

NEW+NOW

FOUR PACIFIC NORTHWEST INFLUENCERS SHED LIGHT ON WHAT'S OF THE MOMENT IN DESIGN, ART AND ARCHITECTURE.

WRITTEN AND PRODUCED BY **ARLYN HERNANDEZ**

1 THE MERCHANT CARRIE HAYDEN

When you want to get lost...

I head to the beautifully bright and modern structure of our Seattle Public Library designed by architects Rem Koolhaas and Joshua Prince-Ramus of OMA/LMN. I could wander around in there for hours.

Favorite travel discovery:

I recently visited Dallas and stayed at The Joule hotel. I was so impressed with its art collection and with the thoughtful design of the space. I'm looking forward to going back.

Never settle when it comes to...

Quality. I hope the recent trend toward and interest in well-made, bespoke products never goes away. There's something rewarding about collecting pieces that are unique and not over-saturated in the marketplace.

Coming down the pike:

A lot of exciting things are underway as we launch our brand. In addition to my current design projects and curating for the showroom, I am also developing a capsule furniture collection. Plus, I've put a lot of work into reimagining our online presence and website, which will launch this spring.

On your queue:

I really enjoy both design and fashion documentaries, so I'm dying to see the new *Dior and I* film.

Seattle is...

At the forefront of emerging talent and design in all aspects. There is an air of freedom, liberty and acceptance here that allows creative minds to be experimental, carefree and confident.

Can't-miss destinations:

The Olympic Sculpture Park has beautiful modern art with amazing views of the Puget Sound, and the Japanese Garden in the Washington Park Arboretum comes alive in the spring. Just be sure to take the guided tour when you're there; it's exceptional.

Carrie Hayden is an interior designer and founder of the new Hayden Collective showroom in Seattle. She has a well-documented (literally) love of Post-it notes.

2 THE DESIGNER JESSICA HELGERSON

Happening in Portland:

This city is just bubbling with exciting things, especially in the food scene. Everyone is growing, brewing, baking, pickling and preserving all sorts of delicious things and being thoughtful about each step in the process.

Ones to watch:

I am enamored of the work of British town house designer Ilse Crawford of Studioilse. Though honestly, I'm a big fan of the "un-designed." I love the lived-in homes of real people, especially those with lots of interests, hobbies and collections.

Top 3 things in Portland for the design-obsessed:

I connect with the work that the Museum of Contemporary Craft brings in; the Oregon College of Art and Craft is great for wandering around campus and checking out all the great work being done there; and Beam & Anchor. I feel like that store and the things that fill it are so reflective of the Portland design culture.

On your horizon:

I'm busy creating an installation art gallery in the front of our new office. It's an old building from the 1860s with huge windows and super-high ceilings. I'm pretty smitten with it at the moment.

Looking to splurge on:

I have a crush on the Ib Kofod-Larsen Elizabeth chair; unfortunately, there are very few out there. I wish someone would license and reproduce them.

Unexpected inspirations:

Factories of all sorts get my gears churning. I love the weird building shapes that occur when form follows function and aesthetics are not a factor.

Recent design purchase:

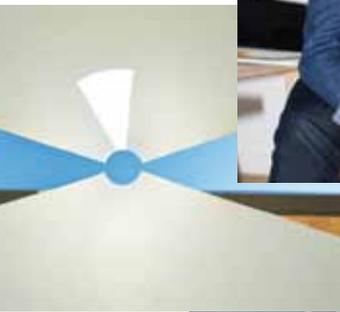
Marthe Armitage wallpaper for my dining room. Armitage is an English artist who started designing in her seventies and is now in her mid-eighties and really hitting her stride. I love her work and her story.

Jessica Helgerson is an interior designer and founder of Jessica Helgerson Interior Design in Portland. She's always wanted to be tasked with designing a hotel.

Images: Clockwise from top: A living area of a Brooklyn town house showcases designer Jessica Helgerson's clean-lined yet lived-in approach. Another space designed by Helgerson is infused with dynamic bursts of color. Designer Carrie Hayden's new Seattle showroom, Hayden Collective, boasts such luxury goods as the pieces shown bottom left and bottom right.



