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# MODERN IN DENVER

WINTER 2011 → 2012

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- Prosecco
- Leeks
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- Salsa



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# MODERN IN DENVER

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Published by Modern In Denver LLC.

info@moderninddenver.com • 720-255-1819

Modern In Denver is created by the dexterous hands and sometimes agile minds of Indelible Inc. using an iMac 27" (with a speedy SSD drive) Adobe InDesign, Illustrator, Photoshop, Lightroom, FontAgent Pro, an HP Laser printer, Spotify, an iPad, a paperMate flexi grip pen and a much needed sense of humor.

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**SPECIAL THANKS!** Azure Avery, Creative Instinct, Ron Plageman, Jim & Jeri Marshall, James & Angela Avery, Cindy Hellgren, David Lauer

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**THIS MAGAZINE IS CREATED AND MANAGED USING APPLE PRODUCTS.**

I have used Apple products since the Mac Plus back in the late eighties and they have been integral and instrumental throughout my entire working life (I even owned the first Newton when it came out). So I was moved like so many by the loss of Steve Jobs this Fall. Certainly, I was saddened for his family losing someone so young, but for me it was more of an event that illuminated the impact his vision has had on the world and myself in particular.

We had planned on running a story focusing on top iPhone apps used by creatives in our community well before Steve Jobs and his work at Apple started dominating the public conversation. The iPhone is pervasive in the creative community and the one item that is always with us. People are always curious as to what apps others are using, so we thought we would ask and get some good suggestions for all of us.

We also had planned on doing a story on Joseph Eichler for a long time. His work has also had a large impact on me and was a major inspiration behind starting this magazine. Simple, well thought out design was the foundation of his vision and is the message I am trying to reinforce with each issue of Modern In Denver. What was unexpected but not surprising however, was the news that came from the Steve Jobs biography that followed his death - that Steve Jobs grew up in an Eichler home and cited it as an influence in forming his vision of Apple and its products. Read our profile and I think you too will see the impact Eichler and his work continue to have in our modern world.

Those stories plus great new products, great spaces and some fun stuff for your pet fill the rest of this Winter issue. Stay warm, enjoy and thanks for your support of Modern In Denver in 2011. It was a great year for us and we are excited about 2012!

William Logan



## ON THE COVER

The cover image was taken by David Lauer. The photo is of a hallway in a Balboa Highlands Eichler home in Southern California. The simple clean lines and rich mahogany paneling were indicative of Joseph Eichler's mid-century modern homes and serves as a nice warm welcome to both our Winter issue and the feature profile of Joseph Eichler on page 50.



# Why Sub-Zero is worth it.



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# MODERN IN DENVER

ENJOY.

## INSIDE #FIFTEEN

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photo: David Lauer

# TOC

Inside the atrium of a Claude Oakland designed, Eichler built home. See more of this house and other Eichler built homes on page 50.



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### CLIMATE CONTROL

It's about time somebody with modern sensibilities tackled the thermostat. And who better than the guy who led the first iPod and iPhone design teams? Tony Fadell and his team at Nest Labs designed a gorgeously simple thermostat that teaches itself your family's comfort zone each time you set a temperature. After a week, it creates a personal schedule and automatically raises or lowers the temperature so you don't have to program it. Nest can even tell if you're not home, thanks to an activity sensor that adjusts the schedule if it senses no movement for two hours. Headed home early? Just use the iPhone app to tap into controls remotely.

+nest.com







**INGRAINED**

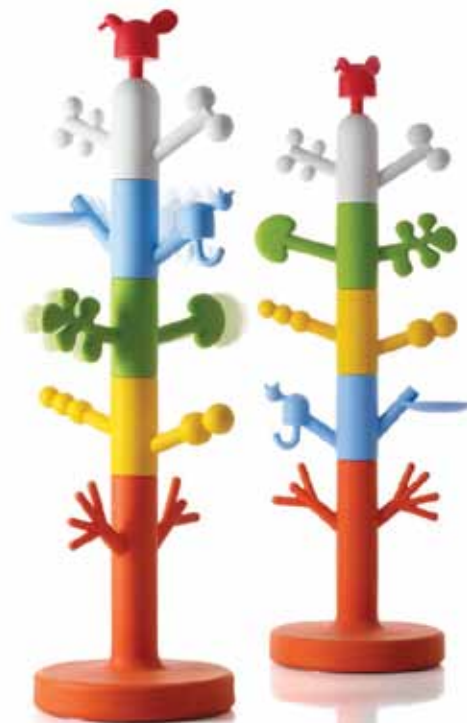
In its previous life, the wood in the limited-edition Howe Dining Table stored whiskey for the Canadian Club Whiskey Company. What's amazing is how rare the reclaimed whiskey barrel wood is. Canadian Club switched to stainless steel containers by the 1960s. How's that for dinner conversation? Each table is unique, thanks to markings from barrel straps and slight discolorations from the alcohol. Handcrafted by Urban Evolutions in Wisconsin, only 100 tables were made and are only available at Room & Board.

+roomandboard.com

**UNCOVERED UP**

Paradise Tree Coat Stand is a pop-art piece of delight that would be difficult to cover up with heavy winter coats and other frumpy winter accessories. Covered, you wouldn't see the colorful arms and branches, the kitty and its milk bowl. Artist Oiva Toikka strayed from his usual medium of glass. The 6-foot stand is made of galvanized steel in the base and frame, while three interchangeable inner pieces are made of polyethylene.

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**PEACEFUL REST**

A bed's primary purpose is for sleeping. But it's always nice when designers toss in a few extras, like an upholstered headboard with a built-in side table. Designers from Japan's Leif.designpark did just that with a bed named Suu, which is "Japanese for the sound of breathing when one is sleeping peacefully," says manufacturer De La Espada. Sweet dreams. Available locally at Studio Como.

+studiocomo.com







**BUILD A BLOCK**

For the budding architect, KAPLA blocks are a critical-thinking toy that can help kids learn more about geometry, physics and architecture. Each block is the same size and shape. By stacking blocks strategically – without glue, screws or clips – children (and adults) can create magnificent mansions, impressive edifices and, well, anything one can imagine (photograph shows a train). Designer Tom van der Bruggen from the Netherlands created the toy after building his own castle from an old farm more than 20 years ago.

+canoeonline.net



**APPLE SUCK UPS**

Designers Avik Maitra and Richard Moore didn't intend to go into the Apple accessory business. But inspired by last year's petite iPod nano, the friends developed a simple leather nano watch band and called it Rock Band. Apple fans gushed and ILoveHandles was born. Fresh out of the studio this winter is Barnacle, a simple suction-cup mount to prop an iPhone on a table or stick it to a car windshield. "We weren't happy with how over-designed we thought pre-existing mounts were, so we reduced it down to the essential form and made it small enough to give the illusion that your iPhone is floating," Moore says. Steve Jobs would have been proud.

+ilovehandles.com



**MOD RACK**

Growing up in a mid-century home (built by Joseph Eichler, no less) has its perks. It instilled good design sense in Max Geiser, who co-founded Wallter with his wife, Linda. With the success of the very fun, geometric Slat Wall design, Max got another idea, thanks to his brother. "My brother really wanted to have the Slat Wall Decor in his hallway and asked me if it was possible to install it in a way that he could hang coats on it. I said, 'No, but I could design a coat rack that looked like that,'" Max said. "The funny thing is that I just found the actual first sketch that I did of the Slats from 6 years ago. It was of course on an airplane barf bag."

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Tea drinkers will surely be the talk of coffee breaks if they use Tea Diver for a fresh brew. Shaped like a deep-sea diver, the tea infuser fits a cup of tea's worth of leaves and then dives into the hot water until the tea is brewed. The silicon and stainless steel diver was designed by South Korea's AbelPartners.

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### STAR ENCOUNTER

Beyond the dreamy colors, Silestone countertops have a lot going for them. They're tough, thanks to the main component of natural quartz, and they have built-in bacteriostatic protection to prevent further growth of bacteria. And back to the dreamy colors, manufacturer Cosentino Group recently added the Nebula Series with six space-inspired colors named after celestial objects, like Doradus, Merope and Cygnus.

+silestoneusa.com



### STUMP LUMP

Like birch-tree stumps sitting statuesquely in the forest, the Björk Stool offers the same natural appeal, plus the good sense to soften things up with a black-and-white striped mix of cotton and wool exterior. From Swedish textile designer Lena Bergström, these 14-inch or 18-inch high stumps, which come in either dark or light grey, joins Bergström's rugs of the same birch-tree inspiration. Available locally at Studio 2b and Alesso Modern Source

+studio2bdenver.com / +alesso modernsource.com





### GIVING TREE

When Michaele Simmering's father gave her a spare log he wasn't using for his timber-frame barn, she shaped it into a modern piece of furniture with a cause. She and husband Johann Pauwen started Kalon Studios in Los Angeles to design furniture from sustainably managed forests. They also hired skilled craftsmen in New England, where a move to overseas production has nearly decimated the local furniture-making industry. "It has been no small fight to keep our manufacturing in the USA but we've done so against all odds during this bleak economic period," Simmering says. Trunk Bench starts with a log that is cut into a modern shape and left unfinished, allowing the natural wood to naturally split as it ages. "I can't look at the pieces without thinking of the book *The Giving Tree*," she says.

+kalonstudios.com



### LIGHT FLOATS

Haoshi Design figured out how to capture the joy of a helium balloon. Forever. By capturing "a beam of light, a stream of warmth, a ray of hope," the non-puncturable Balloon X wall lamp appears to float, says the Taiwan-based husband and wife designers, Sweeny Chung and Griffin Yang. The cord cleverly attaches to the oval lamp like a string tugging the balloon. Haoshi's specialty is surreal jewelry made from resin, but the new Childhood Lights (there's also a kite) came from new inspiration: the birth of the couple's first child.

