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**DESIGNS** 

**BEAUTIFUL BATHROOM** 

## Designer Nicholas Obeid brings a vacuous New York apartment down to size with scale-taming furnishings and artful layers.

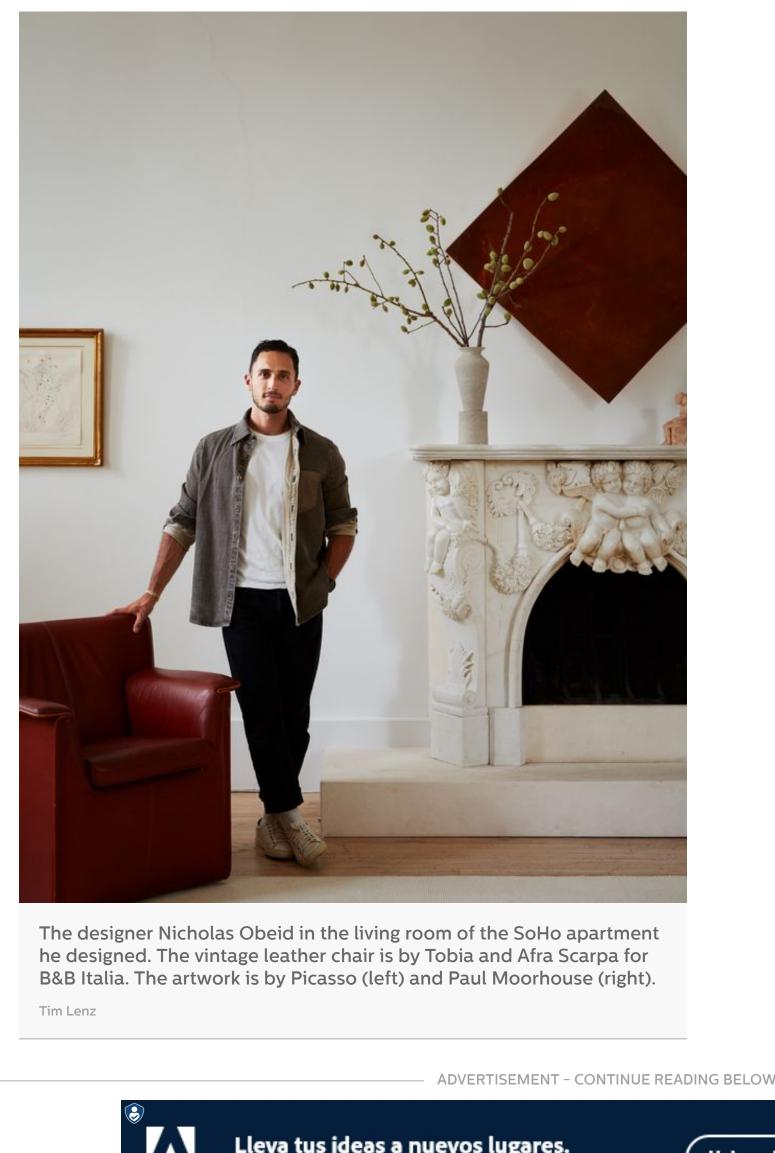


**SEEING ALL OVER** 

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product and interior designer Nicholas Obeid, there was no better opportunity to start from scratch than with a 2,800-square-foot loft in a prewar building in New York's SoHo neighborhood, complete with 16-foot-high ceilings, towering windows, and stark white walls. But there is also such a thing as too blank. The biggest challenge with this project, commissioned by a book-loving couple who work in finance, was making sure that

the apartment, with its vacuous spaces and absence of preexisting architectural details (save for a lone cherub-covered stone mantel), felt like a home and not a warehouse or a furniture showroom. "I always say, it's about mindful mix," says Obeid, who spent seven years at Jonathan Adler before branching out on his own in 2018.



