

Jamie Drake Designer Visions 2013 for House Beautiful®

CASE STUDY | RESIDENTIAL

NEW YORK, NY

➔ Challenge

Transform NYC apartment into art deco space boasting high-technology to accentuate the designer-inspired space and conveniently control the home technologies.

➔ Solution

A Crestron home automation solution providing control of audio, video, lighting, and shades.



“

I'm a great fan of Crestron's products. I happen to have them in my own home. So I know about the joys and pleasure of having one remote or one keypad where you can operate your audio, sound, temp controls, your shades and window treatments, all from one location.”

— **Jamie Drake, FASID, Principal**
Drake Design Associates

Crestron Technology Accentuates High Design in Art Deco-inspired Luxury Apartment

The seventh annual Hearst Designer Visions® show house recently opened at the historic Walker Tower® in Chelsea, NYC. The annual event showcases the best in interior design, and this year included a technology twist. Hearst shelter publication, House Beautiful partnered with renowned designer, Jamie Drake, FASID, Principal at Drake Design Associates, to create a 1920's art deco-inspired apartment featuring modern technology.

Soaring 18 and 19 floors above street level in the heart of Chelsea and affording stunning 360-views of downtown New York City, the new residence combines the dramatic scale and glamorous stylings of the decade with lavish materials, exquisite finishes, and modern amenities.

Taking inspiration from the 1920's period of the building, Jamie and his team embraced the deco era, imagining the apartment for the fictional granddaughter of international entertainer and cultural pioneer, Josephine Baker, the muse who embodied the spirit of the jazz age.

“When creating concepts for this apartment, we thought of Josephine Baker because she had a huge presence in the art deco era,” said Paris Pickett, Senior Designer, Drake Design Associates.



“She was iconic and exuberant. She was Paris. She was New York. She was a jetsetter and an entertainer, so we modeled this home after her and designed the space for entertaining,” added Johanna Barger, Senior Designer, Drake Design Associates.

The team infused the jewel tones and ornamentation of the deco era with a modern feel, incorporating Crestron Cameo® dimmers for lighting control, Crestron motorized shades, distributed audio, speakers, handheld remotes, touch screens, and in-wall docking stations for the iPad® and iPod® into the luxury apartment.

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High Design Meets High Technology

Drake is famous for his paint color choices so it made sense that color and paint finishes were the major standouts in the apartment. In the living room, a fleshy pink paint was dusted with iron-oxide powder while, in the study, polyurethane was mixed with blue, gold, and green eye shadow powders and then hand applied to the walls. As for that dreamy watercolor palette in the master bedroom, a digital print of an actual watercolor work was implemented.

Made in the Shade

Crestron motorized shades featuring Quiet Motor Technology™ provided many benefits to the high-end apartment.

“One of the real benefits of the system is that it’s so quiet. Being a light sleeper isn’t going to be a problem with these shades. You don’t even hear a hum and all of a sudden the shades are up and the sun is pouring in,” describes Barger.



➔ Meet the Designer

Founder of Drake Design Associates, Jamie Drake is renowned for his exuberant sense of color, his eye for unique and telling details, and his practical approach to planning. Equally adept in traditional and modern styles, Drake creates inviting, delightful, and resolutely livable environments, and has designed spaces for numerous celebrities and notable personalities.



“The shades are a wonderful complement to drapery that’s a little more decorative and so you’ve got the dual aspect going on in the room – the decorative element, a panel or Roman shade made out of silk, combined with this wonderful system, protects and keeps in your energy and your heat and protects the artwork and your fabrics,” noted Barger. “You’ve got these amazing north/south views, so you get a lot of light streaming in. So what’s great about the Crestron system is that you can actually leave knowing you can push a button and all the shades are going to be down and all the fabric and the art is going to be protected.”

“I happen to have the good fortune of having enormous windows just like we do here at Walker Tower. I find the shade controls absolutely essential. My windows also face west so the sun load and the heat load late in the afternoons from spring until well into the fall can be enormous and I really enjoy having those controls,” added Drake.

Entertaining

“I always envision spaces where people are entertaining and living and having a good time. Whether it’s a cocktail party or family gathering,” said Drake.

The Crestron technology provides the perfect ambiance for the luxury space. In-wall docking stations for the iPad and iPhone® provide homeowners

with complete control of their home technology, as well as full access to their playlists so their music can be pumped through the Crestron speakers throughout the apartment.

Distributed audio throughout the apartment allows guests to convene in different rooms and still enjoy the party atmosphere and sounds of jazz, classical, or today’s music.

Lighting and shading presets also enhance the ambiance. During evening gatherings, lights can be dimmed and the shades can be set to a specific position throughout the apartment so guests can enjoy the amazing views, city lights, and bustling streets.

Automation & Presets

Automation and scene presets allowed the apartment system to be extremely flexible, self-sufficient, and energy efficient, while also giving the Drake design staff complete control anytime. The staff had the ability to adjust each amenity (lights, shades, music selection, volume, and more) based on the time of day, guest, or type of event.

“The Crestron system was absolutely perfect for this space. We come in initially, set everything exactly how we want it – the lighting how we want it perfectly dimmed and the music with a nice playlist, in addition to setting the correct volume that we want.



Then we don't have to touch it ever again. It's just there and we have the perfect show every time somebody comes into the unit," said Pickett.

"The number of functionalities and the flexibility of the system is one of the strongest points of it," said Drake.

"It's good to know that the systems are timed precisely so that as soon as somebody leaves the unit, everything comes down and everything stays protected while we are away," added Pickett

Mobile Control

Control of the luxury apartment is only a tap away. The Crestron app for the iPad and iPhone enable the Drake staff to prepare the unit for guests or shut everything down at the end of the night without having to be on site. They can remotely check on the apartment and adjust system features, whether they are across town or out of the country. The Crestron app gives them complete control of the unit anytime, anywhere.

"I'm blown away with everything Crestron has to offer, especially knowing that you can have an app downloaded right onto your phone. If I know I am coming here in 15 minutes, I can set my music playlist, set the temperature in the apartment, and raise or lower the shades," noted Pickett.

"You have the mobile technology so integrating that with your home and being able to know that when I walk in the room, the shades are already up, the music is on, the lights are exactly where I want them, it's night time, I'm ready to entertain," concluded Barger.

Final Thoughts

The Crestron system helped Drake Design Associates tell the story of this art deco-inspired luxury space. The flexibility and capabilities of the technology perfectly complemented the homage to Josephine Baker, the 1920's era, and the talent and brilliance of Drake Design Associates.