

NEW YORK

DESIGN

They changed the way we see.

A SPECIAL ISSUE

FEATURING

MARTHA STEWART /

FABIEN

BARON / MARIO

BUATTA / SANTIAGO

CALATRAVA /

AND MORE

BY DAVID COLMAN



Style

The Revolutionaries

PLUS: THE D.B. COOPER CASE: SOLVED!? | THE SPITZER-BRUNO BREAKDOWN | LEVON HELM'S VOICE

DESIGN ISSUE

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AND

WE COULD HAVE FILLED
1,000 PAGES WITH
NEW YORK'S LIVING
DESIGN INNOVATORS,
BUT THERE ARE
SPACE LIMITS. HERE,
IN BRIEF, ANOTHER 25
CRUCIAL NAMES.

By **DAVID COLMAN**

**George
Beylerian**



Beylerian founded Material ConneXion, a research library that helps innovators meet designers. The result: Steelcase's new office chair, Nike's new sneaker, and so on.

**Ivan
Chermayeff**

Mobil

The logomeister: NBC, Mobil, PBS, MoMA, Chase Manhattan Bank, Showtime, and Barneys New York, among others, owe Chermayeff & Geismar their instant recognition.

**Richard
Gluckman**



With his many stark, clean galleries—Dia on 22nd Street, Larry Gagosian's old Wooster Street space—Gluckman set the white-box stage for the theater that is today's art world.

**Albert
Hadley**



For decades, Hadley, the hands-down master of quiet, blue-blooded elegance (Brooke Astor's famed library), has done more than any other designer to codify the elusive quality of good taste.

**Richard
Meier**



With his design for the relentlessly hyped Perry Street towers, Ur-starchitect Meier turned New Yorkers' real-estate desires from prewar to modern day.

**Murray
Moss**



He found obscure, sometimes incomprehensible, expensive European designers, displayed them with "please do not touch" signs, and created a craving we didn't know we had.

**Elizabeth
Barlow
Rogers**



Rogers was the first president of the privately funded Central Park Conservancy. It rescued the park from deep neglect and created a template for similar projects.

**Barbara
Sallick**



The Waterworks co-founder made bathrooms just as luxurious and design-rich as any other room of the house.

**Robin
Wagner**



His black-box designs for *A Chorus Line* (1975) and *Dreamgirls* (1981) (done with director Michael Bennett) brought cinema drama and Off Broadway rawness to Broadway.

**Bruce
Weber**



In his 30-plus years shooting graphically masculine images for *GQ*, Ralph Lauren, Calvin Klein, Versace, and Abercrombie & Fitch, Weber made men as erotically charged as women.

Giorgio DeLuca and Jack Ceglie



The two remaining founders of Dean & DeLuca (Joel Dean died in 2004), the food retailer whose fetishization of exorbitantly priced, jewel-like produce ignited the foodie trend.

Francis Fleetwood



Architect Fleetwood built mansion-size "cottages" for New Hamptons money, and helped turn shingle-siding and the pursuit of "authentic" grandeur into national housing trends.

Margot Gayle



A tireless foe of Robert Moses's plan to pave through Soho, historian Gayle helped save cast-iron architecture; loft districts in cities everywhere can thank her.

Marc Jacobs



He recognizes that his customers craved the wit and personality of vintage clothes but wanted them done in eight-ply cashmere and kid leather.

Knopf Book Design Department



Since the late eighties, the book designers at Alfred A. Knopf (Chip Kidd among them) brought jacket design back from the grave and made books desirable objects again.

Ralph Lauren



Lauren's persuasive, romantic, multi-billion-dollar vision of America that's consistent across every polo shirt, perfectly aged quilt, and cologne that bears his name.

Irving Penn



His fifties *Vogue* covers are legendary, but it's Penn's lush still lifes that have made us see beauty even in cigarette butts.

Gaetano Pesce



While other designers were pushing crisp and clean, Pesce embraced gloppy, messy shapes made from toxic-colored plastics and resins long before anyone imagined ugly could be beautiful.

Karim Rashid



One of the few designers who delivers on the high-design at a low-price promise; see his ubiquitous aerodynamic translucent-plastic wastepaper basket.

Ian Schrager



A kind of latter-day urban-design patron, he saw early on that high design could transform even the most mundane space, and make it cool to hang out in a hotel lobby.

Robert A.M. Stern



His scholarly, accessible architectural history instigated a new kind of appreciation for old New York.

Tucker Viemeister



As one of the founders of Smart Design, Viemeister brought real design and real function together with OXO's Good Grips line of housewares.

Andrea Woodner



Her Design Trust for Public Space advocates for green-building guidelines and novel urban-renewal projects (thank her for the High Line).

Deborah Wright



Now president of Carver Bancorp, Wright created a unique fund that started Harlem's decrepit institutions renovating and helped the neighborhood restore itself in the process.

James Zemaits



Zemaits jump-started the 20th-century-design department at Phillips de Pury in 2001, then did the same for Sotheby's; there, he's fueled mid-century design's skyrocketing prices and status. ■