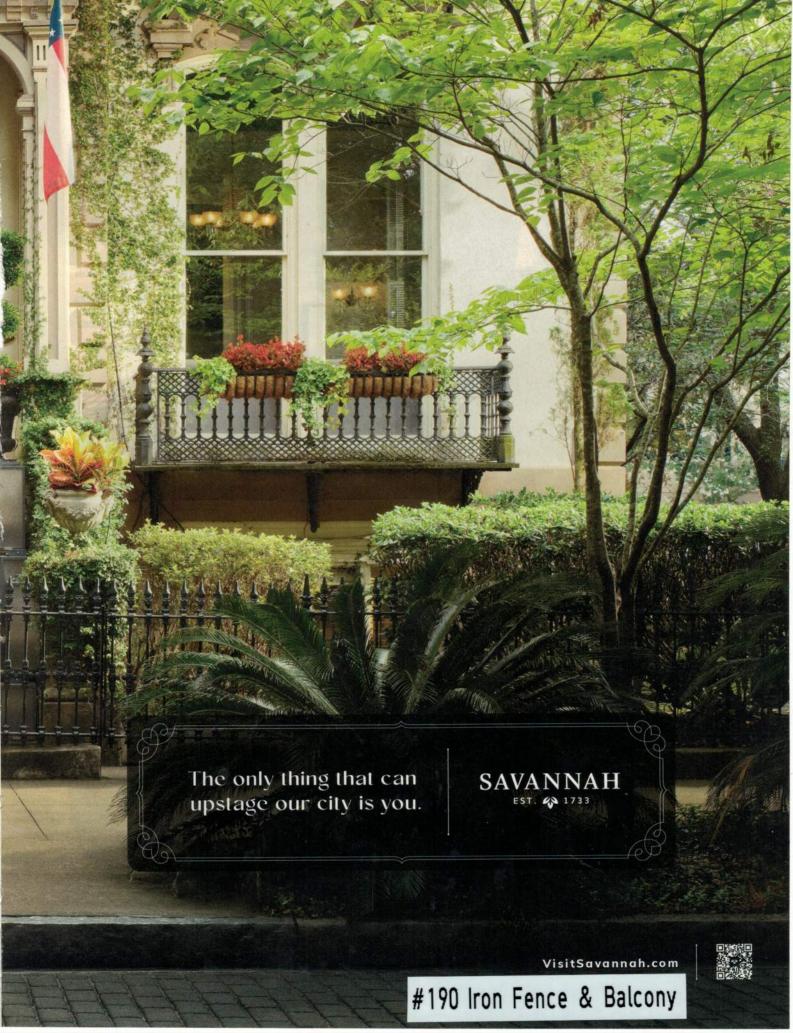
Yes, there are workspaces for her 45 employees, and meeting nooks, and, in the basement, the "bar à tissus," or fabric library, with floor-to-ceiling bookshelves filled with boxes of swatches and notions. But there is a hospitable quality to the place too. Like the two kitchens-a cozy one upstairs, for staff coffee breaks and lunch, and another, larger one on the ground floor, to service the formal dining room, conservatory, and garden. Gonzalez's husband, Benjamin Memmi, the company's chief executive, is next door to the conference room, in a den-like study with sliding doors. Their labradoodle, Pam, roams freely about, and curls up under desks for naps. "There are dogs on every floor," Gonzalez says, "A Jack Russell terrier, a dachshund, a Shiba Inu..." She stops to give Pam a pet. "We want the clients to feel at home," she explains. "When they spend the day here, we welcome them for a meal. It's part of the art de vivre in design that we love."

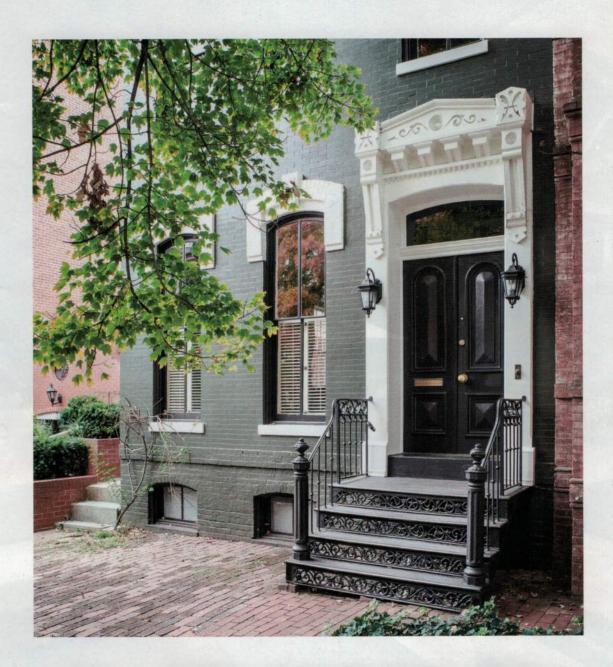
Gonzalez launched her firm in 2008, at 24, while still a student at the École nationale supérieure d'architecture Paris-Malaquais, and she quickly made her reputation by sprucing up mythic Paris nightspots, such as Le Bus Palladium and Chez Régine. Her approach is a bright and cheerful maximalism that she describes as "chic mix and match," and it is on full display in the town house.

