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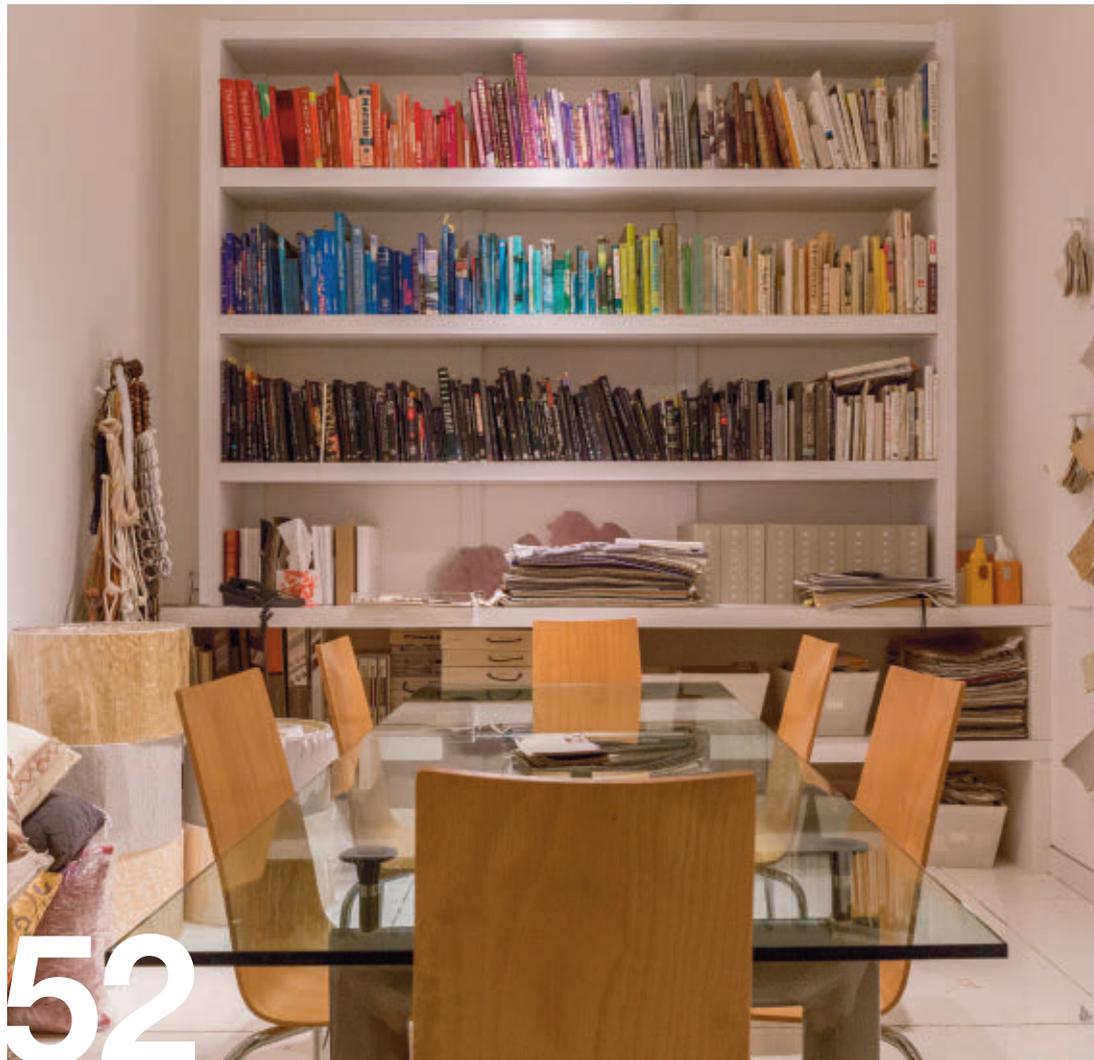


THE MAKERS ISSUE

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—Barbara Turpin-Vickroy (p. 38)

“They believe that good things grow slowly and that is the way they approached this restaurant.”



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This space pays homage to good food, as well as the community and landscape that produce it.

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The Future is in
Individualism**

Lori Weitzner creates a humanizing soulfulness that thrives in a high-tech time.

