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PROJECT LIFE

EH ESSENTIAL HOME
THE ART OF HOME



INSIDE TOUR THROUGH MILLION DOLLAR **APARTMENT PROJECT IN NEW YORK**

ESSENTIAL HOME AND DELIGHTFULL'S NEW VIRTUAL PROJECT THROUGH
THE EYES OF ITS PROJECT MANAGER



INSIDE TOUR THROUGH MILLION DOLLAR APARTMENT PROJECT IN NEW YORK

DelightFULL and Essential present the first luxury design project from their unique virtual houses series made to inspire all of the world's interior design lovers in this new reality that we are living in. The ultimate Million Dollar Apartment Project in New York is a clear representation of the ideal residential design that captures the best of one of the most famous design capitals in the world. Showcasing the potential of the mid-century modern style in soothing a trendy color palette, this unique virtual residential project designed by DelightFULL and Essential Home's team shows a different approach to the bright colorful world that the brands are associated with.

We had the opportunity to interview Sara Magno, head project manager of the fabulous Million Dollar Apartment Project, to learn more about the concept of this dreamy New York-style design, as well as some exclusive details on the behind-the-scenes. One thing is for sure, the final result is a very comfortable home fit for the busy lifestyle of the city that never sleeps.

TELL US ABOUT THE BEGINNING OF YOUR JOURNEY IN THE DESIGN WORLD? HOW DID THE LOVE FOR DESIGN EMERGE?

Since young, I have loved to visit museums, study art history and start painting very soon, sometimes created my own clothes, and when I start traveling by myself I always visit cultures and understand the architecture and the inside spaces of each country that are always different and well adapted. The colors, the textures, the landscapes, always fascinating me and when I started to work in the past 5 years, I always developed my skills in different areas of design, editorial, graphic, product, and now interiors. It requires an inside passion that motivates you every day to know more and more, study more references, save thousands of inspirations, and be well informed of the latest trends.



WHY DELIGHTFULL AND ESSENTIAL HOME?

Two amazing brands that embrace my work and allow me to grow up with them! In the past 5 years, I traveled the world with a different vision thankfully to DelightFULL and Essential Home. Understanding the customer needs, the space integration, the product trends, new textiles, materials, functionally with comfort, crafting everything hand by hand carefully for each piece be unique - a life statement that I'm addicted to, creating everything with time, passion, and worldwide renown in the end.

“ inside passion that motivates
you every day.”



WE KNOW THAT THE MID-CENTURY MODERN STYLE IS USUALLY ASSOCIATED WITH BRIGHT COLOR PALETTES AND COMBINATIONS, BUT FOR YOU WHAT IS THE ESSENCE OF THIS UNIQUE DESIGN APPROACH?

DelightFULL and Essential Home preserves the references of design between the '40s to '80s, the forms, the materials, the atmosphere reinterpreted for nowadays. For me, this essence is when we finish a project or room, and we feel it like ours, we feel it that we lived there, a Deja Vu. Recreating a space history with our products keeps memories in people's heart, this is our unique design approach, create pieces that allow souls to feel alive with their past references.

TALKING ABOUT ONE OF YOUR MOST RECENT PROJECTS, THE BEAUTIFUL MINIMALISTIC VIRTUAL HOUSE PROJECT CALLED "MILLION DOLLAR MODERN APARTMENT IN NEW YORK", WHAT WAS THE MAIN MESSAGE YOU WERE TRYING TO PASS WITH THIS DESIGN?

We understand that we need to expose a different vision of mid-century modern style reinterpreted again, keeping with calm tones, creating a bright space that gives customers the feeling of a familiar home. DelightFULL lamps are juice and fun and we try to keep this one the junior room, but also give them a classic touch in the rest of the house, keeping the white, the nickels allow these lamps to fit any different era, more "straight" (Laughs). Essential Home products are colorful and feminine, reinterpreted in this house with pastel tones, white and grey shades, they seem more clear with allowing us to create a house where the products can camouflage with the walls, with the floor, being there waiting for the family to use them and to embrace each room.

CREATING A UNIQUE HOUSE PROJECT IN THE VIRTUAL WORLD CAN BE QUITE CHALLENGING? WHAT WERE THE BIGGEST OBSTACLES THAT YOU AND YOUR TEAM HAD TO FACE?

Yes, very challenging. Working virtually requires an aesthetic vision for each detail, carefully adapted for any screen, trying to be real. In real projects, we visit the place, we feel the rooms, we select the textures and colors feeling them, and mix them in the space This was our biggest obstacle, create an ambiance with colors, textures, and lighting that feels more real as possible.

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WHAT ARE THE BIGGEST FOCAL POINTS WHEN DESIGNING THIS LUXURIOUS HOME DESIGN?

The biggest focal points are that in each room all the pieces combine between them, all the shapes carefully adapted to their place and in the end, the final atmosphere brings that sense of calm and serenity. We study each product and position to create this sense of harmony and space living.

WANT TO GIVE US A LITTLE TOUR THROUGH THE HOUSE?

(Laughs) Yes! Let's go! Starting for the entryway we keep it simple for the family to get in and feel the serenity inside that they can't feel outside in NY streets with noise and different cultures. The kitchen, dining room, and living room, are an open space to experience this family area and promote more relations. When we get inside the private rooms, like the bedrooms, one of them was created for a junior boy that needs to keep dreaming and playing, so we integrate different products and we create a DelightFULL graphic wall lamp to be fun and young. When we step into the master bedroom with a feminine touch, but most importantly, we feel that it is private, comfortable, intimated, that was our goal again, create the most realistic experience in a virtual house where any family can feel that is theirs home.