+haoshi.com.tw



### POT STICKS

Walking back to her studio one day, Kari Merkl noticed some steel looms sitting in a metal weaving company's recycling bin. She asked for a few and turned them into the Merkle Pot Rack, which looks like a cluster of tree branches artistically welded together to hold anything from a whisk to a heavy cast-iron skillet. The Wheat Ridge native, who received a Bachelor of Environmental Design degree from the University of Colorado's Architecture Program, colorfully powder coats each piece for added durability. The 9-pound rack comes in an L shape for corner installations or a U shape for kitchen islands. Custom colors are available on request.

+merkle.com



### TAPEHOOK

The Tapehook can serve as an art installation, prank or just a handy hook to hold up small items like keys and glasses. Ironically, the remarkably sturdy piece of dried paper shaped like a curled piece of adhesive tape can't keep a piece of paper stuck to the wall. Leave that to ordinary masking tape – the inspiration for the quirky hook designed by Japan's Torafu Architects.

+torafu.com







**CHALK IT UP**

Dishes that do double duty are a welcome accessory to any kitchen. And the MEMO line from Yvonne Schubkegel and her German ceramic company ASA Selection, offers white ceramic bowls, bottles, mugs and various containers -- all with a small chalkboard. Write down what's inside, draw a picture or, of course, jot down a friendly memo. Available locally at Studio2b.

+studio2bdenver.com



**REARRANGE**

It's a vase. No, it's a puzzle! No, it's self-realization! Bonsai Equilibre, created by eco-conscious Beatrix Li-Chin Loos, offers a unique build-your-own vase for people to sculpt their own equilibrium. Each kit includes four circles, made of either scrap wood, chipboard or recycled cardboard. Slide the glass tube through the circles' holes and arrange according to mood. The series was produced exclusively for Galerie Gosserez in Paris.

+galeriegosserez.com



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HOUSE

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**the story behind design**

The designer, Mario Trimarchi, recalls growing up in Sicily where most country homes have a large room without windows, a motionless atmosphere. This room is used to seek shelter and escape from the intense scirocco winds which come blustering through and can last for days at a time. The collection captures the brief moment when the door quickly opens and the wind rushes into the bleak room causing the playing cards to come alive and swirl about. He explores the paradoxical themes of unstable balance and geometric irregularity.

"And so I came up with the idea that "La Stanza dello Scirocco" could be recounted and through images of shadows, and that we could then ask everyone to exert themselves ever so slightly and make a small input with their own imaginations."  
-Mario Trimarchi

DESIGN  
Stockholm  
HOUSE

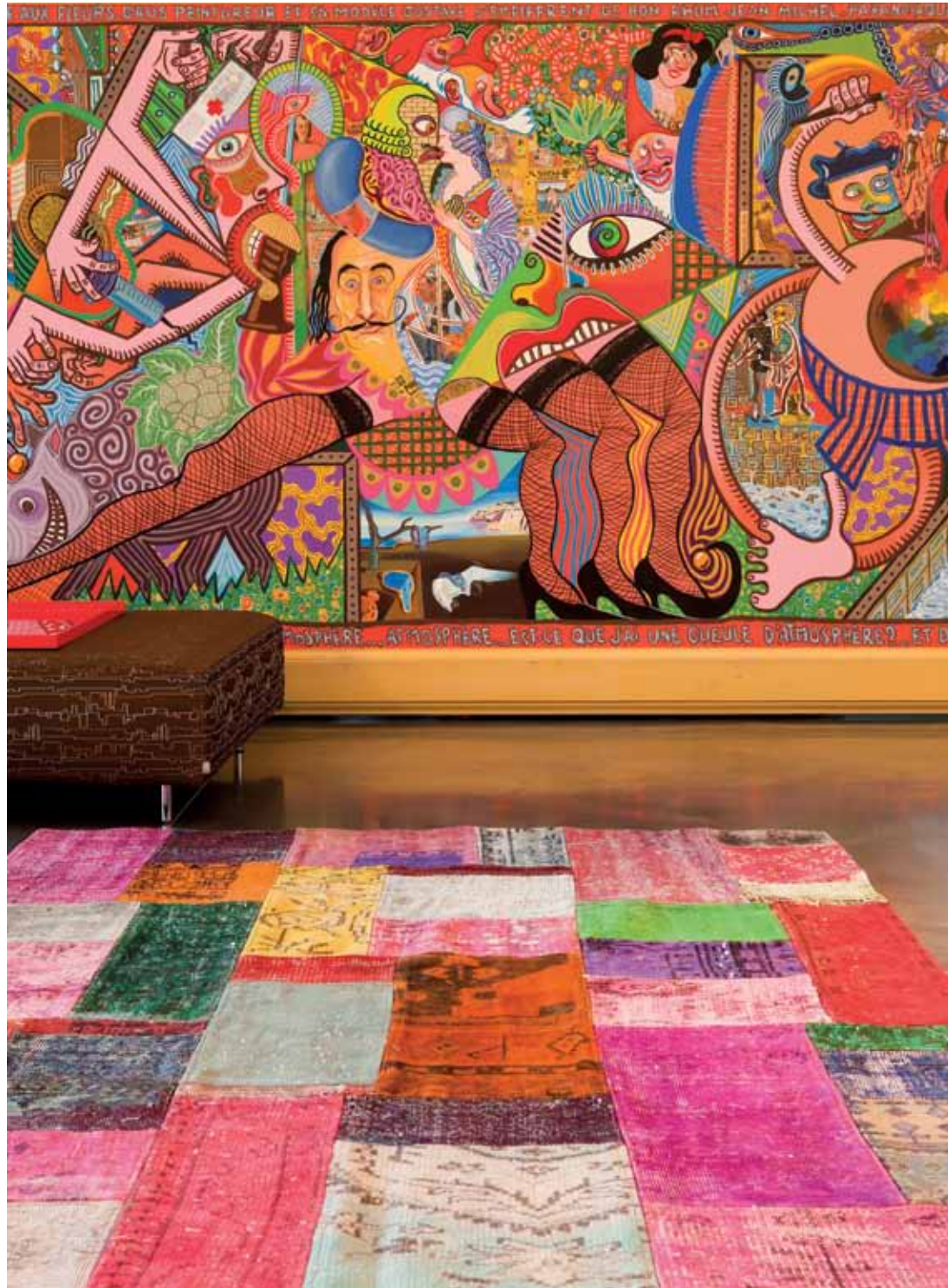
**ALESSI**

La Stanza della Scirocco "Scirocco room" by Mario Trimarchi

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### BOHEMIAN MODERN

Limited Edition's version of the patchwork quilt will liven up any modern home with day-glow colors next to muted tones of rug remnants. The Belgium company starts with antique Turkish rugs, decolorizes and re-dyes them in vibrant colors and then weaves the pieces together. If the Mystic multi-color rugs are too lively for your home, there are several monochromatic colors. The rugs are available locally at Alesso Modern Source.

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### MOVE IT

For those who prefer to stand while working, there's a new chair from Variér that offers support and minimizes back pain and cramped legs. Aptly named Move, the stool is far from sedentary. It has no wheels, yet it rolls when you reach left or right. The seat tilts back and forth with your body, like a fine automobile's stick shift. Designed by Per Øie, Move's movement keeps the spine in its natural curvature, which, in turn, can help strengthen the back and abdominal muscles, says the company. Available locally through Source Four and Studio2b.

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# THE 8 FOOT HOUSE

Words: Kelsey MacArthur  
Images: Andrew Pogue



Concentrating on reducing waste and maintaining his focus on good design, William Buyers of 720 Design produced a uniquely sustainable house from the ground up. A rigorous architectural plan to not cut raw materials resulted in an innovative home that shows how unnecessary waste can be.



**THE 8 FOOT HOUSE.** Sounds small, right? Think again. The only thing that is small about this house is the amount of waste produced during the building process. William Buyers of 720 Design has big ideas about how to cut out scraps. Buyers has been a one man show for ten years – he is the architect and the contractor. Only working on one project at a time allows him to save money and devote his undivided attention to each renovation or new build. Design consistency is the result of Buyers' technique – being the sole decision maker throughout the process results in homes that flow from room to room.

Buyers describes his sustainable approach as passive – passive in the sense that the design process is sustainable, not manifested through ground breaking technologies, but instead by paying close attention to mainstream practices. Seemingly simple decisions resulted in an organic home that reorganizes our space. Buyers' discerning nature takes us back to the programs of early modern architects – ask questions about how we live and answer with thoughtful design.

#### THE IDEA

Inspired by previous projects, Buyers had been imagining the 8 foot house before it became a reality. During renovations on a project in Krisana Park, Buyers saw firsthand the efficiency behind the design of homes in the 1950s. Buyers explains - "When I took the whole home apart, I started to understand that there were these underlying systems going on, maybe it wasn't as clear and rigorous as what I was doing, but I realized everything was eight foot framed and it didn't feel uncomfortable to live in."

When Buyers purchased a narrow lot close to Arapahoe Acres and in the Slavin Elementary School District, the 8 foot house came to life.

