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62 LIVING IN STYLE

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*Shoes by Mark Spurr  
2008*



## the magic of creation

Textile design is one of the most creative fields of interior design.

Year after year, a designer is expected to come up with new collections with the most startling designs, colours and textures.

The whole process is reminiscent of 3-D chess, requiring mastery of method alongside colour sense and a trend instinct.

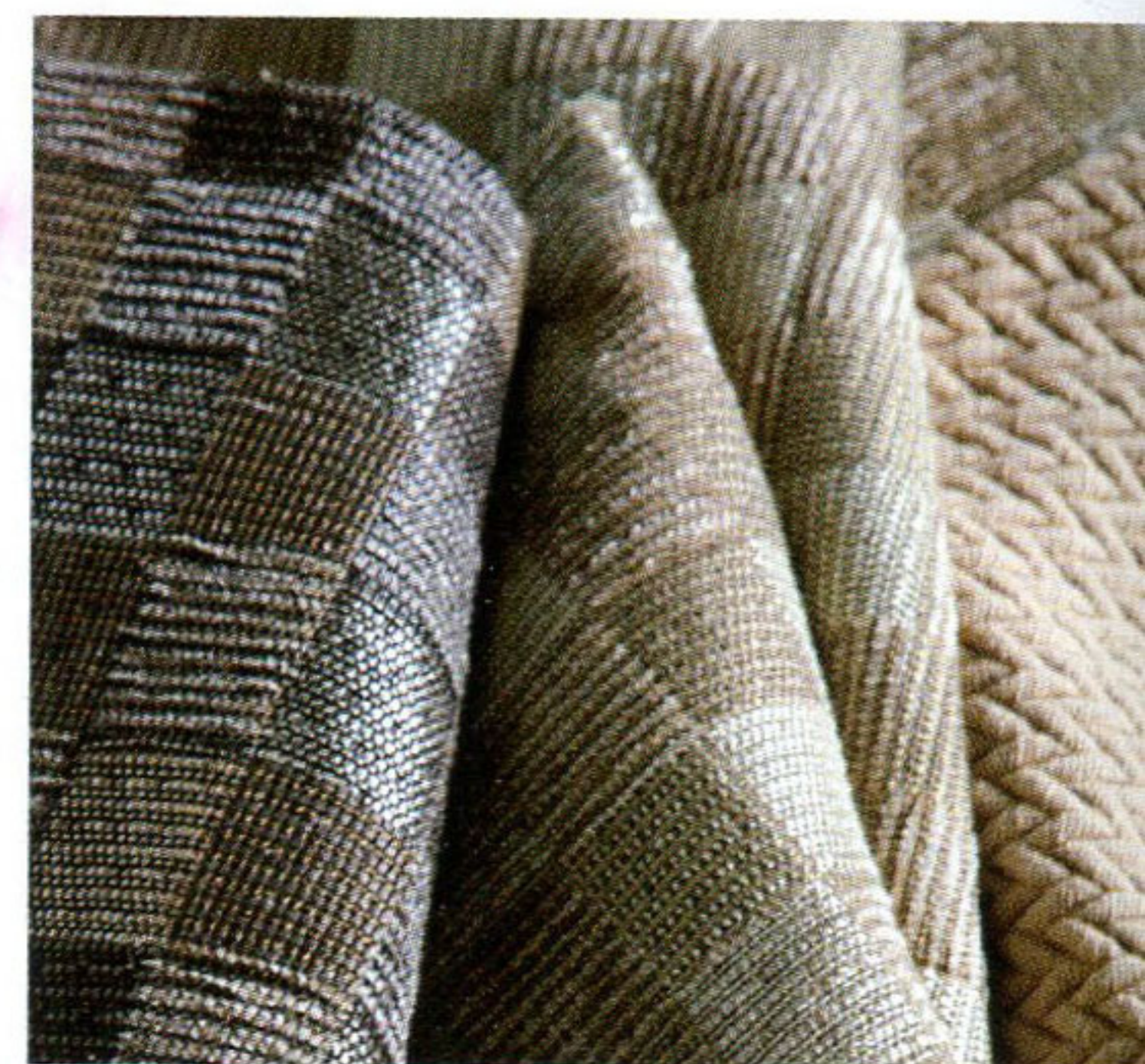
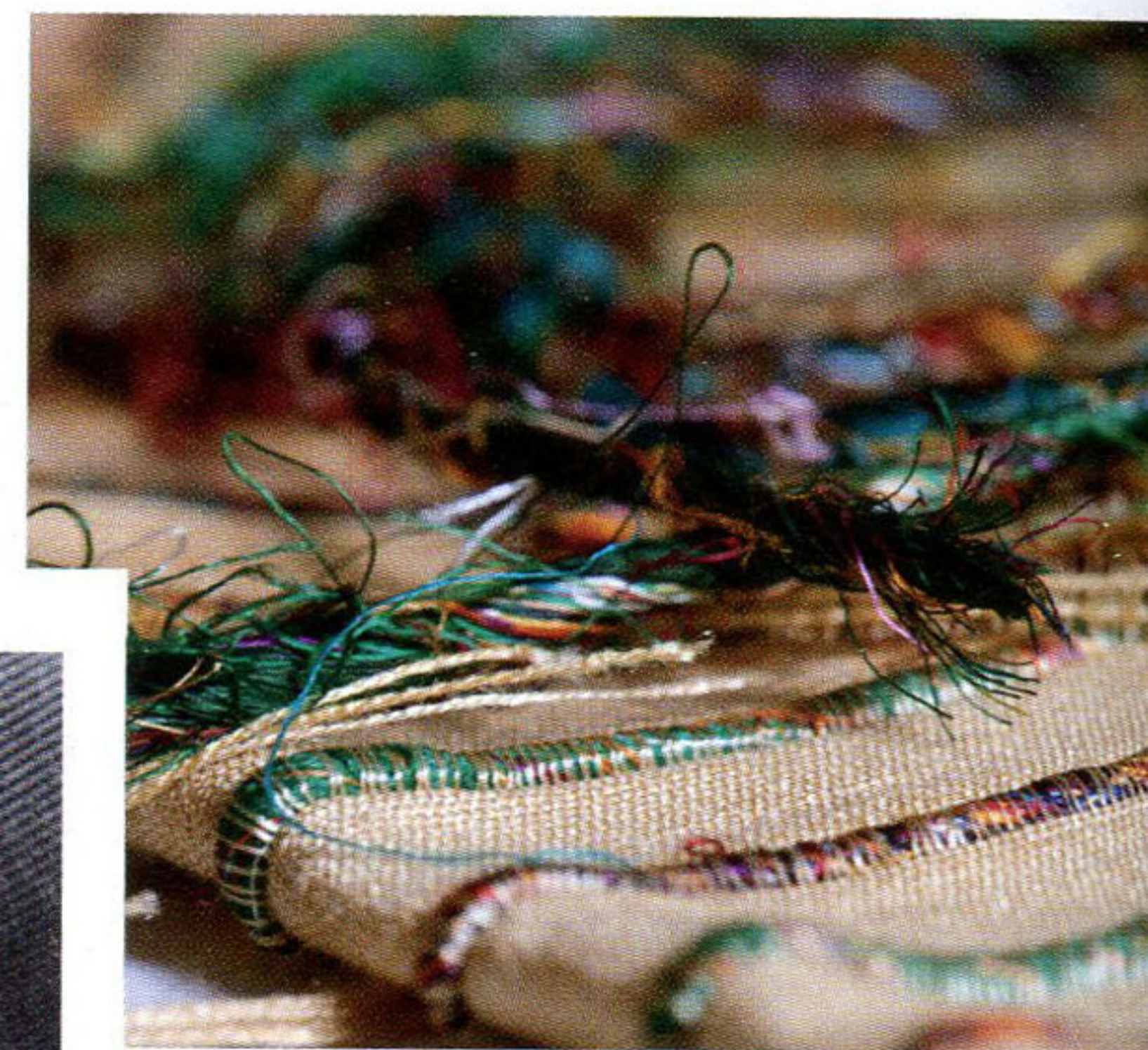
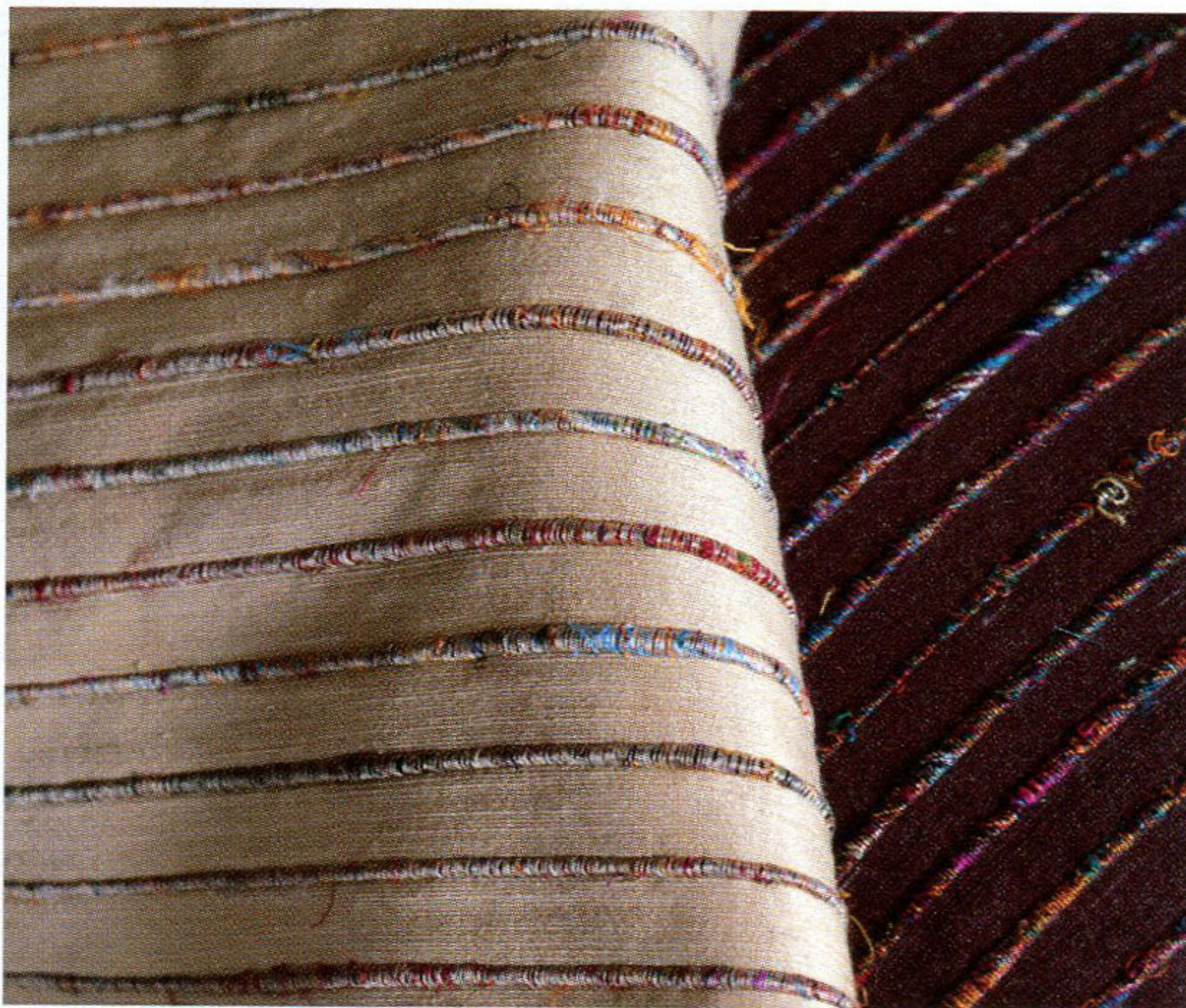