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For Obeid, who worked with design firm EQPT Residences supporting logistics for the project, the first solution was to temper the large combined kitchen, living, and dining space with appropriately scaled pieces. That included a 105-inch custom sofa and a custom 50-inch-by-50-inch cocktail table in the living area. The oversized furnishings, he says, work to create a more intimate scale. In the same

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expanse and create different lounges. "It'll also help when my clients have cocktail parties to have different areas to mingle," he explains. The same strategy came into play for the dining space, which featured dramatic floor-to-ceiling windows. The custom blackened-oak dining table Obeid designed anchors the room with its grand size. "It feels organic and sort of soft and curvy," he said. A set of leather woven **Casamidy** dining chairs adds lightness to the vignette and—as a bonus—were made in the same small town in Mexico where the clients were married.

room, Obeid created separate seating zones demarcated by rugs to help fill the



Then came the "mindful mix" Obeid talks about, including one-of-a-kind vintage pieces and artwork. In the living portion, he brought fluidity to the layout with soft

Tobia and Afra Scarpa for B&B Italia. Obeid added works from the Brooklyn

ceramist Natalie Weinberger and the sculptor Paul Morehouse, who made the

curves, like a folding screen by Alvar Aalto in a corner and a red leather chair by

sculpture over the fireplace mantel. The clients, meanwhile, brought some of their

Dining chairs by Casamidy (which happen to be made in the same town in Mexico where the clients were married) surround a custom

dining table by Obeid. The painting is by Scott Kerr.

Tim Lenz

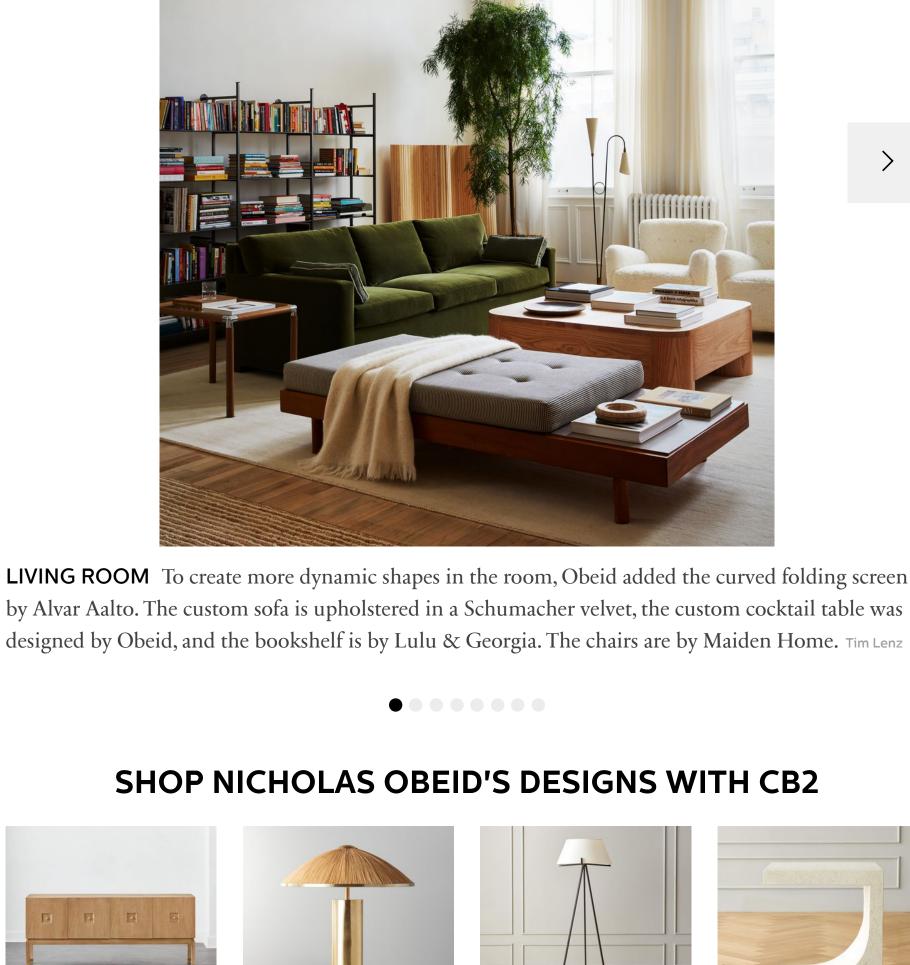
own pieces, including the Picasso lithographs seen in the living area. In other parts of the apartment, like the bedroom, Obeid sourced artwork from La Pera Projects a subscription service featuring a curated selection of art from established and emerging artists. ADVERTISEMENT - CONTINUE READING BELOW Adobe Creative Cloud Unirse ahora Lleva tus ideas a nuevos lugares. Other items were of Obeid's own design, including a floor lamp in an adjacent home office from his partnership in CB2 (this month, Obeid expanded the