#### THE MATERIALS

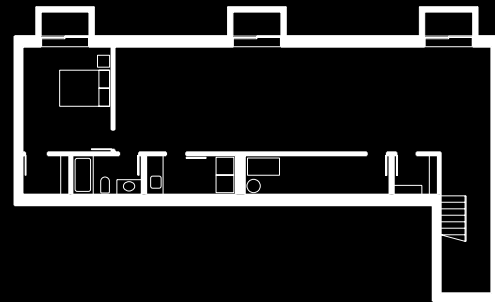
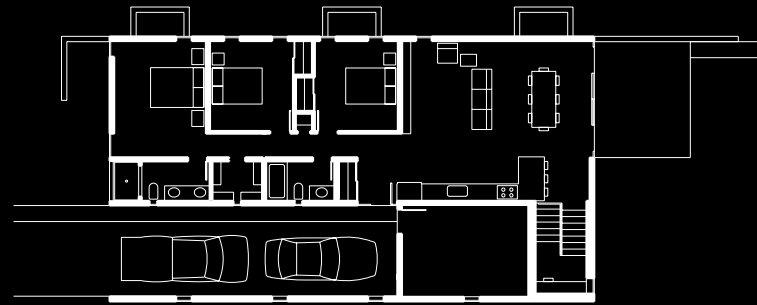
The use of five structural bays infilled with 8 foot tall wood studs was the first step in the process. This allowed Buyers to use full height cedar plywood panels on the exterior of the house. Without having to cut any studs or plywood panels Buyers saved time, money and waste. But how much waste?

Buyers paints the picture best – "Materials are 4 x 8. You can special order 4 x 9 or 4 x 10, but once you go away from that you are always going to have a little strip of plywood here or there and you need something for your plywood to go against, that is your studs. Say you arbitrarily want 9

**PREVIOUS PAGE:** Where is the front door? The 8 foot house has a mid-level entry at the back end of the carport. The motion detector lights alert the homeowner when someone is coming to the door.

**ABOVE:** Buyers believes front yard living is a thing of the past and this house exudes that ideal. If you are wondering why there isn't a picture window peeping into a living room that is because the master bedroom is at the front of the house.





and 1/2 foot ceilings - you are basically taking a 10 foot wood stud and ripping 6 inches off every piece - chop, chop, chop. Then you put your 8 foot materials up and you have to rip off another piece of plywood to sheath it. You have all that waste and that is what I tried to steer away from."

For the interior, Buyers used full height gypsum board sheets. Why cut the windows? All of the windows on the main level of the house are 2 x 8 feet and go from floor to ceiling. Door headers, who needs them? The doors are 8 foot solid core maple that stretch from floor to ceiling. Buyers' effort to not cut any materials, beginning with the studs and continuing to the windows and doors, results in a home with vertically heightening lines.

**THE HOUSE**

Simultaneously while thinking about cutting out waste, Buyers was thinking about how we live today. Do our homes reflect and accommodate our lifestyles? The 8 foot house has a mid-level entry next to a stacked carport. Eliminating the traditional two car garage gave Buyers more living space to work with. Stemming from his belief that large front yards are a thing of

**ABOVE:** The top plan shows the ground level with the public living areas at the rear of the house, adjacent to the backyard. The private bedrooms are stacked at the front of the house. The lower plan is the basement where there is extra space for a family room, a spare bedroom and a laundry room.

**BELOW:** The front door opens into a spacious kitchen / living room / dining room area with Bosch appliances and Caesarstone countertops. Buyers purposefully left this space open to allow the homeowner to define their living space. There could be a dining table to accommodate ten guests or a pool table and dart board. Or the space could be cleared and used for mingling during a party.



the past, Buyers focused on positioning the living room and kitchen area adjacent to the backyard. "I really believe in backyard spaces and having a place where kids can go run around and while you are inside you can still see them. Why have these giant front yards which really don't do anything anymore?" Buyers asks.

Placing the communal areas of the home at the rear meant the private areas of the home would be at the front. While that might seem like an odd concept, the connection between the indoor and outdoor living space works. The wall of windows separating the backyard fill what could be a family room, dining room or entertaining space with warm natural light.

Going against the traditional design of a home makes some people uncomfortable. Buyers' response? "I get bummed out when people come along and say, 'aww, I'm so disappointed, we were hoping for something more traditional.' This is a well built house and there is no waste whatsoever."

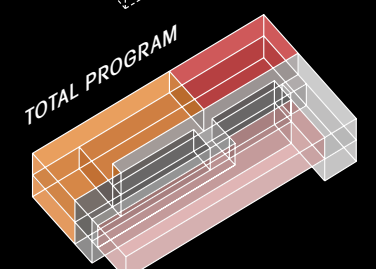
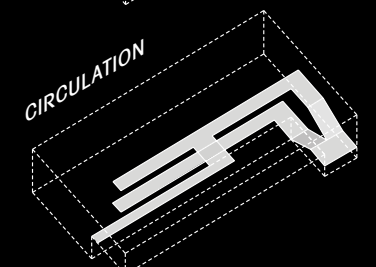
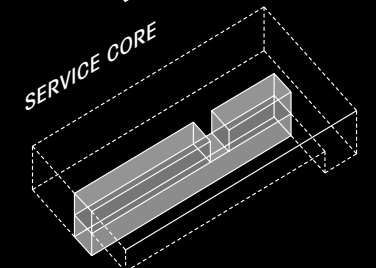
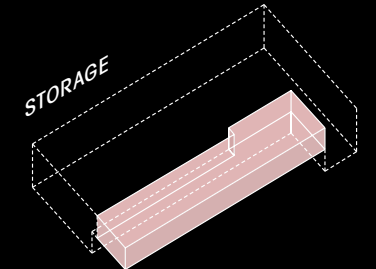
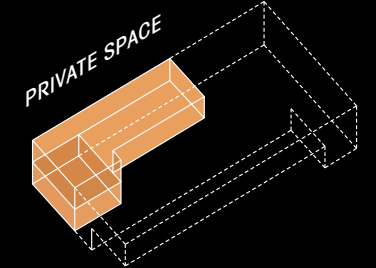
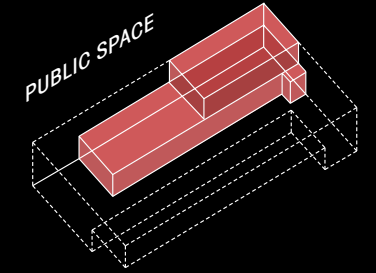
Why have a pitched roof if it isn't necessary and doesn't add to the space of the home? Why have a 10 foot ceiling instead of 8? Saving money and reducing waste doesn't mean cutting corners and using poor quality materials. For Buyers, it means doing it all - being the architect, the contractor, the landscaper, while paying attention to the way we live and cutting arbitrary decision-making out of the building process.

**ABOVE LEFT:** In the carport the front door is perpendicular to a door that leads to an indoor storage space. The storage space is 180 sq. feet, alleviating the need for a shed in the backyard and reducing clutter inside the house.

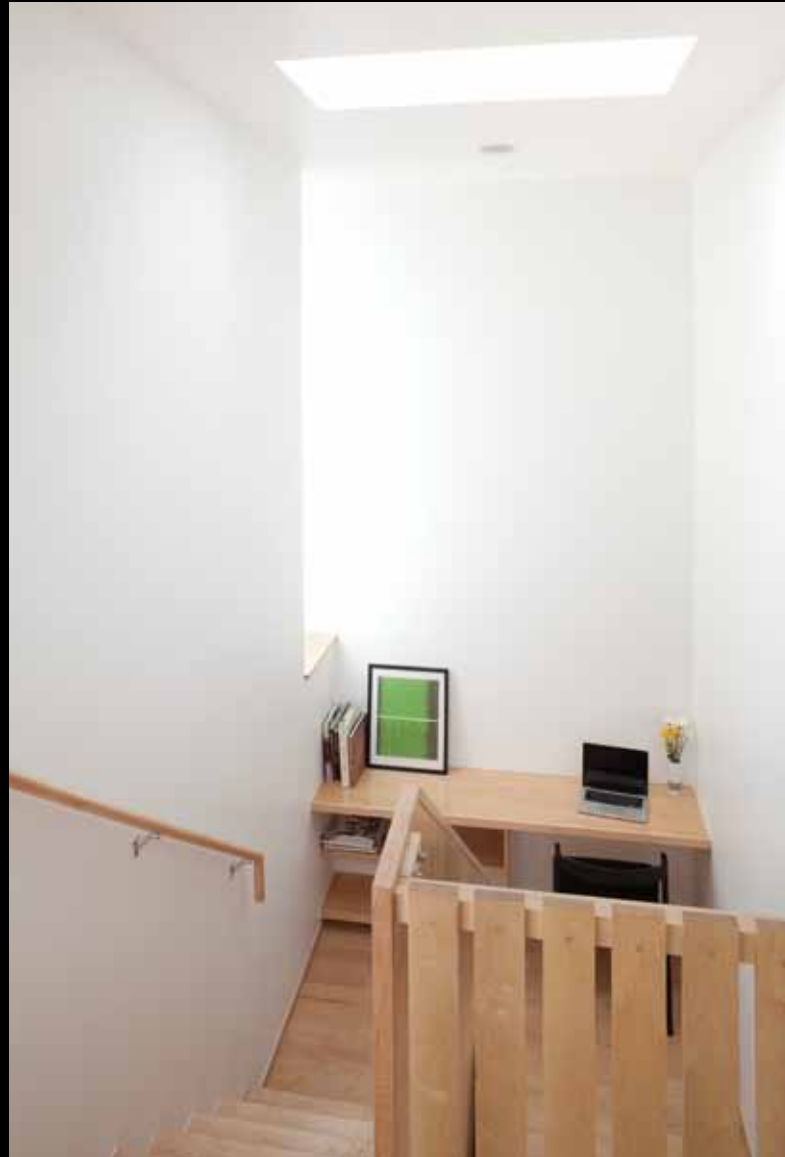
**ABOVE MIDDLE:** Western light streams down the hallway from the master bedroom window into the living area. The cross sections of natural light gleam, giving the ground floor warmth.