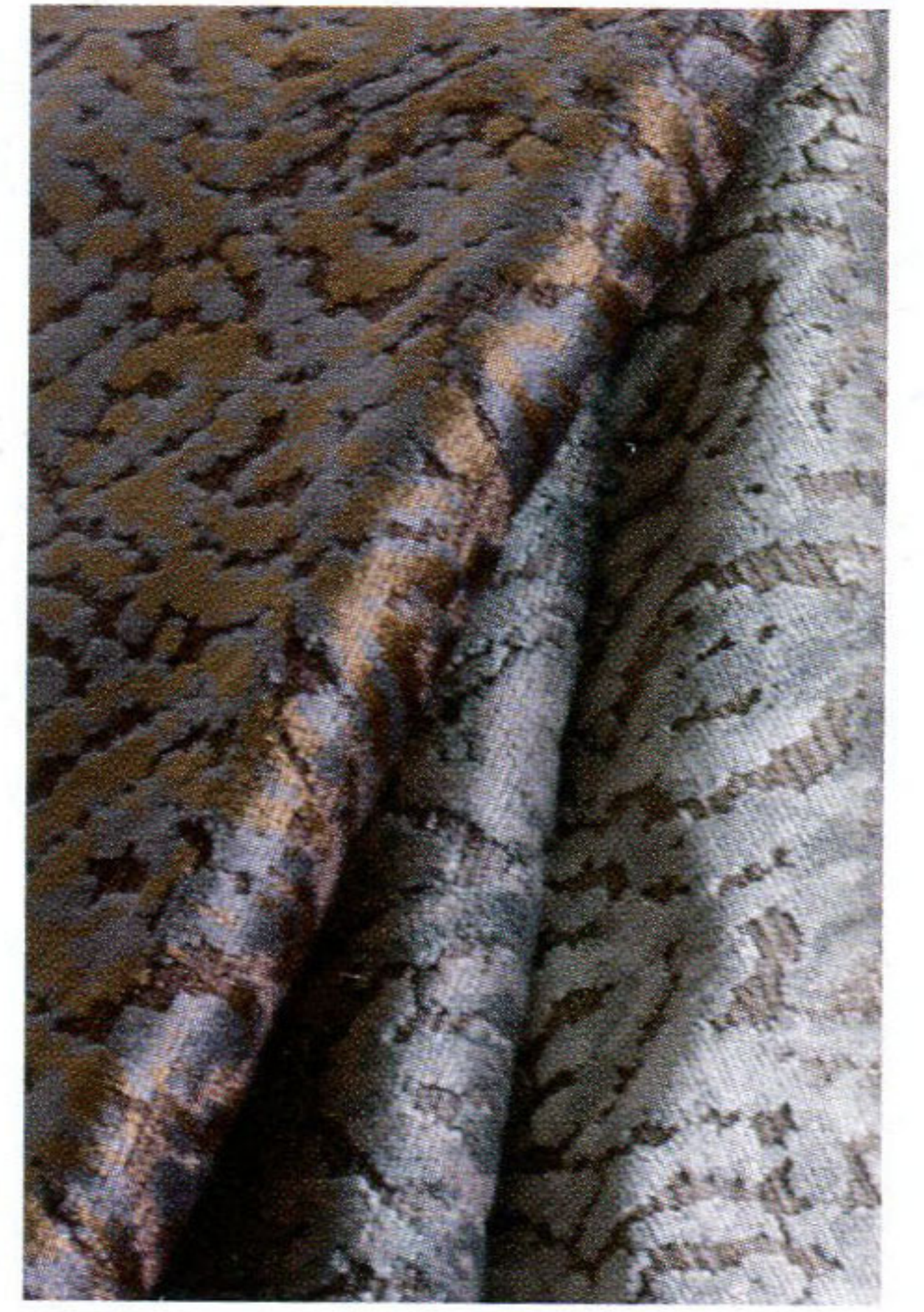
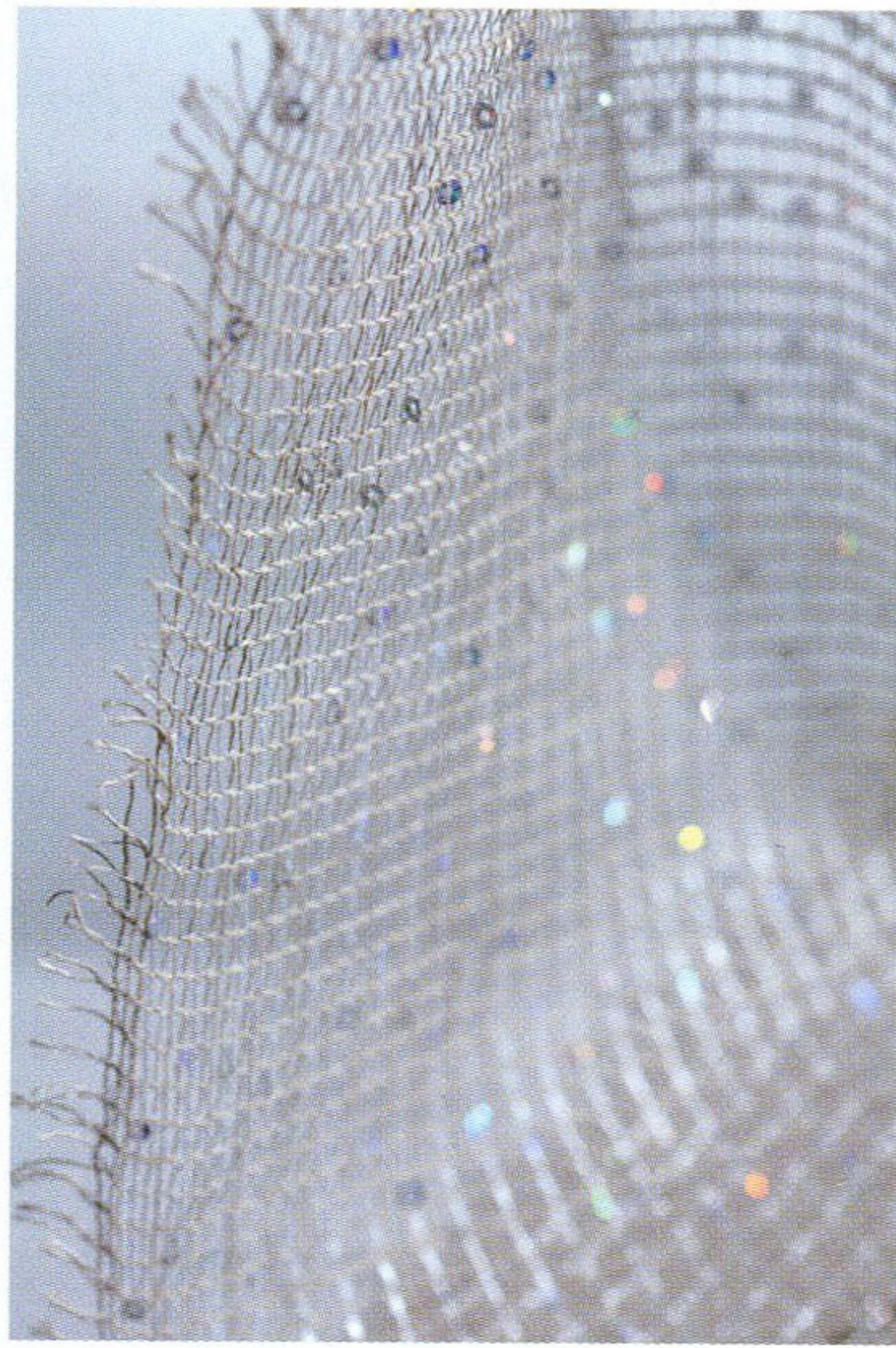
Lori Weitzner of New York is an artist of that calibre who is an expert in her particular field.

