

# LUXURY HOME

*quarterly*



TIMELESS  
DESIGNS... *for kids*

SELLING TORONTO  
*Canada's booming condo market*

+ A PEEK INSIDE *Rachel Ashwell's*  
*'Shabby Chic' master bedroom*



**WARMTH & TEXTURE**  
This custom silk rug contrasts the deep brown sofa in the library of the Flaum residence.



## *Reddymade Design, LLC*

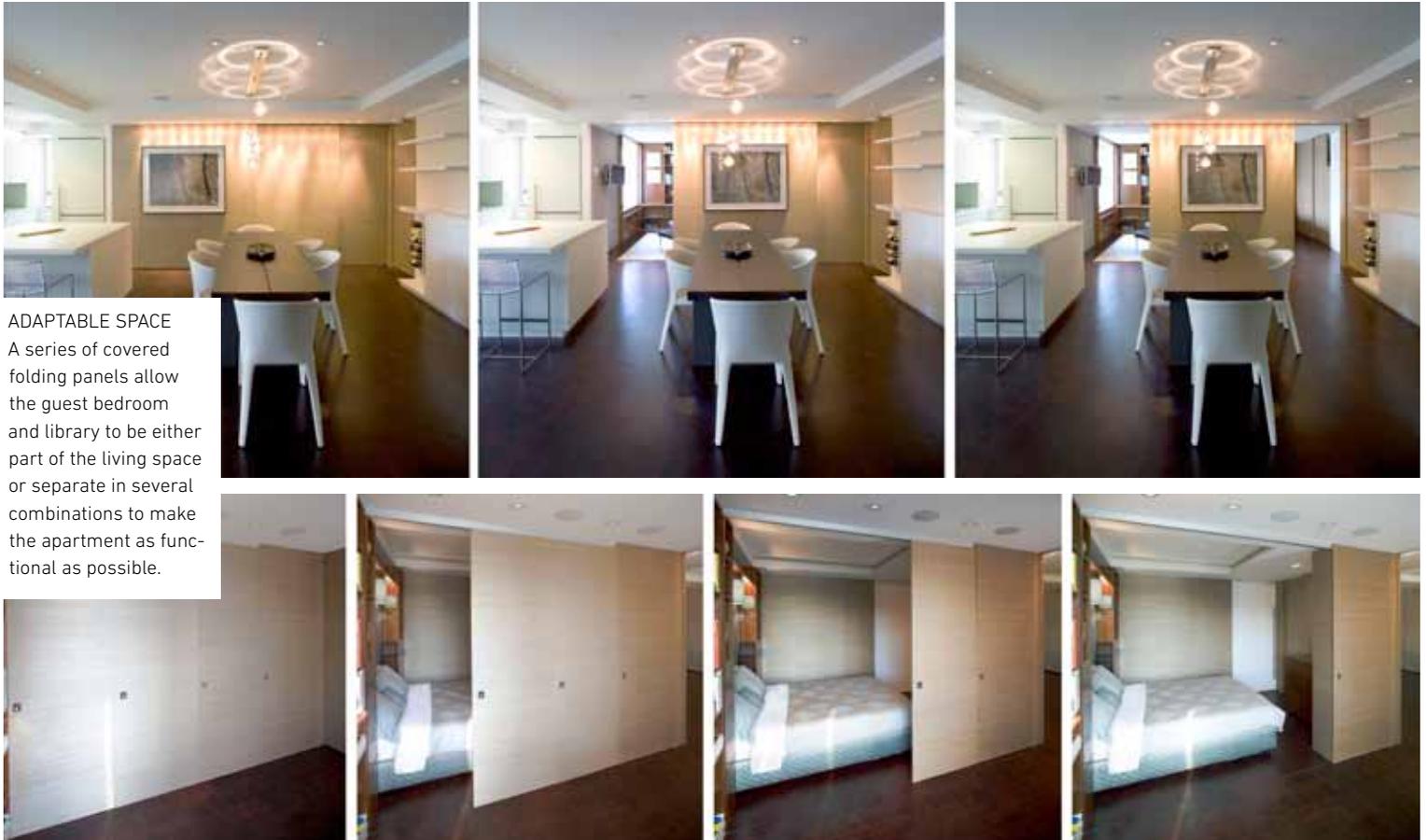
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Last year, Suchi Reddy, principal and founder of Reddymade Design, was hard at work designing a luxury mixed-use project in India. “India is a hugely emerging luxury market,” Reddy says. “It helps that I come from this culture and can parse the important differences between what clients seek here and what they seek in the US. You have to consider things like housing the staff, who tend to live under the same roof here. The climate, too—the materials that weather and last here are different than what you could use in, say, New York.”