**ABOVE RIGHT:** The zebra grass outside the master bedroom window screens the view of the private space from the sidewalk. Double hung windows open at top and bottom for a breeze.

**RIGHT:** Buyers begins each project with detailed drawings - "These diagrams function as abstract models through which I can investigate organizational strategies. In the case of building on a narrow site, I was looking at compressing and extending interior spaces to their functional limit. What resulted is a series of elongated volumes that define different programmatic spaces, but through their length allow for maximum interaction between bordering programs," explains Buyers.







**ABOVE:** Realizing the need for a place to set the mail and wanting to de-clutter the kitchen counters, Buyers created a desk and storage area on the stair landing. The space is a nice alternative to an office. If the homeowner doesn't need to dedicate an entire room to an office this is a functional substitute.

**RIGHT:** In an effort to provide privacy to the shower, wood slats obstruct the sand blasted glass window. The wooden slats allow light to penetrate the master bathroom while keeping those showering out of view.



**ABOVE (FROM TOP):** Using 8 foot doors removed the need for traditional door headers. The door frame extends from floor to ceiling. The continuous ceiling makes the space seem heightened.

To minimize intrusion, Buyers inlaid the light fixtures. Not wanting to reduce the 8 foot ceiling to a 7 foot ceiling with large light fixtures Buyers kept it simple.



**RIGHT:** The wall of windows open to seamlessly connect the indoor and outdoor living spaces. This arrangement is ideal for watching kids playing in the backyard or entertaining guests during warm weather. Buyers concentrated on connecting the public space of the home to the backyard because of his belief that families are utilizing their backyard as opposed to their front yard.



**ABOVE:** The cement board rain screen around the top of the house is water resistant and low maintenance for the homeowner. The cement board is breathable and will not retain moisture which prevents mold.

**LEFT:** Buyers had to rethink the traditional downspout. Because the spouts couldn't be on the sides of the house discarding the runoff water on the neighbors' houses Buyers chose to place the spouts at the front and back of the house combining them with a collection basin. During rainstorms the runoff flows out the spouts creating a waterfall. Innovative design of a usually mundane element resulted in a functional water feature.



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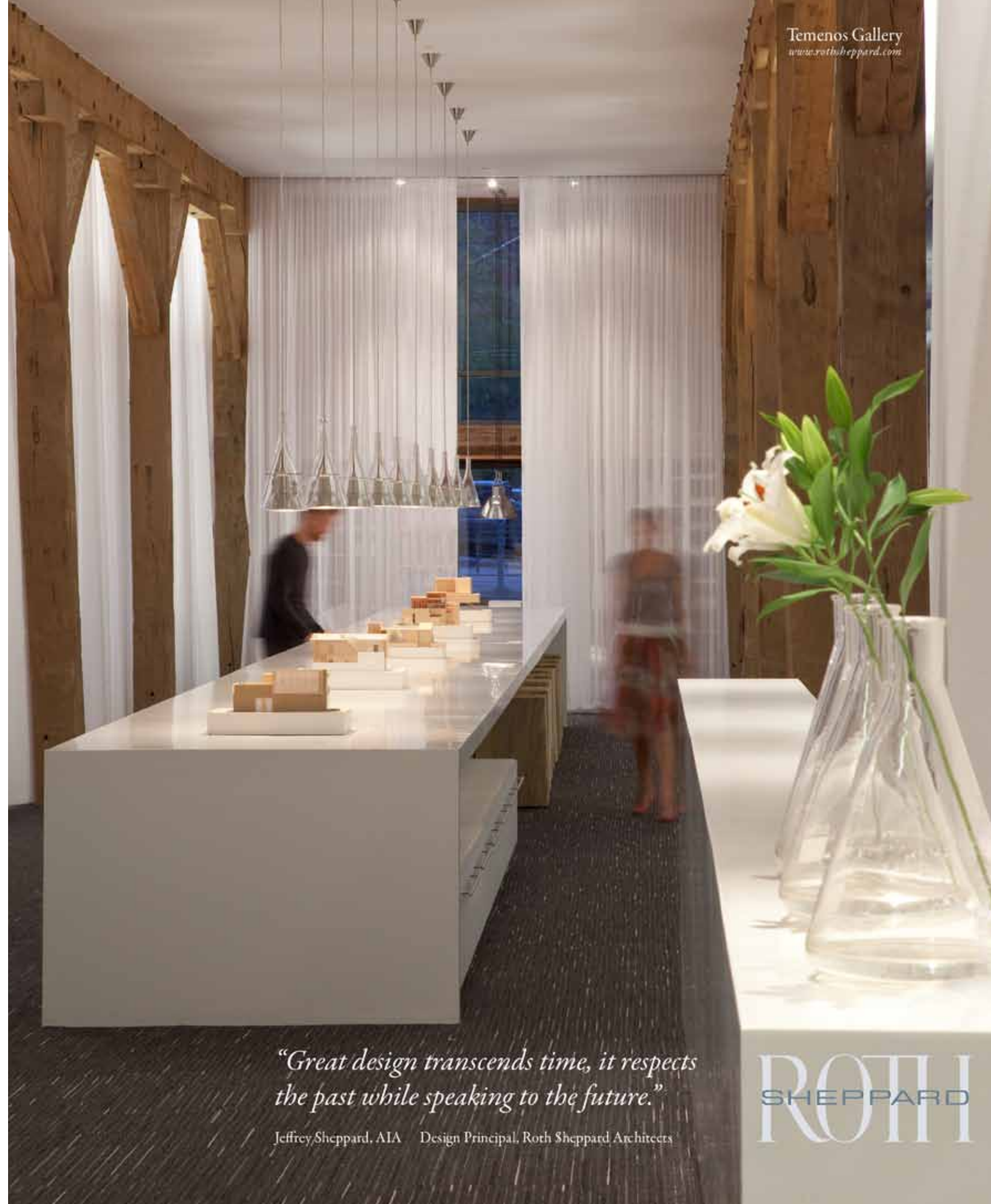
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# LA DOLCE DENIM DIESEL

The Diesel store at Cherry Creek Mall has a new location and a new look. But buyer beware—with a design that's as inviting as it is luxurious you'll find yourself never wanting to leave.

WORDS: Kristin McCartney Mann • IMAGES: Trevor Brown Jr. & Paul Winner



ON MY WAY TO VISIT CHERRY CREEK'S REVAMPED DIESEL STORE FOR THE FIRST TIME, I FIND MYSELF USHERED INTO A MASSIVE LINE BY A YOUNG MAN IN A BLUE T-SHIRT.

Realizing I'm one of only a handful of people at the mall prior to open NOT waiting for the new iPhone, I move ahead. Just short of being declared a line-cutting cheater, I veer past Diesel's Mohican warrior emblem and find sanctuary in the symbiotic interplay of materiality between the store's retail space and clothing.

Diesel's new location, next to Apple, has some shoppers mistaking it for a new addition to the mall. In fact, Cherry Creek has had a Diesel location for the past ten years, though the original location made the store a little bit of a hidden gem. "We're much more visible from downstairs. You can see the new store from Starbucks," says the store manager, Susan Jantzer. "Before we were kind of tucked underneath a ledge. People would be looking for the store and accidentally walk around the corner and right past it. Now we're visible from every direction."

A conspicuous spot next to one of the mall's busiest stores isn't the only change that's made Cherry Creek's Diesel more visible. Like Diesel's other mall stores, Cherry Creek's previous location had a façade that presented a sort of "street face" to the corridor -- large window

displays and a door marking the entryway. This is one of Diesel's first stores to be designed without such enclosure; a change that Daniele Ministrini, Diesel's Head of Interior Design, sees as a positive shift for the brand.

"One of the things I love the most about the store is the façade," says Ministrini. "It's something that we've done for the first time and I find the message very, very strong. It's something that has changed drastically in the last year or so as a design concept. Before we always had doors that were open - and closed to the public. Now you might say we are more welcoming. It also allows one to see the store inside much better and perceive the architecture and interior design, which for me is very important. It has increased the traffic and sales drastically, so we will definitely carry on with this approach." Now when an item catches your eye as you rush past, there are no barriers to block the shopping tractor beam as it forms.

The new approach to the store's façade gives all who pass a look at the store's new design. Ministrini developed the creative elements in this space with inspiration from the same

ABOVE: Repurposed antiques and found objects are used for product display; Jeans are hung like paintings along the store's back wall.







**“The mobile fixturing makes the space a lot more functional,” she says. “We can focus on coats when we need to focus on coats, we can focus on swim when we need to focus on swim. We can change it up so that it fits the customer’s needs better.”**

Susan Jantzer

design drivers that propel both the clothing and the entire Diesel brand – a contrast between finished and unfinished. “In terms of the creativity,” he says, “the DNA of the company, which is also my DNA, has always been based on the mix and contrast of elements that can be totally rough and not finished at all with elements that are very detailed with high-end finishes.”

This contrast is evident in the store’s materiality. The design features four primary materials - untreated black metal utilized in the façade and the shelving fixtures, wood in the form of hardwood floors, MDF panels

used throughout, and concrete Wonderboards. Minestrini’s use of Wonderboards truly embodies the use of an “unfinished” material in the space. “This is a construction material that is usually used to insulate walls and floors,” says Minestrini. “But I found it is very beautiful in the way it’s made. So I decided to keep it exposed and give this material a new life, a new value. To take something that when it’s born, it’s born a poor material that shouldn’t even be seen and with attention to details bring it to the front and give it new importance and relevance.”

