

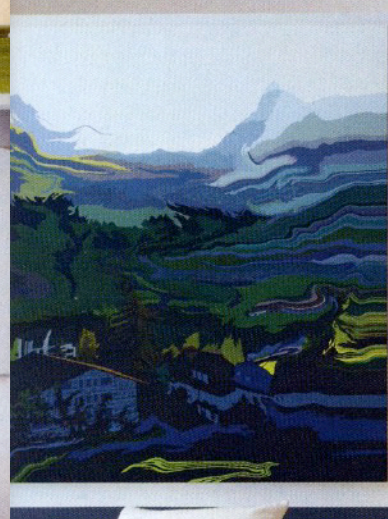
MAD, MAD, WORLD

FORGET SUBTLETY *and* RESTRAINT *this* NEW YORK APARTMENT
was BUILT *on* SOLID FOUNDATIONS *of* UNBRIDLED IMAGINATION

PHOTOGRAPHY Eric Laignel / Tripod Agency WORDS Ian Phillips



The styrofoam sculpture hanging above the staircase was created by Brooklyn-based artist, Jason Rogenes.



Paige's home office.



The guest bedroom. "Pop Duo" armchair by Piero Lissoni and Carlo Tamborini for Kartell. The photo on the right is "Untitled (Passenger #7)" by John Schabel. The painting behind the bed is "Scene No. 11" by Minako Abe.



“IT’S VERY SPONTANEOUS.” SHE SAYS. “IT’S NOT BRAIN SURGERY. IT’S JUST INSTINCTUAL KIND OF FUN.”
GHISLAINE VIÑAS

“Ghislaine understands my high-brow, low-brow approach,” adds West. “I like nice things and at the same time, I have three boys under the age of six and don’t like fussy things. Ghislaine understands that and has a wonderful way of making things look spectacular and over-the-top and yet extremely liveable and very difficult to destroy.” One example is a pair of chairs that has been upholstered in a vinyl fabric.

Inspiration for the décor came from numerous sources. The top-floor library, for instance, features natural wood to reflect West’s Scandinavian roots. For her office, she presented Viñas with a photo of a parakeet she’d ripped out of a magazine. “It’s bright blue and yellow, and fluffy and gorgeous,” explains West. “And I said to her, ‘This is exactly how I want the room to feel.’” Viñas’ response? She came up with a large ceiling light that sprouts turquoise feathers. In the living room, meanwhile, the carpet bearing a motif of yellow snowflakes and veil is meant as a nodding wink to the fact Keeler and West were married in the ski resort of Aspen.

Throughout there are lots of quirky, amusing touches. A wall near the library features an installation of evergreen trees from train sets. Another in the kitchen has hundreds of plates from flea markets and garage sales arranged in circular patterns. “There are some hideous ones in there,” laughs Viñas. “I get so much fun out of finding disgusting things.” As for the formal dining room chairs, they bear images of the family’s favourite dishes. Among them, sushi, spaghetti meatballs and ice cream with sprinkles.

Given West’s profession, it’s not surprising art also plays a large role in the house. The only piece, which was placed in her mind before work started on the interiors, was the vivid red and yellow Lisa Ruyter painting, “Hoodlum”, in the kitchen. “It’s bright and fun and represents what I wanted the house to be.” In the boys’ bedroom, she commissioned one of Mixed Greens’ artists, Mark Mulrone, to paint a mural and in the middle of the stairwell placed a Styrofoam sculpture by Brooklyn artist Jason Rogenes. On one of the living room walls, meanwhile, is a round paper cut-out by Simon Perriton, which she jokingly refers to as “our large doily”.

As for Keeler, his presence is felt outside, where he insisted on the installation of a 12m-high climbing wall (Viñas chose neon green for the hand and foot holds). He started climbing in Colorado some 20 years ago and, according to West, “looks at most walls and tries to figure out how to scale them”. Inside, however, he more or less let West and Viñas have free rein. “They get to collaborate and do the fun stuff they want to do,” he says. “If there’s something they have a question about, I will often get the last vote. But, they have a very strong sense of their own aesthetic, which I fully embrace. They command the show.” And what a show it is. ■



Facing page, top: Sun room on the 5th floor. The totem-like sculpture “Untitled (Column 4)” is by Thomas Glassford. The painting is an untitled work by Leah Tinari. Facing page, below: In the library, Hans-Peter Krafft’s sheep, a gift to Paige from her husband, “graze” on the wool rug. Right: Ghislaine Viñas.

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