By Kadie Yale



VOLUME 32 NUMBER 3

interiors+sources® (ISSN 2470-6418) USPS 007-289 is published monthly by Stamats Communications Inc., 615 Fifth Street SE, PO Box 1888, Cedar Rapids, IA 52406-1888. Periodical postage paid at Cedar Rapids, IA and additional mailing offices. POSTMASTER: Send address changes to Interiors & Sources, PO Box 1888, Cedar Rapids IA 52406-1888. Publications Mail agreement No. 41666041.



ON THE COVER: Weitzner Limited studio *See page 52*

PHOTOGRAPH BY MATTHEW OLIVE

profile



Do you want to eat lunch before or after?" My focus snapped from the display of trinkets and treasures carefully arranged along the counter that ran the length of the Weitzner Limited studio. With all of the clean, perfectly organized surfaces, the studio could have felt cold and inhospitable; instead, it was as warm and inviting as Lori Weitzner herself, who was presently inquiring about our appetites.

The beauty of the Weitzner studio is that it functions as so much more than a workspace—it's the embodiment of Lori and her design team's travels, experiences, and influences, from the color-coded library to the curled-up paper high heel displayed behind Plexiglas. As Otis Redding's voice began to croon from the stereo in the corner, i+s staff photographer Matt Olive looked up from behind the camera. "This is a really great playlist."

► continued on page 54

THE FUTURE IS IN INDIVIDUALISM



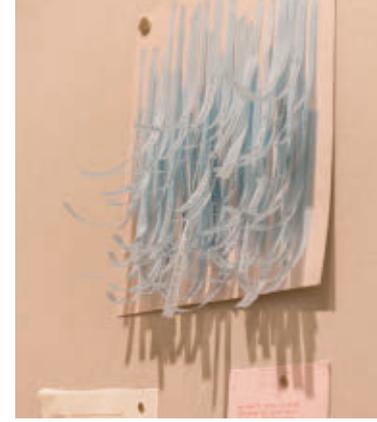
Lori Weitzner
creates a
humanizing
soulfulness
which thrives in
a high-tech time.



ABOVE + LEFT Color Coded: The Weitzner Limited studio stays organized by using color-coded systems on the surfaces available. A central island (top left) houses bins of samples easily accessible while the library sits on the far end of the meeting room like a kaleidoscope.

RIGHT Lori Weitzner, founder of Weitzner Limited, stands against a wall of recent designs in her NYC studio.

RIGHT Weitzner's silhouette is muted through a thin wallcovering made of natural materials. Odds and ends and reminders are written on blue strips of paper.



And it's no wonder with Weitzner's artist background and work with artisans from around the world that the studio would act as a gallery of sorts. Having begun university as a fine arts major chasing the dream of becoming a famous painter, Weitzner credits a naysaying professor for her transition into textiles. As her career took off, her wanderlust kicked in, drawing her around the world to seek out new designs and materials, and leading her to work with local artisans to create her stunning wallcoverings, textiles, and trim.

When asked which country was her favorite, she smiled and shook her head; there's just too much beauty and uniqueness in each place to choose.

That loving draw to the unique, and slightly-imperfect-perfection that comes out of handmade products is obvious in the final product. Weitzner pointed out a woven wall covering and exclaims, "It's selling successfully, so what does that tell you? The soul of

ABOVE LEFT TO RIGHT The Weitzner Limited studio could be described as part art gallery. Sculptures, mixed media collages, and treasures picked up from around the world line the entry wall, providing inspiration.

“The soul of that artisan is in the product, and people love that. Especially in this high-tech era—to have **things that are soulful and tactile, and made from pure things**—it’s really cool.

—Lori Weitzner



that artisan is in the product, and people love that. Especially in this high-tech era—to have things that are soulful and tactile, and made from pure things—it’s really cool.”

Of course, working with artisans half a world away isn’t without its challenges. A couple of years ago, their abaca fields were washed out in a typhoon, halting production on custom orders—a delay no designer wants to deal with. Weitzner’s response: They filmed the fields and the artisans at work. “We sent videos to show them why things were late, and when they see these artisans, they get it.” It’s this humanization of a process that is usually kept out-of-sight, out-of-mind that elevates Weitzner Limited above and beyond.

“It’s challenging, but all worth it.” 