The store’s fixtures are designed with flexibility and mobility in mind. The shelving heights are adjustable and metal drawer units glide easily around on wheels, allowing Jantzer to transition easily from season-to-season rearrangements of the space. “The mobile fixturing makes the space a lot more functional,” she says. “We can focus on coats when we need to focus on coats, we can focus on swim when we need to focus on swim. We can change it up so that it fits the customer’s needs better.”

Another mobile element of the store is the use of repurposed antique

pieces to display the products - adding singularity and warmth to the space. These pieces are sourced from both Europe and the US and refitted in an European workshop to suit their retail purposes.

Right now if you go to Diesel to buy a pair of jeans you’ll find two different finishes - a completely raw denim - crisp and dark, a blank canvas waiting for the owner to add characteristic worn-in spots; and a distressed denim which has hand-applied whiskering and wear. This represents another iteration of Diesel’s finished/unfinished DNA. The clothing, the retail space and

the brand have at least one other shared characteristic - Italian heritage. The company was started in 1978 by Italian “Jeans Genius” (thus declared by Suzy Menkes, icon in fashion and style expertise) Renzo Rosso. Every pair of Diesel jeans is still handmade in Italy. The Diesel stores are even handmade in Italy and assembled locally by Italian craftsmen. “Everything has been built in Italy and proudly shipped to the United States,” says Minestrini (also Italian). “Not because we don’t trust American production or anything, but because we want to carry the same feeling and the same emotions that we do when we make

a pair of jeans in Italy. And because of the long-term relationship that we have with our vendors in Italy every time we design a store we always go one step higher and forward from where we were before. It’s a very passionate process that always gives very good results.”

Very, very good results. So good that shoppers may stay just a little longer than they’d expected. Tucked in the back of the store the changing-room area is as much a hangout as it is a place to try on clothing. A bench sourced from Denver’s own Mod Livin’, a table stocked with reading materials and a steady

stream of house music create a cozy atmosphere where strangers become friends and shoppers have a retinue at their disposal for those tough shopping decisions. “We’ve never been a ‘buy something and get out’ type of company. We want people to stay, we want them to feel comfortable,” says Jantzer. “It’s becoming more of a village in the back than anything else - people are definitely hanging out. I hope that they feel very comfortable and I think they do.”

Cherry Creek’s Diesel shoppers will be among the first to experience the company’s new direction in

retail design. A new direction that Minestrini finds very exciting- which after nearly eleven years with Diesel and designing 348 stores for the brand is saying something. “I’m very happy with the quality of the finishes and for how the overall environment came out,” he says. “I have to say it’s a very positive result. I think we have created very much our image and presence in the Cherry Creek mall, which is very important for us.”

OPPOSITE PAGE: (left) A t wall is punctured by an opening to the changing room. Minestrini’s meticulous attention to detail can be seen in the alignment of the screws. (middle) Down lighting on a metal wall creates a beautiful, industrial backdrop to a display of men’s shoes. (right) The tracks mounted to the wall lay the foundation for the adjustable shelving units, wheeled stainless drawer add mobility. ABOVE: (left) A winter look for Diesel lovers. (right) Diesel’s signature Mohican emblem



“The DNA of the company, which is also my DNA, has always been based on the mix and contrast of elements that can be totally rough and not finished at all with elements that are very detailed with high-end finishes.” Daniele Minestrini



A vintage ('70s) tandem seating sofa in vinyl and bent tubular chrome by Thonet. The seating was sourced from Denver's Mod Livin' and provides a spot for shoppers and friends of shoppers to take a load off.



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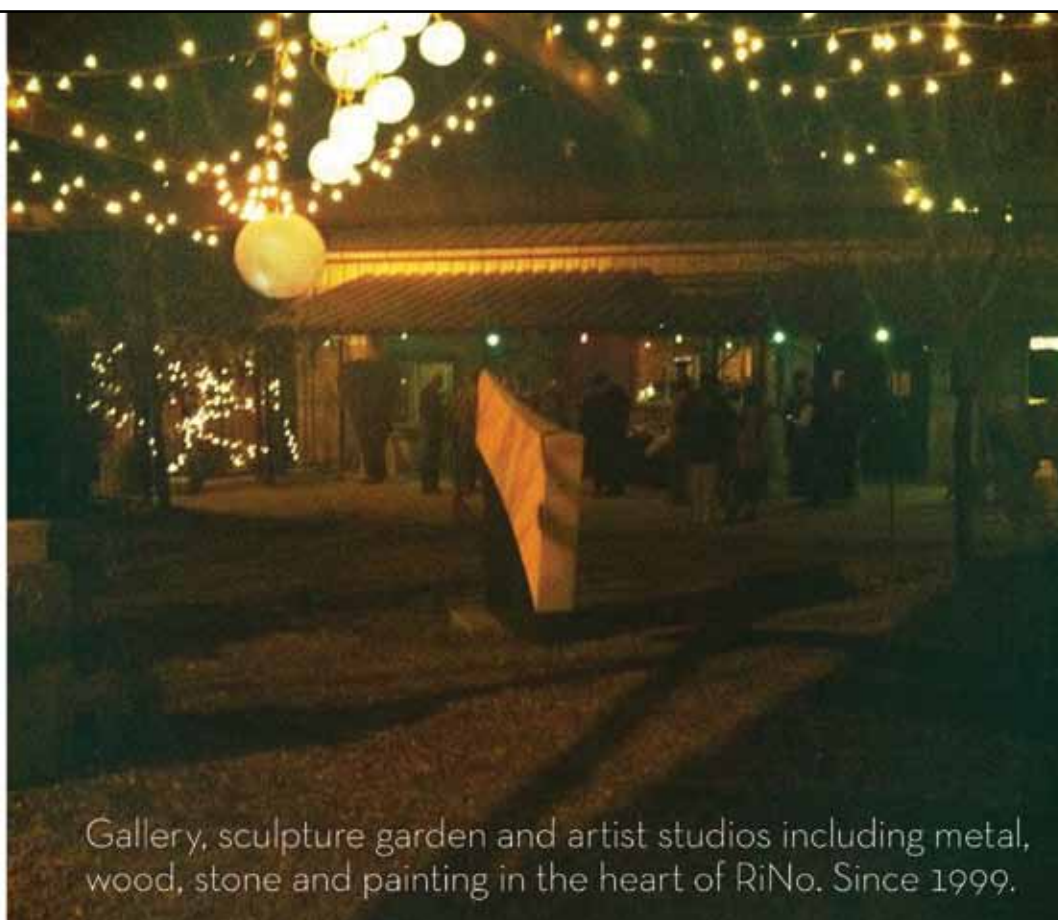
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*Eichler*



What could the iPhone possibly have to do with a California housing developer from the mid-20th Century? Plenty. Find out how one man's commitment to smart, simple modern home design made ripples across the country – to Denver and beyond – and even inspired the revolutionary technology we enjoy today.

WORDS: CARA HINES • IMAGES: DAVID LAUER

**“EICHLER.”** You may have heard the word. You might have seen it in magazines. Is Eichler a brand name? An architect? A period or style? You may have seen cousins to the originals as you drove through various south Denver and Englewood neighborhoods— noticed their unique minimal fronts that play backdrop to sculpted landscaping or their atypically low-pitched roofs. But just what is in this word, the name Eichler?

Eichler was a man, a company, a design style, and much more. Perhaps no other residential developer has left his mark or endeared himself to homeowners and design devotees like Joseph Eichler did. The name Eichler has become an icon representing quintessential mid-century modern architecture at its purest, namely the California Contemporary home. What many people do not realize is who the man was behind it or how any of it is relevant to Denver.

Joe Eichler's first career was as a financial officer in his in-laws' business where he worked in various capacities for twenty years and