TEXT BY **DAVID HUDNALL**  
PHOTOS BY **FABIAN BIRGFELD**

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SUCHI REDDY, PRINCIPAL & FOUNDER



**ADAPTABLE SPACE**  
A series of covered folding panels allow the guest bedroom and library to be either part of the living space or separate in several combinations to make the apartment as functional as possible.

**S**uchi Reddy’s firm, founded in 2002, is hoping to establish a strong footing in India, one that highlights the style elements Reddy values while embracing the country’s cultural preferences. “The other major difference about India is that almost anything here can be custom made,” she says. “There’s a lot of interest in ornamentation, and Indian homes can be hugely customized.” But working in new, exotic locales is nothing new for Reddymade, which has worked for high-end clients in places as varied as Paris, the Bahamas, Wisconsin, and its home base of New York City.

In fact, Reddy says her firm specializes in this kind of diversity, seeking out a wide variety of work so as to avoid being pigeonholed. And though it has done a variety of high-end retail projects, including a store design for Jimmy Choo, residential work comprises the biggest chunk of its portfolio, especially lofts and apartments in New York City. The firm has gained a reputation of being gifted at developing designs to suit specific client needs. It helps that Reddymade—which now employs eight full-time staffers—can provide one-stop design services, from architecture to interiors to furnishings.

### *Flaum Residence*

A 1,400-square-foot apartment, the Flaum Residence was a collaboration between Reddymade and Iwona Herdzik of Beton Builders ([betonbuilders.com](http://betonbuilders.com)), one of New York’s few high-end female contractors. The result was a customized, modern space where every window in the apartment frames a different view of Central Park. A custom screen wall, made of Japanese rice paper, glass, and fabric separates the living room from the master bedroom, and the lighting system allows for a wide variety of colors that can change the mood of the space completely. “It can be geared toward whatever lifestyle [the client] desires,” Reddy says.



ROOM WITH A VIEW  
The cozy study is designed around a stunning view of the reservoir in Central Park.



#### REFLECTIVE SURFACES

Every surface in the austere beautiful kitchen is covered in white, acid-etched, back-painted glass, a luxurious finish that catches and refracts light streaming over Central Park and the roof of the Guggenheim below. The walls of the guest bath are also covered in acid-etched mirror that reflects light and creates soft reflections within. The floors are white Greek coral marble.

“We want to do interesting projects for interesting people,” Reddy says. “You’ll see common threads in our style and aesthetic, but what directs our design is the client. The design is always a dialogue with the client and the space, tailored to those specific needs.”

Take, for instance, the gut renovation of the Flaum Residence, off of Madison Avenue in New York, with views of the Guggenheim Museum and the Central Park reservoir. “It was a project designed for a woman who was restarting her life in the city—an empty-nest type of home, but with character,” Reddy says. Essentially, Flaum’s challenge to Reddymade was: “Figure me out and come up with a design that reflects my personality.” The firm set to work, opening spaces up and designing a “serene, restful space—all whites and textures that made it very warm and cozy,” Reddy says. “Ms. Flaum is, in some ways, a technophobe, but we installed automated lights and a control system for her, and were able to keep it very simple. It was a very fulfilling project, and I think it turned out beautifully.”

*“We tend to approach things with a point of view of having eclectic interiors and minimal architecture. We’re about warm, livable, well-designed spaces — the kind where the client will have a party and won’t be able to get the guests to leave.”*

SUCHI REDDY, PRINCIPAL & FOUNDER





### *Prince Street Residence*

A 2,400-square-foot loft in a prime location in New York's SoHo neighborhood, the Prince Street residence offers amazing views of the surrounding area. The kitchen also showcases a round, stand-alone German sink with a rotating faucet that draws much attention. In the dining room, Reddymade created a series of floating candles that descend from the ceiling and function as lighting in lieu of a more traditional chandelier. The expansive living room is designed for comfort and relaxation, with a custom, raw-silk light fixture as the centerpiece.

Another Reddymade project in New York, a SoHo loft on Prince Street, featured a design based around preserving and highlighting existing cast irons. (The loft is located in, and includes gorgeous views of, the Cast-Iron Historic District.) As such, the bedrooms were designed as screens that were set off from the original columns. Reddymade incorporated antique wood from old barns to cover the ductwork, and industrial nozzles for air outlets, to give the loft a more spacious, raw feel.

"People want modern designs, but they also want them to be warm and comfortable," Reddy says. "We tend to approach things with a point of view of having eclectic interiors and minimal architecture. We're about warm, livable, well-designed spaces—the kind where the client will have a party and won't be able to get the guests to leave." ■