



CREATIVE ENERGY

*In a luxury condominium of NoLita, in New York, the interiors are characterized by the unmistakable touch of the design studio of **LENNY KRAVITZ**, the rock icon.*

project by **ANDRE KIKOSKI** - interior design by **KRAVITZ DESIGN**
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Classic. LEFT: Andre Kikoski's project for the 75 Kenmare facade, NoLita, in New York. RIGHT: the lobby. The reception desk is in Portuguese slate, the wall in frosted glass, the floor in quartzite, travertine and marble. TOP: Lenny Kravitz on a terrace of Stanley House, a Los Angeles residence that he recently designed.



REDDUNDANT PIXEL





"Soulful elegance", meaning an elegance full of feeling. This is the stylistic code of projects designed by the studio of the rockstar of Fly Away.

No doubt, the style is the unmistakable style of Lenny Kravitz. The relaxed, elegant and casual taste of his songs. A style where rhythm is intertwined with invention, and where vitality is the protagonist. In a few words, his music gives a feeling of

sophisticated luxury, which is also conveyed by the interiors of Kravitz Design, the company created by the musician in 2003. Examples are the interiors of 75 Kenmare, an exclusive condominium in the New York neighborhood of NoLita, an area with a high concentration of taste and creativity, with trendy restaurants, shops frequented by avid trend-setters, apartments inhabited by designers, artists and fashionable singers. In short, the right place for those who feel in tune with the lifestyle of Lenny Kravitz, in music as in design. "Soulful elegance": this is the concept that defines the projects of Kravitz Design, which seem perfect for those who prefer a comfortable and relaxed elegance. As Kravitz himself explains, "I think those who choose 75 Kenmare want to capture the true soul of New York, the most authentic one. These are people full of life and energy, and of eclectic temperament. People who feel young regardless of age." The company of Lenny Kravitz has worked hard on a precise characterization of the interior, 38 apartments where the lion's role is performed by the materials. Woods, marbles, metals have all been chosen with extreme care, to give life to a setting with a strong personality, immediately recognizable, which expresses an idea of distinction and consummate nonchalance. A distinguishing stylistic number, also due to the constant supervision of Kravitz, whose team in the case of 75 Kenmare worked closely with the other professionals who took care of the project. "My colleagues and I consulted with architect Andre Kikoski, with developer Dan Hollander and with Fredrik and John of the Eklund Gomes sales team, reporting both individually and in collective meetings."

The metropolis in the frame. LEFT: the living room, with large windows framing the New York skyline. Here, as in other rooms, a very linear style is preferred, which tends above all to enhance the materials above all. The titanium travertine base of the fireplace stands out against the oak parquet. The two tables with geometric decorations are from West Elm, the sofas are by Minotti, the armchair on the left is vintage from the seventies.







Contrasts. ABOVE: the materials are also protagonists in the kitchen, with the elements in lacquered wood, embellished by the marble slabs of the counter top, also chosen for the wall. The Gaggenau refrigerator is clad in elm wood. The parquet instead is in oak. PREVIOUS PAGE: the dining room. Above the marble table, a glass chandelier by Jason Miller for Roll & Hill.

This way, the typical style of Kravitz Design, which also boasts a collection of furniture and objects, reflects the personality of the architecture conceived by Kikoski, in a successful synergy between the outer shell and the interior. The condominium has something classic in it, its forms showing a contemporary rigor that evokes an authoritative knowledge of the past, combined in the austere lines of an architecture with a strong personality. The wide windows that extend vertically, to mark the facade, ideally appear as transparent pilasters, which mark the facade, giving it a classical and elegant identity, making the building a candidate to become one of the iconic buildings of NoLita. And the same happens in the interior, by virtue of a successful osmotic process made possible by Lenny Kravitz and his team. Outside, the building represents a celebration of classical materials and traditional techniques used in an innovative way, considering the architecture as a large-scale artistic artifact. Inside the same concept can be found in the various rooms of the building, starting from the

lobby, which declaims an idea of classicism and luxury with its Portuguese slate counter, which stands out from the floor where different materials, like quartz, marble and travertine, are put together like a mosaic. A harmony of colors and textures that once again conveys that casual and balanced eclecticism that is also the trademark of Kravitz's songs. That taste can be found in every common area, for example in the corridors, where precious stones are still the protagonists: the Taj Mahal quartzite slabs and the titanium travertine highlight the oak doors and boiserie, which create a perfect contrast with the carpet of a blue night color. In the apartments the same concept of style is expressed with enthusiasm in every environment: the materials are used like the colors of a painter's palette, creating combinations that at times support elective affinities, at times contradict them to create new combinations. Those who wish can also have a Kravitz Design total look for their home. "The apartments are not already furnished," says Kravitz, "but you can do it. In many of our projects we create unique pieces of furniture made to measure.





Materials. ABOVE: the master bedroom. The large windows overlooking the New York neighborhood of NoLita are embellished with bronze-colored doors and windows. BELOW: in the bathroom the walls and floors are covered in titanium travertine and French vanilla marble. The suspended cabinet on the left is made of elm wood with a white Drama marble top. The tub is from Devon & Devon. PREVIOUS PAGE: a glimpse of the walk-in closet connected to the master bedroom, with the mirrored wall. The stool is by CB2.



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