WHAT IS YOUR FAVORITE PART OF THE ENTIRE PROCESS OF DESIGN?

My favorite part of the process of the design is the mood boards! I love to create them, understand the harmony between each piece, select colors and materials, and it was quite a challenge to do it just for a virtual experience!

WERE YOU TRYING TO INCORPORATE ANY POPULAR DESIGN TRENDS IN INTERIOR DESIGN?

Of course! The first trend for this year is Abstract Minimalism. Since the pandemic started, people need to feel protected in their homes and calming colors and lights are perfect to vibrate this theme. We also try to concentrate on compositions sometimes, with radial symmetry in some decor and art that we used.

HOW WOULD YOU AND YOUR TEAM DESCRIBE THIS FABULOUS PROJECT IN THREE WORDS?

Fresh, Familiar, and Minimalism.



DO YOU THINK THAT THESE VIRTUAL HOUSE PROJECTS ARE GOING TO BE A NEW IMPACT ON THE DESIGN WORLD?

I have no doubts about that. Designers are living in a new era where traveling is different, be in the office, in showrooms, selecting materials and textiles in stores, visit design fairs! Everything changed, we need to keep with our work in virtual meetings, give virtual advice, so for me it is natural that we grow up with the virtual experience with our professionals keeping virtually reinterpreting the experiences to keep inspirations and design alive.

WHAT ARE GOING TO BE THE NEXT BIG STEPS FOR DELIGHTFULL AND ESSENTIAL HOME? CAN YOU TELL US MORE ABOUT YOUR EXPECTATIONS FOR THE FUTURE?

Well, we have many surprises coming this year! Related to virtual houses, we are creating an interior designers network that in partnership with us will create these virtual houses signed by them projected with our products. I can give you a name, Masquespacio designers very very soon will launch a virtual project with us! As for product design, we are also creating more capsule collections as we created in the past year with Studiopepe and Carlo Donati, worldwide designers like Karim Rashid from NYC! This designer's network with DelightFULL and Essential Home will create a new way to explore the design world and the relations between design cultures.

NEW PRODUCTS IN THE PROJECT



PIERRE SINGLE SOFA
BY ESSENTIAL HOME



BOTTI DIAMOND SUSPENSION
BY DELIGHTFULL



BLAKEY SUSPENSION
BY DELIGHTFULL



KELLY BAR CHAIR
BY ESSENTIAL HOME



TURNER SIDE TABLE
BY ESSENTIAL HOME



JEAN SINGLE SOFA
BY ESSENTIAL HOME



EDITH DESK
BY ESSENTIAL HOME

WELCOME TO THE SOOTHING NEW YORK CITY APARTMENT PROJECT... LET'S LOOK INSIDE!

This amazing mid-century house tour by DelightFULL and Essential Home is going to show you the versatility of this unique design style, besides that Bright and bold vision that we are used to seeing. The new luxurious New York City apartment focuses on functionality and modern design in neutral tones to create an effortlessly chic look.

Featuring 9 different rooms, each one with its own concept and personality, this marvelous home project has its soothing signature style that transmits a sense of calmness and luxury through design excellence. Every single detail is carefully put together to provide a comfortable modern home where every interior design enthusiast can take a break from the busy lifestyle of the city that never sleeps. Are you ready to be inspired? Let's get started!

LIVING ROOM -

Featuring a trendy open concept for easy access to the kitchen area (which is great for entertaining occasions), the main living room design was created in an iconic neutral color palette with a few metallic details in the unique lighting pieces and bespoke furniture designs. Essential Home's unique Sherman Sofa, with its rich velvety texture, was the perfect complement for the luxurious Botti Diamond suspension by DelightFULL, a unique lighting design that is considered to be the statement art déco piece of the entire look.



DINING ROOM -

The dining room area is the perfect space in this new luxury New York City apartment to enjoy those special moments with your friends and family. Following the same neutral and sophisticated lines of the living area, the dining room decor is all about Comfort meets style. The Ezra dining table is complemented with 4 beautiful Isadora dining chairs from Essential Home's new collection with Studiopepe, however is the iconic Galiano suspension piece by DelightFULL that lights up space and elevates it to a new level.

OFFICE -

The office area went from being an unappreciated part of any home decor project to one of the most important rooms in the house due to the current home working reality. The luxurious New York City apartment shows a functional and stylish office where the Virginia armchair by Studiopepe and Essential Home and DelightFULL's fabulous Turner table lamp takes the lead.





MASTER BEDROOM -

Keeping the trendy neutral color palette, the master bedroom design of this luxury apartment project leaves the light Brown and beige tones and replaces them with the popular grey and white shades, one of the most promising color combinations of the season. The Sophia bed by Essential Home was the perfect fit to be the centerpiece of this bedroom project since provides style, comfort, and personality through great design. This unique piece was complemented with the brand's unique Kahn nightstands, and two white classic table lamps design called Miles by DelightFULL. Like any other master bedroom design, this luxurious space also features a high-end social space and a big functional walk-in closet.

KIDS BEDROOM -

As we enter the kids' bedroom are we can see a different and exciting take on the neutral palette concept that flows in the interior design of this luxurious New York City apartment by DelightFULL and Essential Home. The Bright and fun touch, which makes this bedroom design perfect for the little ones, is given by the fun marquee lighting pieces from DelightFULL's graphic collection. Whether it is in the sleeping bedroom area or playroom space, these unique lighting pieces were the perfect fun complement to Essential Home's sophisticated modern products, such as (for example) the Florence center table and stool.









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