Walls are covered with cloth in floral prints, toiles de Jouy, stripes, and damasks in a plethora of happy hues. "Fabric





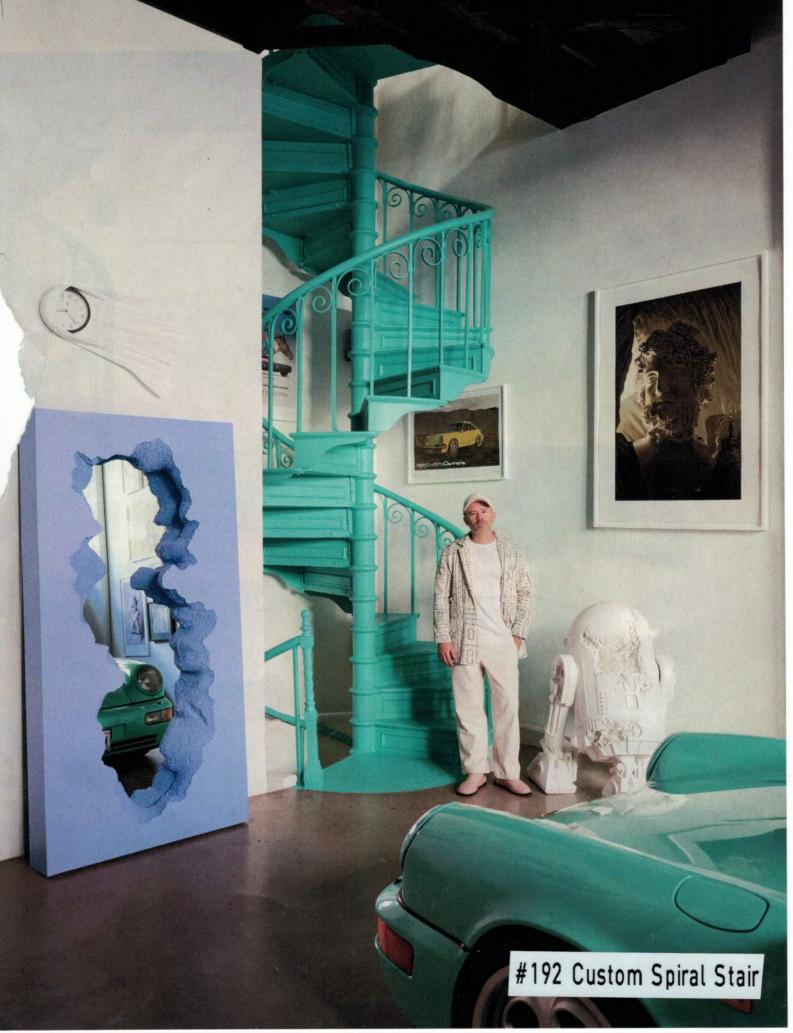




## PAST PERFECT

Art Deco-inspired spaces bring an 1870s Georgetown row house into the 21st century

#191 Wrought Iron Entry Railings



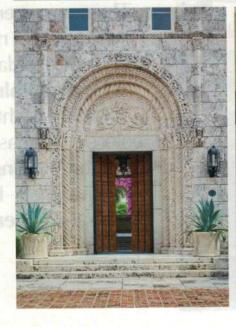
## · Architecture & Decoration















ABOVE JORGE ZALSZUPIN ARMCHAIRS BY ETEL ARE JOINED BY A BRUNO MATHSSON LOUNGE CHAIR AND A SERGE MOUILLE WALL LIGHT IN THE PRIMARY BEDROOM. PAINTING BY ARIELLE PYTKA, **BELOW** STAHL + BAND LOUNGE CHAIRS SIT ON THE POOL DECK. VINTAGE FRENCH WALL SCULPTURE AND POTTED PLANTS THROUGHOUT FROM INNER GARDENS.





build+remodel -smart makeover

## build+remodel

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