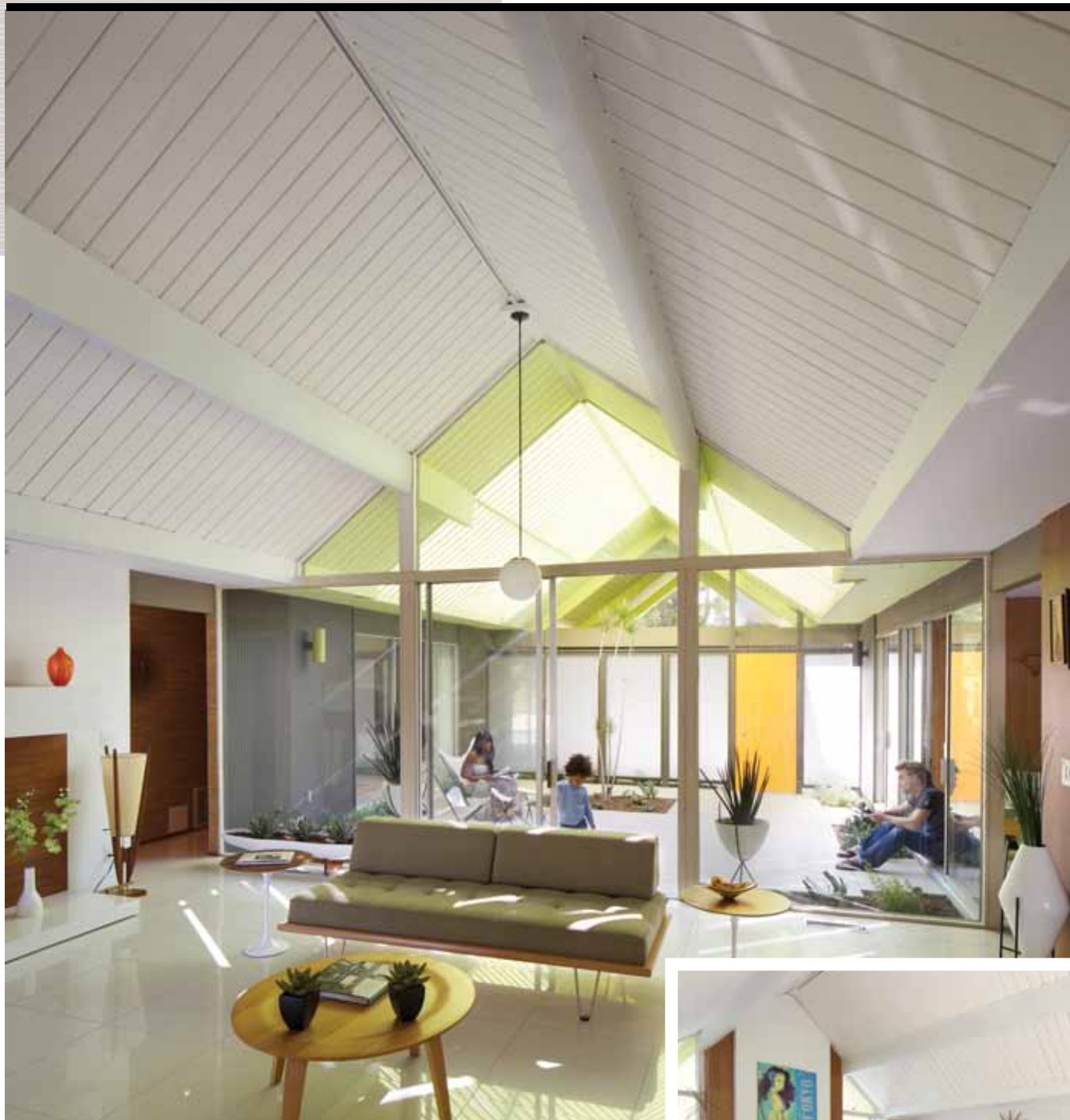
excelled. However, the predictability and lack of autonomy brought him little fulfillment, and he finally retired from the company in his 40s, at the start of World War II. It was during this short retirement that Joe found the Frank Lloyd Wright designed Sidney Bazett House for rent in Hillsborough, California, and moved his family of four into it. Without a job to go to each day, he spent endless hours in the home gaining an appreciation for Wright's scrupulous attention to detail and complexity of spaces. The freedom he now had in the midst of this open plan Usonian art piece gave rise to his creative entrepreneurial dreams. After two years of living in the house, it was sold, and its new owners gave the disappointed Eichlers 90 days to vacate. This singular event may be to what future Eichler and modern architecture enthusiasts owe their gratitude; for it was soon after this he invested in his first development, and by 1947 established his first pre-fabricated home business, Sunnyvale Building Company. A couple of developments and draftsmen later, Eichler commissioned the esteemed firm of Anshen and Allen to design his personal home and subsequently brought them on



These photographic essays are from the Balboa Highlands neighborhood, located at the northern edge of the San Fernando Valley in Los Angeles. The tract consists of roughly 100 homes and was developed over a period of 3 years between 1961-1964 by Joseph Eichler. The site planners and principle architects were the team of A. Quincy Jones and Frederick Emmons. Balboa Highlands consists of 4 main streets: Darla Avenue, Lisette Street, Nanette Street, and Jimeno Avenue, off Balboa Blvd. in Granada Hills. This neighborhood is ripe with new owners that are renovating properties to their original Modern glamour.

This home is Eichler's unique and dramatic A-frame model with exposed beams that allow open-air glazing between roof and beam. The entire façade exhibits his signature clean lines and planes with vertical-grooved wood siding and Asian inspired translucent glazing on the windows. The current owner, Jeff Morrill, recently added the dramatic "floating" concrete step walkway which blends perfectly with the style of the house.





Guests that walk through the orange recessed entry door of the Morrilt Residence are greeted with open, flowing, modern architecture. The walls of glass frame the spacious atrium and are entrances to a formal living space, a study, kitchen and bedroom hallway. The green hue is created as sunlight reflects off the green painted roof. The round globe light fixture, gable roof ends with substantial white glazing in this image are signatures to Eichler homes.

RIGHT: Homeowners like the Morrills often opt to combine original elements with more modern materials. Original Eichler floors in the tract were linoleum, here glossy porcelain tile is used to great effect with it's highly reflective quality.



ABOVE: An iconic George Nelson clock and othe vintage accessories populate a Danish modern wall mounted shelving system.



ABOVE RIGHT: Eichler always provided flexible use of space in the homes he built. He preferred to position kitchens at the junction between multiple eating areas, and the open floor plans giving homeowners choice over how they used their homes. Additionally in this junction, the kitchen is situated to face the atrium enabling interactive socializing. Full walls of glass illuminate the interiors with natural light that changes beautifully throughout the day.

board designing prototypes for his subdivisions. This put him on the map as one of the first and very few home builders to hire noteworthy architects of the day whose architectural prowess matched Eichler's discriminating values and design sensibilities. This select group included the modern visionaries Robert Anshen and Steve Allen of Anshen & Allen, A. Quincy Jones and Frederick Emmons of Jones & Emmons, and Claude Oakland. What is perhaps even more notable is Joseph Eichler's unflappable principle, which often found him defending the integrity of the radical designs against contractors and zoning boards more vehemently than the architects themselves. He refused to cut corners, never compromising on the details in exchange for greater profits. He was committed to thoughtful design, quality and honesty of materials and methods that allowed him to offer affordable modern homes to the masses.

Timing was on Eichler's side as well. Commercial home building had virtually halted during the Great Depression and virtually all building was banned during World War II. When the war ended, tens of thousands of returning soldiers and their families needed homes, and their demand far exceeded supply. The last half of the 1940s and the 1950s saw a tremendous surge in home building. Thus, Eichler's inspiration could not have arrived at a more fortuitous time in history for following his dream. Beginning in 1945, publisher of the avant-garde *Arts & Architecture Magazine*, John Entenza, vowed to challenge American residential architecture with The Case Study House program. According to Taschen's *Case Study Houses: The Complete CSH Program*, by Elizabeth A.T. Smith, "Entenza envisioned the Case Study effort as a way to offer the public and the building industry models for low-cost housing in the

modern idiom." Entenza personally selected and invited architects to submit low-cost, well-designed, modern speculative houses. Over the course of the 21-year program, the magazine sponsored the designs of 36 forward-thinking homes, including Case Study #24 by Jones and Emmons. Roughly two-dozen of the designs were built in or around Los Angeles, and it was this program Joe Eichler referenced as a major influence.

Also important to understand is the prior historical nature of American homes to realize the true impact of Eichler's contribution and that of the Case Study Houses. Until the war, homes for the masses were generally somewhat Victorian inspired stick frame construction and divided by many interior walls into small rooms. Room sizes remained small for several reasons, not the least of which was the spanning limitations of wood. Homes were

The simple, elegant design of Eichler Homes was reflected in the company's brochures and advertisements. They conveyed an intentional lifestyle and social openness that was pioneering in post World War II United States.





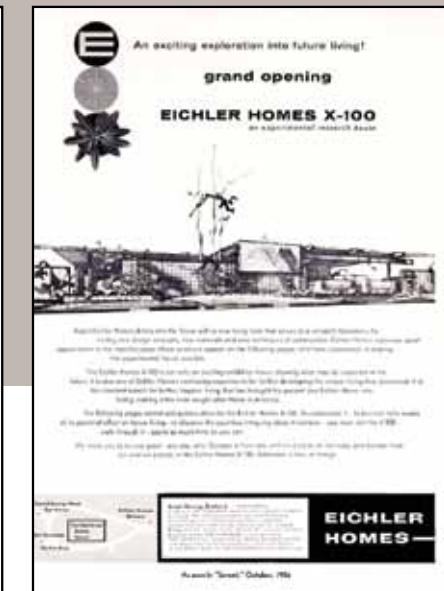
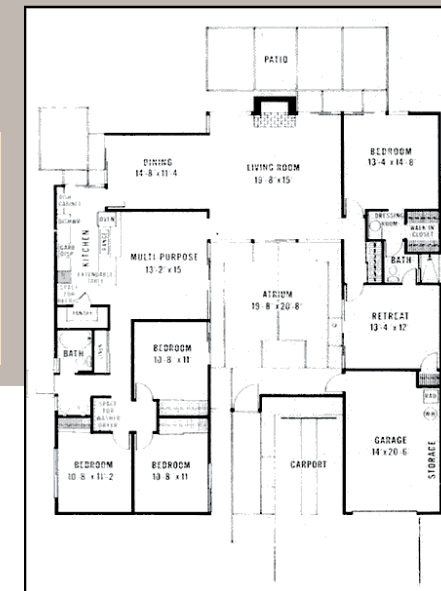


Joseph Eichler was a social and cultural visionary whose influence was driven less by the bottom line or esteem than by the blurring of barriers between people and spaces. He paved the way for fair housing practices we enjoy today.

(Photo by Albert E. Kahn, usage courtesy of Albert E. Kahn Estate)

**NEAR RIGHT:** Floor Plan of the Morrilt Residence.

**FAR RIGHT:** The X-100 House was an experiment in rigid steel homebuilding and a hugely successful promotional tool of Eichler homes. The brochure touted it as "an exciting exploration into future living." Designed by A. Quincy Jones, it was a single prototype never meant to be a production house. It was equipped with cutting edge materials and appliances.



often built for multiple generations or multiple families living under one roof. It also had to do with the absence of electricity and the need to conserve resources by heating a single room at a time, a design aspect that transferred to all parts of the country without consideration of the actual need for this function in each specific climate.