JESSICA HELGERSON HEADSHOT: COURTESY JESSICA HELGERSON INTERIOR DESIGN. JHD LIVING ROOM PHOTO: ANDREW CAMMARANO. JHD DINING ROOM PHOTO: LINCOLN BARBOUR. CARRIE HAYDEN HEADSHOT AND HAYDEN COLLECTIVE PRODUCT PHOTOS: COURTESY CARRIE HAYDEN/HAYDEN COLLECTIVE.



3 THE PHOTOGRAPHER CHARLIE SCHUCK

What's trending:

Instagram is changing the way we connect while bringing to light the power of visual communication. It is allowing people to discover and be discovered in ways that were not possible before.

Looking forward to...

Design is getting playful again. People are starting to experiment with new materials and ideas. With photography, on the other hand, I think we are going to see a return to a more artisanal approach. The grip of Jürgen Teller's



and Terry Richardson's realism is beginning to ease and an appetite for more complex imagery is developing on the high end.

Current intrigues in art and design:

I'm all about a return to a more curious and modern approach to design. After the recession, it was all

about looking back to this archetypal grandfather figure who makes everything by hand in an old woodshop out back. You know, the kind of guy who used to walk to school and back in the snow. It is an important aspect of design, but we also need the overly excited child running with scissors if we want to progress. There is a balance that is needed. I think we are finally starting to look forward again and let our inner child run.

On tap for you:

I have opened a full-service design/communication company called BC.AD for discerning clients who need more than the latest Fortune 500 trends.

Can't get enough of...

Everything Ladies & Gentlemen Studio is making and Lukas Peet Design's Slab series of lighting.

Not to miss this spring:

"The New Frontier: Young Designer-Makers in the Pacific Northwest," which is an exhibit I co-curated with the Bellevue Arts Museum featuring the work of 30 of the best young designers and makers from Oregon, Washington and British Columbia, on display through August 16.

Charlie Schuck is a photographer based in Seattle. He owns a ridiculous number of astronomy prints and books from the 18th and 19th centuries...and can take a nap nearly anywhere.

4 THE ARCHITECT ALAN MASKIN

On the boards:

I'm currently in the concept design phase for a large rooftop park in South Korea. The project is based on a modern retelling of an ancient Aesop fable written in the 6th century BCE.

Can't wait for...

The Seattle Art Fair this summer. It will bring international artists and galleries to the Pacific Northwest in unprecedented numbers; plus, our local gallery owners and curators will be working together to ensure this year's fair will be like no other.

Keep an eye on...

The work of designer Sarah Bergmann. She plans to alter the American landscape with her Pollinator Pathway project. It would link all national parks in the United States with interconnected green belts as a way to help rebuild the country's population of pollinators, which are critical to the production of our fruits and vegetables.

Dream project:

I'd love to design a school for kids that focuses on design—architecture in particular. Of course, I'd like to construct the curriculum, too. A design education must revolve around building a well-rounded skill set that balances an understanding of art, science, history, physics and high technology with hands-on, technical know-how.

On your playlist:

Sub Pop Records is a music label from the Pacific Northwest that rose to fame in the late 1980s when they signed bands like Mudhoney, Nirvana and Sleater-Kinney. Today, they're still producing music I listen to and really like, such as new releases from TheSatisfaction and Shabazz Palaces.

Seattle's next big thing:

I'm looking forward to James Corner Field Operations' redesign of the entire Seattle waterfront. The plans for the project replace a crumbling viaduct that cuts Seattle off from Elliott Bay and will significantly transform our city. The design is brave and ambitious, and if it's fully realized, it will be amazing.

Alan Maskin is an architect based in Seattle. As a partner and principal at the revered firm Olson Kundig Architects, he finds inspiration everywhere—from the beauty of nature to the freshly roasted green chilies he has for breakfast at his favorite Mexican retreat.

Images: Clockwise from top left: The work of photographer Charlie Schuck is calculated yet artistic, as seen in his product images (11 Piece Frame Cluster lighting fixture shown top left, necklace on bust shown top right) shot for Iacoli & McAllister; Olson Kundig Architect's Collectors Lounge at DesignMiami/ 2014. A unique perspective on the Washington State University Visitor Center, designed by Olson Kundig Architects.