

SF's hot
new viral
ad boom
By Jaimal Yogis

100+ DESIGN FINDS
ULTIMATE HOME DECOR GUIDE: Local pros reveal
their go-to shops, artisans, style sources, and more...

Cook better
instantly!
12 classes
to hone your
inner chef

San Francisco



\$4.99 June 2007
www.sanfrancmag.com
MODERN LUXURY™



CLASSICALLY MODERN:
Renowned designer Orlando Diaz-Azcuy
arranges a collection of Berlin KPM
porcelain ware on a 1920s Belgian lacquered
table in his new San Francisco penthouse.
The portraits of David Hockney and
Francis Bacon are from a series
by Don Florence. See page 122.

The finest pedigrees

Robert Domergue

"This is a wonderful source of antique European furniture from the 18th and early 19th centuries as well as pieces with provenance, such as a 12-panel coromandel lacquered screen, circa 1714, that was purchased from the estate of Mrs. Sheldon Cooper [Patricia Tobin of the de Young family]."

SUZANNE TUCKER

560 JACKSON ST., S.F., 415-781-4034, WWW.SANFRANCISCOANTIQUEDEALERS.COM/ROBERTDOMERGUE

Italian for connoisseurs

Foster-Gwin Period Antiques

"Superlative Italian antiques. Collier Gwin is a passionate collector who truly loves his trade. He is very knowledgeable about the provenance of the rare pieces in his lovely shop and hunts down the best of the best."

SUZANNE TUCKER

38 HOTALING PLACE, S.F., 415-397-4986, WWW.FOSTERGWIN.COM

Flea market fabulous

Swallowtail

"Chock-full of vintage and repurposed 20th-century prizes. Don't be fooled by the size of this store. This little bastion of beautiful furniture and accessories rarely disappoints."

ZEM JOAQUIN

2217 POLK ST., S.F., 415-567-1555

La belle France

Habité

"This SoMa showroom specializes in French furniture, lighting, and antiques from 17th century to Art Deco. Owner Laurent Rebuffel goes all over France to scour for antiques, so he has a large selection and his prices are quite reasonable. He also knows the history of each piece well. If you're looking to furnish a house in the French manner, this is like one-stop shopping."

FEDERICO DE VERA

963 HARRISON ST., S.F., 415-543-3515, WWW.HABITE.COM

That one superlative piece

Ed Hardy

"One year he might be heavily into Portuguese antiques, then maybe it's Italian or Art Deco. He is the best source for Venetian chandeliers in San Francisco." **SUZANNE TUCKER**



1940s Italian upholstered armchair, at Ed Hardy.

"The real secret about Ed Hardy is that not everything is expensive. The selection is impeccable, and if you choose wisely, it's actually less expensive than buying from Paris, London, or Rome." **FEDERICO DE VERA**
188 HENRY ADAMS ST., S.F., 415-626-6300, WWW.EDHARDYSF.COM

Bungalow, refined

Craftsman Home

"This small place has a surprising selection of Craftsman antiques and reproductions, including furniture, lighting, ceramics, and accessories. Owner Lee Jester is a decorator who can help pull together a few things or redo a whole room. The service is super—when I'm looking at a shop, that's really important." **SUE JOHNSON**

3048 CLAREMONT AVE., BERKELEY, 510-655-6503, WWW.CRAFTSMANHOME.COM

Scandinavian Baroque

Therien & Co.

"Unique Swedish, Danish, and Portuguese antique pieces of the highest quality. Their consistent eye and exceptional finds make both the San Francisco and L.A. stores among my favorite stops." **SUZANNE TUCKER**

411 VERMONT ST., S.F., 415-956-8850, WWW.THERIEN.COM

And don't forget:

Benjamin Storck

This posh store epitomizes Hollywood style in the grand old days, with pieces by Jacques Adnet, Jean Royere, and Samuel Marx. A true connoisseur, Storck selects furniture and objects that are modern yet glamorous, marrying easily with this city's lingering Victorian sensibility and its tougher contemporary edge.

295 KANSAS ST., S.F., 415-863-1777, BENJAMINSTORCKLTD.1STDIBS.COM

Hedge Gallery

To-die-for midcentury furniture displayed like fine art. Owners Roth Martin and Steven Volpe have an unerring eye, favoring great French and American designers from the 1930s through the '80s. Decorative objects in bronze, shagreen, bone, and exotic woods are equally inspiring.

48 GOLD ST., S.F., 415-433-2233, WWW.HEDGEGALLERY.COM

Kiku Imports

An impressive selection of antique *tansu* and other Japanese furniture, painted screens, vintage kimonos, and decorative objects, most made between 1870 and the 1930s. The store receives a container shipment of treasures every few weeks, so the stock changes quickly. For quality this high, prices are shockingly reasonable.

1420 SUTTER ST., S.F., 415-929-8278, WWW.KIKUIIMPORTS.COM

Monument

Co-owners Michael De Angelis and Samuel Genthner specialize in high-quality midcentury-modern items, snatched up from the best estate sales and auctions and given a fresh coat of fabulousness. The prizes include Sciolari chandeliers from the '60s, chrome chandeliers from the '70s, and Danish modern and Hollywood Regency furniture. Plans are to open a second store near the Design Center for the priciest pieces, leaving the Mission store to carry the more moderate wares.

572 VALENCIA ST., S.F., 415-861-9800



Rare tripod chair by Joseph-André Motte, at Hedge Gallery.

Working the Design Center

The San Francisco Design Center is a natural starting point for anyone thinking of refreshing or redoing their place: three buildings with more than 100 showrooms and 2,000 of the world's top home furnishings manufacturers, plus dozens of other shops in the surrounding district. But if you're a do-it-yourselfer, or you're in the just-fantasizing stage, you'll need some inside tips, since the vast majority of showrooms are open to the trade only (you must be a design pro or a client).

Sign on for a designer-led tour. It's a great way for first-timers to familiarize themselves with the center without getting overwhelmed. To schedule, call 415-490-5888 or fill out the form at www.sfdesigncenter.com/designer/scheduletour.html. Tours are complimentary, though donations (to the nonprofit Philanthropy by Design) are strongly encouraged.

Hire a designer by the hour. The Design Center has a number of decorators affiliated with its Design Studio (portfolios are available for browsing online) who can help you work with trade-only retailers even if your project is quite small. Other options: get a recommendation from a friend or find a decorator through the American Society of Interior Designers (www.asid.org).

Use a professional buyer. If you find something you love at a trade-only retailer, a buying service can fill out the paperwork so you get the designer discount without actually having to hire one. If you need more help than that, services like Access Decor (415-565-7115, www.accessdecor.com), Buy Design (415-626-4944), and Just Buy (415-626-5730) can act as a personal shopper for everything from furniture to fabric and tile. Though they have offices at the Design Center, they also shop off-premises, and some will even help sell your old stuff—all at a fraction of the cost of a full-service designer.

Hit the sample sale and Artwalk. Held twice a year (the next one is Thanksgiving weekend, November 24–25), the sample sale is a bargain hunter's fantasy, so get there early. Admission is \$6. Look for discount coupons in the *Chronicle* Datebook section. The summer Artwalk, celebrating the center's 35th anniversary, is a self-guided tour; call for details.

Dress sharp. The Design Center is not a sweatshirt-and-Nikes kind of place. Save them for Home Depot.

101 HENRY ADAMS ST., S.F., 415-490-5800, WWW.SFDESIGNCENTER.COM