**Left: Lori Weitzner draws inspiration from all manner of creative manifestations. Here, a shoe by the artist Lloraine Neithardt of New York: The Erotic Life of the Foot: from soul to soulier.**

**This page, top: Lori Weitzner (right) and her assistant Sumitra Mattai at the design studio in Manhattan, New York. This is where ideas for all the new interior textile and wall-covering collections are born. Below: the studio is a creative playground where every square inch seems to be occupied by fabric swatches, coloured paper and other, often exotic materials.**



text: Raphaëlle de Stanislas  
photos: Hans Fonk



**Above: textiles designed by Lori Weitzner for her name-sake collection, which was presented at the beginning of 2013 at a spectacular party in Paris. Left: Lori Weitzner's studio in Manhattan has the atmosphere of a painter's atelier. It is strewn with swatches, fabrics and materials which ultimately form the inspiration for new collections.**

Interior textile design is a highly creative business. The collections brought out each year by leading manufacturers in this field are veritable works of art. The key tools that determine the final product are colour, pattern, texture, technique and composition of the yarns. A comprehensive palette of almost infinite possibilities for variation. Lori Weitzner of New York is just such a professional, and a natural at her job.

She was born and bred in that city, and originally wanted to be a painter. One of her professors advised her to study textile design on account of her feeling for colour and composition. "I'm still grateful to him for his advice", Lori Weitzner admitted from her studio in the heart of Manhattan. After she completed her textile studies she worked for a number of years in the 1980s for large companies and went on to obtain a bachelors degree at Syracuse University.







**Lori Weitzner and her family live in a cosy apartment not far from her studio in Manhattan. Dark floors constitute a unifying element through the various rooms.**

**Left: the living space where light enters on two sides is furnished in a comfortable, modern style with a combination of old and new features.**

**Below left: the kitchen is integrated in the living room; beside that the master bedroom.**

**Bottom of page: the living room looking towards the rear, with the kitchen just visible on the right.**

In 1983 she started working as a freelance designer but soon proved too modern for America.

“I packed up all my designs and travelled to Lyon, France. A design show was being held there and I sold all the designs straight off. After that experience I decided to go to Milan to work there. In Milan my work included designing for a Swiss company for around 15 years. When I returned to the United States I discovered that tastes had become more modern in regards to textiles. Jack Lenor Larsen rang me asking me to design a collection for him. That was the start of my career and my autonomy”, Lori explained.

She in fact unites the best of two worlds.

“In America and Canada we have a ‘do-it’ attitude: always positive. In Europe it’s more beneath the surface – the approach is more intelligent. In Europe there’s a sophistication which is less prevalent here. The retail system is also entirely different in the U.S. compared to Europe. When I was working for Sahco Hesslein we had to sell to hundreds of stores and take their tastes into account. That’s not the case here. Here we work with interior experts who decide for their clients.”

Her experiences on two different continents have enabled her to develop a highly personal vocabulary based on a subtle feeling for colour, an exploration of yarn and weave textures and a painterly approach to pattern. These aspects characterise her work for clients like Pallas Textiles, Sahco Hesslein, Larsen, the Museum of Modern Art, Calvin Klein, Estée Lauder, Dansk, Wamsutta, Samuel & Sons Passementerie, Endless Knot Rug Company and Lufthansa Airlines.

Today she has translated her wealth of experience into a collection which bears her own name. That undertaking is backed by Pollack, a textile company founded in 1988 by Mark Pollack, Rick Sullivan and Susan Sullivan, who made their mark working with Jack Lenor Larsen.

The fruits of her labours can be seen in her studio in Manhattan. Stacks of all imaginable textile types and other materials, walls filled of mood boards and boxes of fabrics and colour swatches the place. She seeks in her creations to realise the impossible and goes to great ends to do so.

Lori: “Our mission is to create interior products that represent luxury, beauty, innovation and environmental consciousness. To make materials that enhance the quality of life, work and leisure. When we embarked on our own collection, our goal was to bring a new and fresh approach to our metier. We wanted to blend old and new techniques with artistry. Our aim was to create fabrics that were not only beautiful and luxurious, but also easy to use in all manner of spaces. Spaces where the ‘wow factor’ unites with harmony and subtlety.”