collection with a new console table, side tables, and a selection of lighting).

says, of the overall project. Mission accomplished.

"My goal was making such a large space feel more like an inviting home," Obeid

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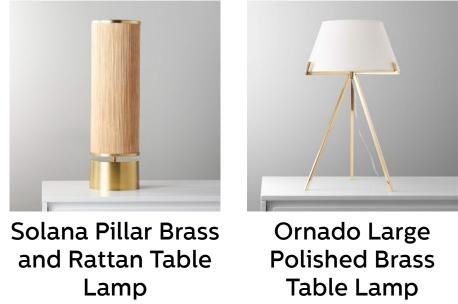
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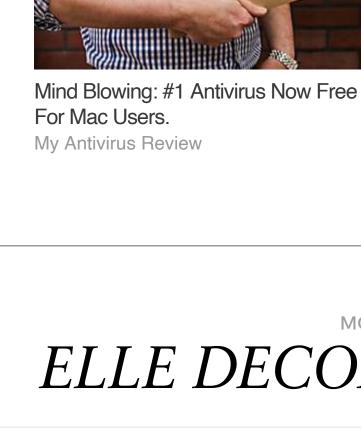
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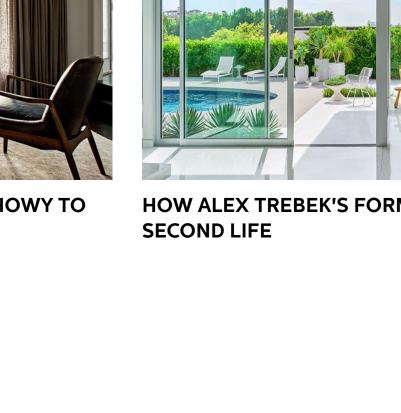


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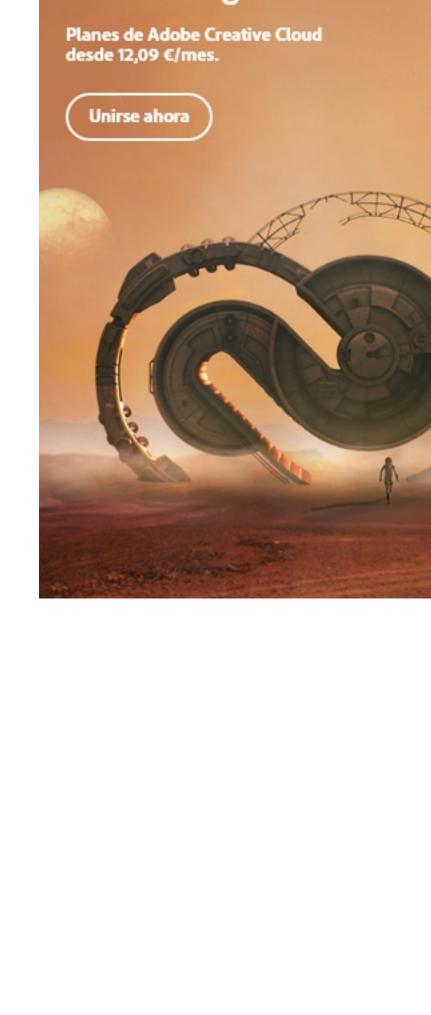
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