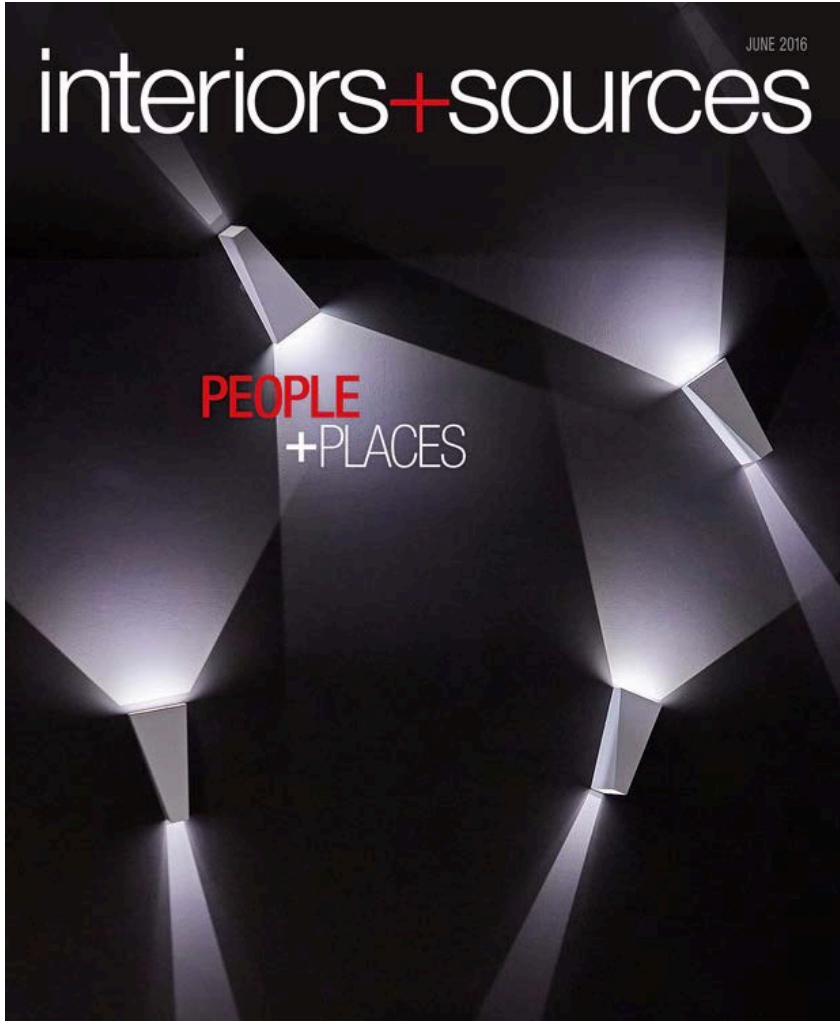


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JUNE 2016

PEOPLE
+PLACES



By Chris Curtland | Photography by Jeremy Frechette Photography

product+ **DressingRoom**

Curating a Collective

The new Ernest showroom features a family of brands and values.

Ernest is a design collective of Belgian and European brands, including Manhattan distributor d'apostrophe, along with partners Royal Botania, Delta Light, and Penson. Its new curated boutique showroom showcases an assortment of architectural and design products, including furniture, flooring, and lighting.

It also displays an array of different spaces—including an office, studio, kitchen, outdoor lounge, and flagship “experience room” that features a drop-down media screen, retractable privacy screens, and whimsical furniture. A unique twist on the traditional showroom, the space also aims to capture multidisciplinary cultural and social experiences, as it can be rented out for events and screenings.

President of d'apostrophe and Co-Founder of Ernest, Thierry Herbert, recently toured Interior Designer and TV personality Vanessa Deleon, and editor Chris Curtland through the new space.

“The layout is aesthetically pleasing and bright. The showroom has a personal and one-on-one, professional touch and feel,” Deleon said. “Although there are different companies, they are all innovative and ahead of their time.”



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ON THE COVER: Ernest Showroom, NYC See page 60

PHOTOGRAPH BY JEREMY FRECHETTE PHOTOGRAPHY

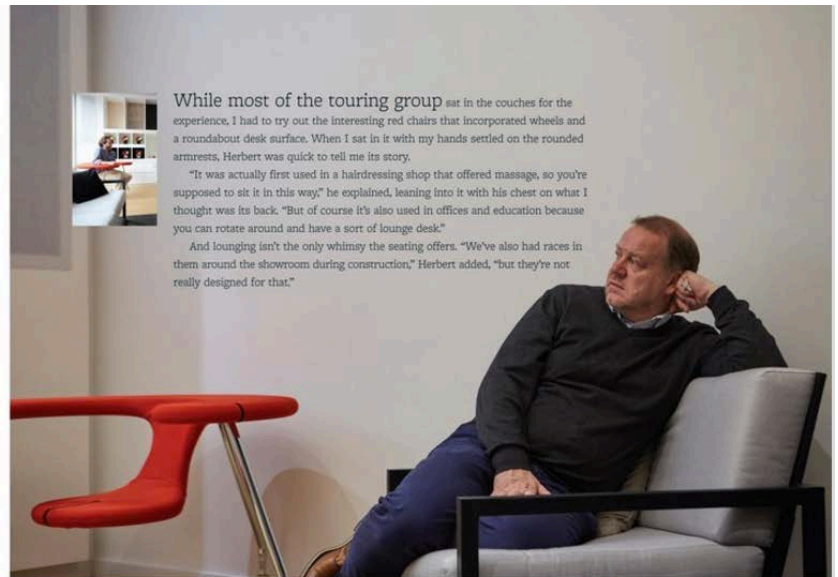
The space is curated to display several concepts and creations. "We want to show healthy building strategies and how all the products can be united in one space," Herbert said. But the space is also curated with unique art pieces. As a nod to the company's Belgian roots, a side table has old Tintin and Smurfs comics enclosed in its glass tabletop. Around the corner in an accent lighting corridor is a multi-layered plastic piece that illustrates an important design concept. "This is perspective 3D," Deleon said. "This is what they teach us in design school. This is a really amazing piece."



While most of the touring group sat in the couches for the experience, I had to try out the interesting red chairs that incorporated wheels and a roundabout desk surface. When I sat in it with my hands settled on the rounded armrests, Herbert was quick to tell me its story.

"It was actually first used in a hairdressing shop that offered massage, so you're supposed to sit in this way," he explained, leaning into it with his chest on what I thought was its back. "But of course it's also used in offices and education because you can rotate around and have a sort of lounge desk."

And lounging isn't the only whimsy the seating offers. "We've also had races in them around the showroom during construction," Herbert added, "but they're not really designed for that."



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“By definition, the word **earnest**



embodies the collective's core values.



Circling back to the center of the space, we passed traditional workstations and an adaptable conference table, which slides out similar to the kitchen table that exposes a sink and induction stovetop.

"We began with office furniture 20 years ago, so we still want to show that," Herbert explained, as he slid both ends of the conference table apart and flipped a middle surface up to take the workspace from eight to 12 feet.

"You guys look like you're in an Apple commercial right now," DeLeon laughed. "While he's doing that, watch out for your iPads, iPhones, watches—and body parts."

But luckily, the controlled flipping mechanisms meant no smashed fingers or equipment.

Earnest is a traditional Flemish name and another nod to the company's Belgian roots. It is also emblematic of the space and brand's shared philosophy. "By definition, the word earnest embodies the collective's core values," Herbert said.

