

## Recession Special: Home & Workplace in Ten Feet by Forty

Storage, restraint, and efficiency were key in carving this bachelor's studio in the East Village into a live-work sculpture for a grown-up.

NEW YORK, NEW YORK - May 4, 2009 - "I was thinking maybe we could do something about my apartment," the conversation began. The architects, Brooklyn based Jordan Parnass Digital Architecture (JPDA), came by for a consultation - basic furniture, paint colors, floor refinishing - but after discussing how he'd like his apartment to work and feel, they agreed that a more comprehensive renovation might be worth the investment.

Living and working in just under 500 square feet, Michael Pozner, Head of Retail Development for American Apparel (which is based in LA), had been pushing the limits of what his apartment, in its current configuration, would accommodate. He'd purchased the studio back in 1999, before the boom of the last decade, and wasn't anxious to move. But between his office needs and his many toys and quirky art pieces, the apartment was jam-packed and nothing had a place.

"Michael had been occupying the space without ever really living in it, nothing had a home. It was like a college dorm," says Darrick Borowski, Creative Director for JPDA. "Our goal was to embed his lifestyle into the DNA of the place. Let his living patterns sculpt and mold the space to create an elegant and efficient environment."

After walking the space with the client, observing and listening, JPDA established some clear design objectives for the remodel. The first was to get rid of the clutter. This meant storage - and lots of it. The second was to define and organize the functional spaces for cooking, cleaning, dressing and sleeping - lending some visual clarity to the environment. The third was to make it more "grown-up." A restrained minimal palette would help make the small home an inviting retreat from the city below.

The solution was ultimately about exploiting every opportunity for storage, and then combining those spaces and the kitchen, bathroom, and sleeping loft into an intricately sculpted wood-paneled central service core. The space outside of the core area would remain as flexible as possible, and all surfaces and cabinetry would be finished in a high-gloss white to emphasize their adaptability.

Millwork was installed over the entire east wall and concealed with no visible hardware. A walk-in closet was created by meticulous detailing of the sleeping loft to create the necessary clearance for Michael's 6'-2" head-height.

The end result is a highly efficient, flexible living space that reorganizes the modest floorplan to accommodate the space demands of both the client's professional work and personal lifestyle. The finished apartment feels airy, open and personal - with no moving required.

### About JPDA

Jordan Parnass Digital Architecture is an interdisciplinary practice incorporating architecture, interiors, digital media, branding, and experience design. JPDA creates people-centric experiences that touch users with authentic, innovative and memorable interactions. For more information, visit [www.jpda.net](http://www.jpda.net).

### Press Contact

Darrick Borowski, *Creative Director*  
darrick@jpda.net +1 718 312 3131

#### New York

68 Jay Street, Suite 213  
Brooklyn, New York  
11201 USA

#### London

National House, Third Floor  
60 Wardour Street  
London W1 0TA, UK

Michael is always working on several projects at once. To accommodate his reliance on “visual filing” methods which had overtaken his floor, JPDA designed a desk with multiple desktops- sliding trays on which documents can remain spread out, but slide out of the way when switching between projects, or when it’s time to entertain.





Whereas the apartment was previously a plain sheetrock box with objects *added into* it, the new built-in millwork reads as a wall which has been *subtracted from*, in order to create space for the TV, desk and credenza.