In addition to high housing demand and widespread prosperity, the war brought advancements in construction methods and materials: steel, plastics, laminates, engineered wood products, adhesives, and mass manufacturing capabilities opened up entirely new frontiers in all parts of American life, and home design was no different.

It was due to some of these advancements that Eichler was able to span greater distances and open his homes by reducing the number of interior walls. It also allowed for large

expanses of glass. Entering the front door visitors might be surprised to find themselves in an open-air atrium enclosed within the walls of the home before passing through the transparent glass plane leading into the living space. A recent article in *CA Modern Magazine* entitled "Living the Atrium Life" states that, "More than anything else, for many fans, it is the atrium that makes the Eichler home special—an open-to-the-sky area in the middle of the home, a no-other-home-has-this kind of place that amazes visitors, and a space designed by Eichler and his architects for a multiplicity of purposes." These internal outdoor spaces speak to California's temperate climate where the blurring of inside and outside is possible year around.

Kitchens for the first time had built-in appliances, easy-to-clean plastics and laminates, were open to the living spaces and positioned in close proximity to multiple

eating areas. Floors were typically terrazzo or aggregate throughout the home and most had in-floor radiant heat. Walls generally sported wood or fabric panels, and sliding partitions were common making further spatial flexibility possible. Ceilings with their exposed wood beams were usually covered with two-inch wide redwood planks painted white or left natural. Neighborhoods were built with meandering street layouts and irregular lots.

From the curb, the facades of the homes were devoid of excess ornamentation with windows set high or relegated to the sides. These served as backdrops to landscaping that was sparse, sculptural and in keeping with the minimalism of the homes. Once inside, the spaces were vast, open and inviting.

An entire subculture has grown up around Eichler homes, with websites, books, magazines and realtors dedicated entirely to them. Eichler

Purists, also known as Eichlerphiles, are those who live in or covet these bastions of residential modernity to an almost obsessive degree, going to great lengths maintaining original materials and designs, period furniture and art, and even color schemes. There are other owners who respect the structure but choose to renovate using materials and upgrades not in keeping with the original. Denver resident and mid-century furniture collector, Kevin Day, had the great fortune of living for a year in an Orange, California Eichler. He muses that, "there seems to be a class distinction between some of the Purists and everyone else who deviates in any way from original condition." But he also recalls them to be very social people who hold regular gatherings. "There was at least one open house or progressive dinner party every weekend in the year I lived there, and everyone in the neighborhood was invited," says Kevin. "People love showing off their Eichlers!"

It was just this social commingling Eichler

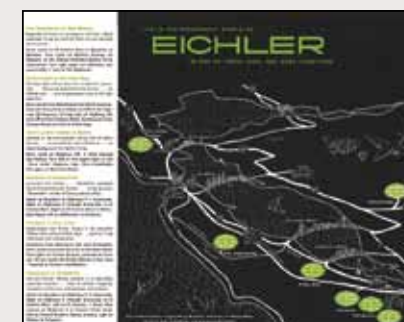
hoped to facilitate. What many people may not realize is that he was much more than a developer. He was a social and cultural visionary whose influence stretched beyond the walls of modern architecture, and was driven less by the bottom line or esteem than by the blurring of barriers between people and spaces. This is illustrated best by the absence in his office of the many awards he and his company received throughout the years, and by the prominent placement of a photograph behind his desk depicting two children—one black, the other white—walking to school arm in arm through an Eichler development. This advancement in the 1960s was as revolutionary to social justice as steel was to long-span interiors. He had no qualms with selling his properties to anyone regardless of race or religion, and he went further by offering to buy back homes from neighbors who took issue with it. When he protested racial discrimination policies with his 1958 resignation from the National Association of Home Builders, he paved the way for fair

housing practices we enjoy today.

Eichler's California Contemporary designs and the values that spawned them made big news in the 1950s and 60s. The climate, natural landscape, and mindset of mid-century coastal California were conducive to the blurring of a variety of barriers, those between people as well as interior and exterior. It only stands to reason then that questions have arisen from some as to the transferability of the contextual nature of Eichler homes to other places, including Colorado. However, that did not stop local builders and architects from bringing the designs to Denver and beyond.

In Lynwood and Krisana Park neighborhoods located in Southeast Denver near Holly Street and Jewell Avenue, H. B. Wolff and Company unabashedly copied Eichler Homes floor plans and site designs. They admit to giving little consideration to the Colorado context beyond insulation, where California climate requires

Joseph Eichler hired interior designer Matt Kahn to take on the the age of post-war marketing in the 50's. Kahn arranged model homes, refined materials, and designed advertisements. Kahn had the mind set on presenting these homes as warm, livable and desirable. Homes were featured alongside models, posing as homeowners - looking happy and comfortable. Ultimately, Kahn helped raise the intellectual and artistic quality of Eichler homes. These spreads appeared in an issue of Family Circle Magazine.



**FAR LEFT:** Brochure. "Live in the wonderful world of Eichler in one of these ideal Bay locations"

**NEAR LEFT:** Eichler homes featured on the cover of this 1955 publication of House and Home. During this time there were many shelter publications that supported architects' postwar residential design case studies and improved standards for middle-class housing.





Philippine mahogany was the material of choice for interior walls of most Eichler Homes. The new owners here chose to restore them to their original luster after years of neglect. Fixed horizontal clerestory windows bridge the walls and the ceiling allowing light to energize the space. A vintage George Nelson lamp hangs over the dining table.

“Eichler’s inspiration was simple, and it’s doubtful he knew at the time the full impact (he) would have on an entire nation of modern homeowners and design enthusiasts for centuries to come.”



**LEFT:** This house epitomizes the flat roof design of some Eichler’s homes in Balboa Highlands. One of three roof types, the flat roof top with vertical concrete masonry walls and wood siding crowns a minimal front façade and prepares visitors for the simplicity of lines to be found inside.

**BELOW:** The study in this home features full glass walls and a sliding door to the fenced in backyard. The materials and details of Eichler homes lend themselves to partnership with modern art and mid-century design icons such as George Nelson, Charles Eames and Norman Cherner.

Indoor / outdoor flow is an important feature to all Eichler homes and enhances their spacious feel. Large overhangs are used to protect the interior from the heat of direct sun.

none, and adjustments to roof overhang depths. They did not consider orientation of the homes relative to the mountains because the site simply offered no views of them. Still, H. B. and his son, Brad, recognized the demand for a fresh approach to homes and gladly responded. They saw it as a way to set themselves apart from other builders and turn a profit, but they also found honest enjoyment in the process of going to California to learn new ways of doing things and returning to Denver to do them.

Harvey Park is a good example of early prefab building methods that traveled. Inspired by Eichler’s standardization of materials and open plans, the era’s kings of prefab, Cliff May and Chris Choate, designed and fabricated 5-foot wall modules in California and shipped them across the country to places including Denver and as far east as Arkansas. Located near West Iliff Avenue and South Lowell Boulevard, homes in Harvey Park are now seeing new life breathed into them as more people embrace the kind of design Eichler and his contemporaries forged more than 60 years ago. They are smaller and more affordable than their Krisana Park and Lynwood cousins, yet their clean lines, continuous indoor/outdoor connections, and post-and-beam construction remain good examples of the influence Eichler and others had on homes across the United States.

The remarkable thing about all of this is it started with the vision of a few men, and Joseph Eichler is in the top of that short list. His inspiration was simple, and it’s doubtful he knew at the time the full impact his own affinity for intentional spaces and attention to detail would have on an entire nation of modern homeowners and design enthusiasts for centuries to come. Indeed there can be a great deal in a name. In Eichler, in his homes and the ones he inspired, and in the social era he helped champion, there is more than most.







**FACING PAGE:** Full glass walls, sliding glass doors and full-sized wooden doors make this Balboa Highlands house an excellent place to stay home and get some work done for the current owner, Dante Pascual Jr.

**THIS PAGE:** Exterior of the flat-roof model designed by Claude Oakland.

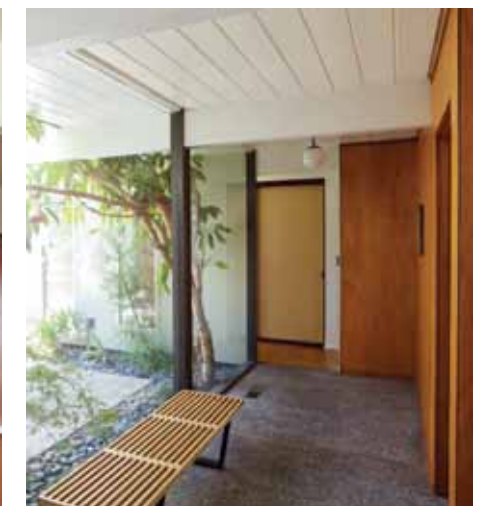
The architecture of an Eichler home requires very few extras. A tremendous amount is accomplished with very little furniture and adornment, allowing dwellers to embody the minimalist lifestyle.

Wood paneling provided an extra benefit, it prevented the labor for taping, plastering, sanding and painting conventional plasterboard. This kitchen has been meticulously restored by reconstructing all the cabinetry to original specifications. The stark contrast in color between the dark stained wood and the white Formica counters and white easy sliding acrylic-coated masonite cabinet doors echo an Asian influence.