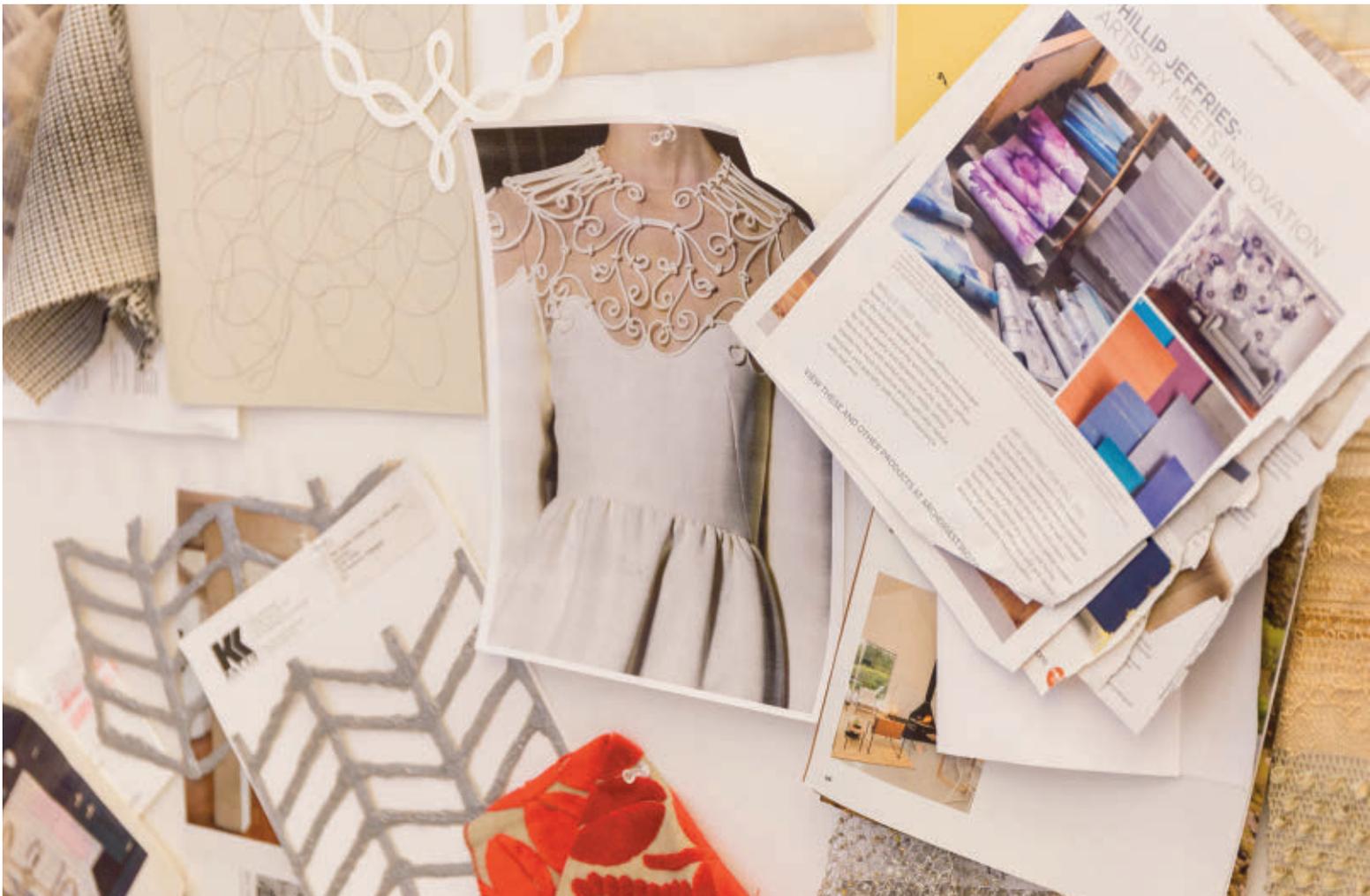
 See additional photography from this project in our digital edition at interiorsandsources.com.



LEFT Stones and minerals from Weitzner’s travels cover the counter, acting as both a connection to faraway places and three-dimensional art.



“A couple of years ago, their abaca fields were washed out in a typhoon, halting production on custom orders—a delay no designer wants to deal with. Weitzner’s response: They filmed the fields and the artisans at work. **“We sent videos to show them why things were late, and when they see these artisans, they get it.”** It’s this humanization of a process that is usually kept out-of-sight, out-of-mind that elevates Weitzner Limited above and beyond.



OPPOSITE TOP + LEFT
Weitzner points out highlights from her collection and the inspiration for her designs. Below, samples and magazine cutouts provide reminders of the studio's aim for tweaking the collection.

RIGHT Collection samples scale the wall in a bright rainbow of fabric.