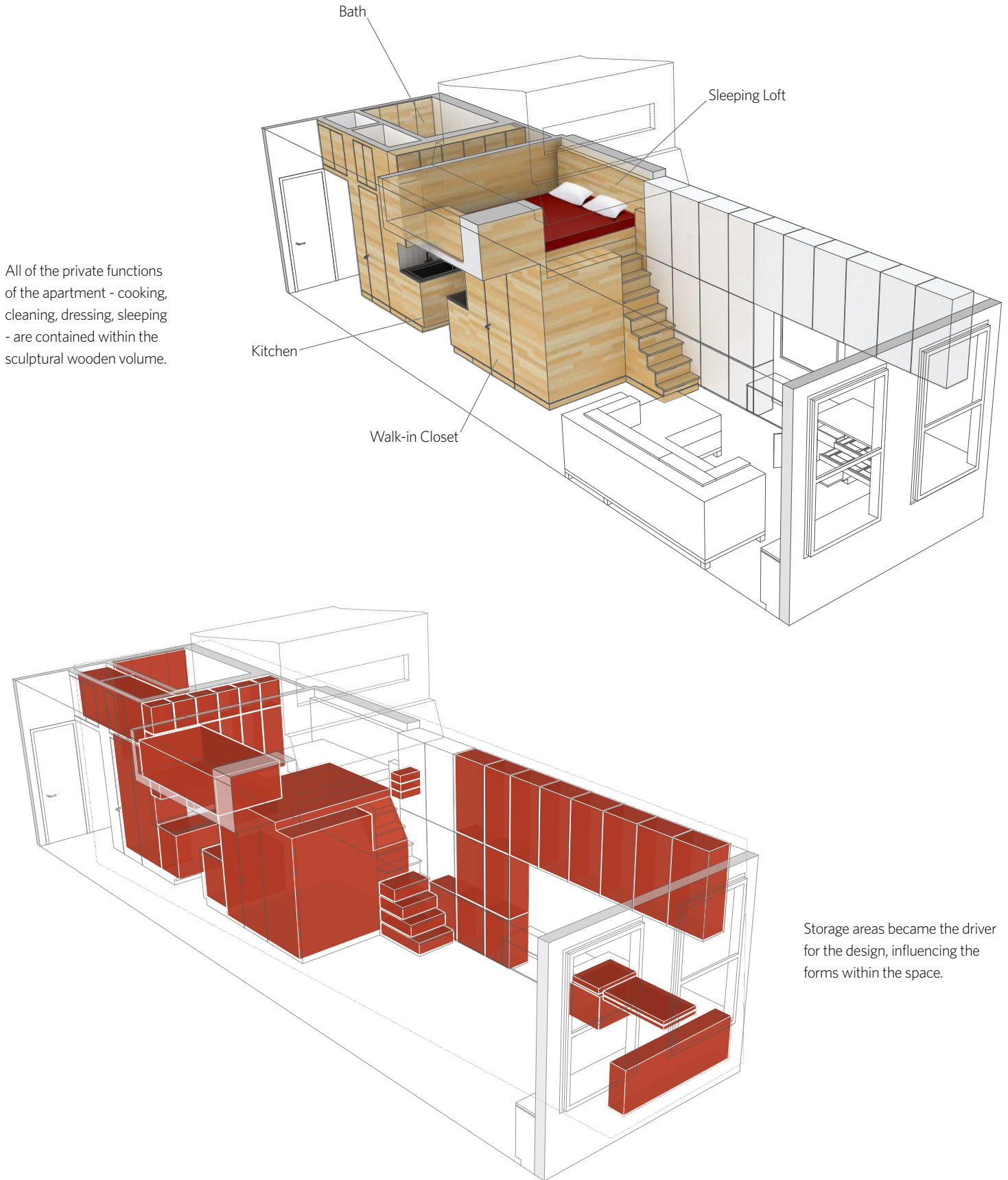
White Oak planks wrap the service core of the apartment, including the kitchen, bathroom, closets, and sleeping loft.

The resulting sculptural volume appears to have been dropped into an otherwise clean white box, creating a focal object and organizing the space into public and private areas.



Every opportunity for storage was exploited, including drawers built into the stair risers, cabinets that go to the ceiling, and a new walk-in closet under the sleeping loft.







Building the bed platform as part of the loft structure allowed for a full-height walk-in closet below.

A roller shade lowers to separate the sleeping loft from the living space.



The kitchen cabinet doors continue the wood plank walls around the corner to give the sense that the space is carved from a heavy wooden mass.



The standard toilet was replaced with a compact wall mounted unit to create more floor area.

Matte black powder-coated lav and shower fixtures, were special ordered as the finish was not yet available in the US.

The walls are tiled in a narrow Italian porcelain brick mosaic that reads like a natural stone.