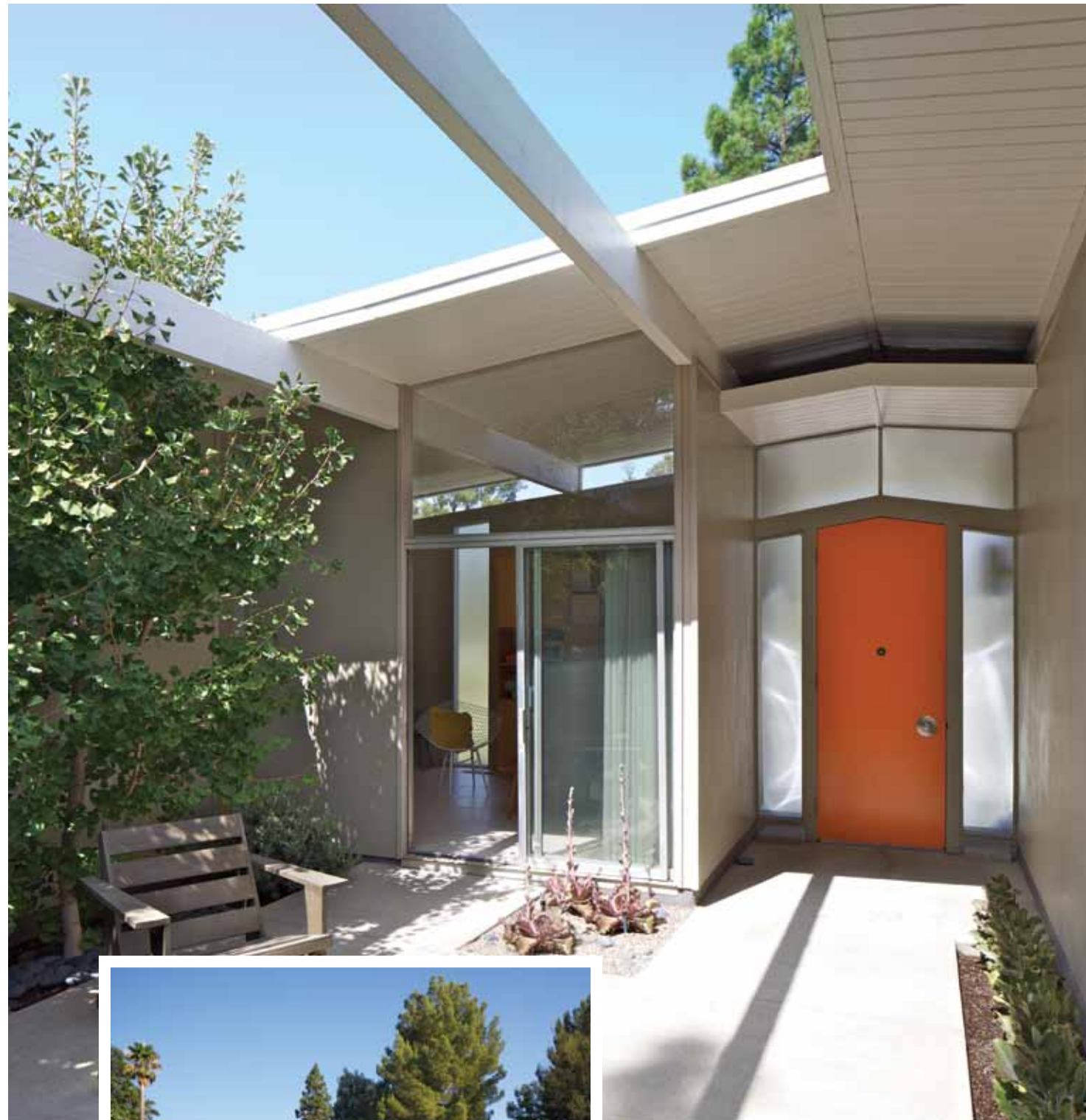
“Eichler did a great thing,” Jobs said on one of our walks around the neighborhood. “His houses were smart and cheap and good. They brought clean design and simple taste to lower-income people. They had awesome little features, like radiant heating in the floors. You put carpet on them, and we had nice toasty floors when we were kids.”

Jobs said that his appreciation for Eichler homes instilled in him a passion for making nicely designed products for the mass market. “I love it when you can bring really great design and simple capability to something that doesn’t cost much,” he said as he pointed out the clean elegance of the houses. “It was the original vision for Apple. That’s what we tried to do with the first Mac. That’s what we did with the iPod.”

Passage from Walter Issacson biography, *Steve Jobs*.

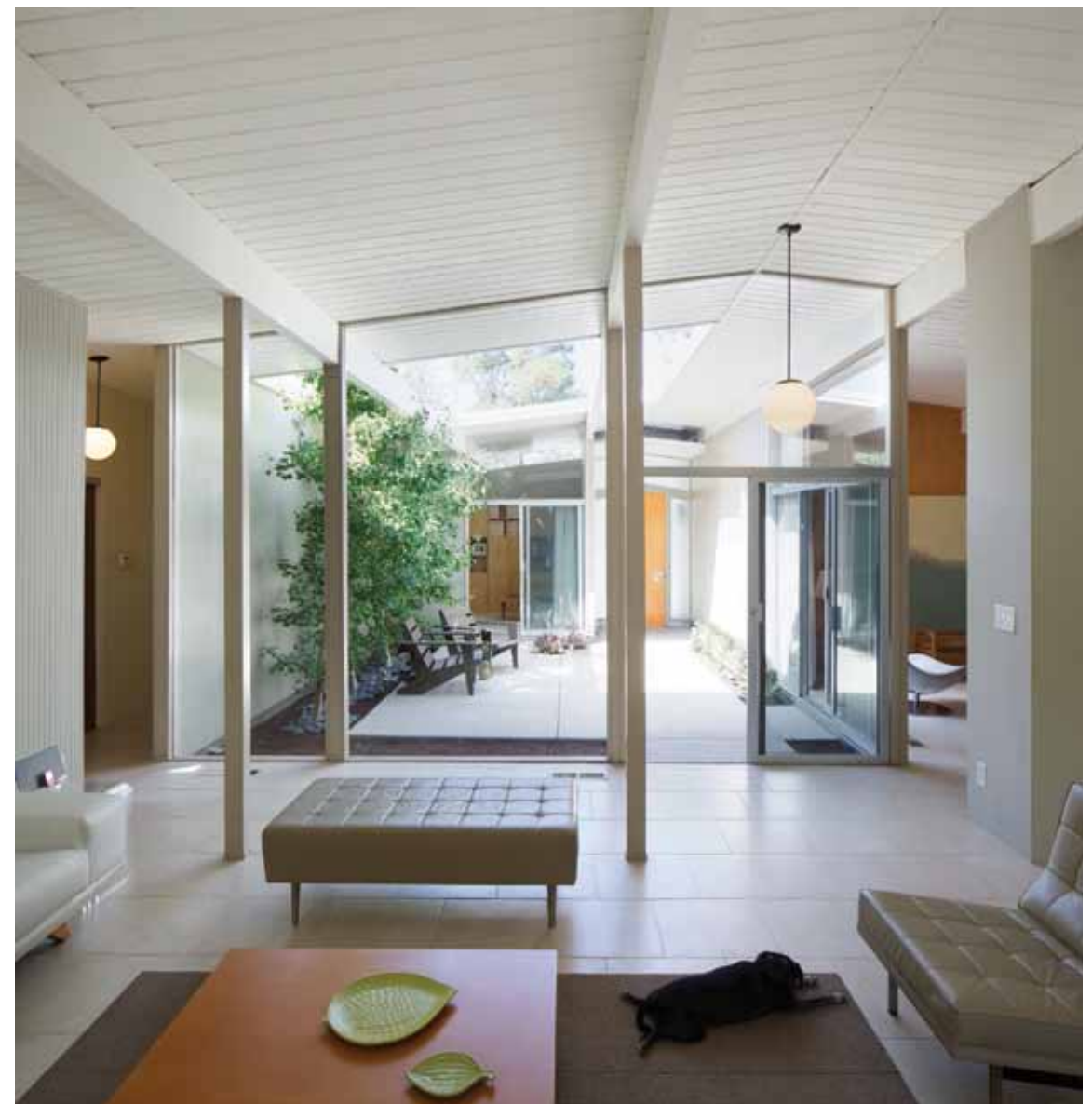






This sloped roof design on Nanette Street is an excellent example of the third type of Eichler home available in the Balboa Highlands neighborhood. Exteriors often consisted of neutral color schemes with brightly painted front doors.

The interior corners are dynamic with floor-to-ceiling glass walls, plant life and exposed beam ceilings. Eichler often used grooved wood exterior siding and having that siding continue inside further enhanced the uninterrupted flow. Balboa Highlands is working on becoming a Historic Preservation Overlay Zone which will help improve the value of the homes, and will insure that the neighborhood retains its original architectural integrity.



**ABOUT THE PHOTOGRAPHER:** David Lauer developed a love for modernist architecture soon after he moved from Wisconsin to Los Angeles 18 years ago. Now he is appreciating the MCM history that Denver has to offer after purchasing one of the Eichler-esq homes in Lynwood earlier this year. "I've always loved the mountains and it only took a few visits to Denver to decide this is a city I want to live in. There's a great vibe here, wonderful cultural activities, great food, sports and a real connection to the outdoors. I look forward to the new opportunities Denver will offer to my business and lifestyle." You can see more of David's architectural photography as well as his fine art landscape photography, on his website. [+davidlauerphotography.com](http://+davidlauerphotography.com)



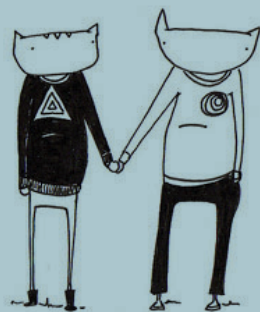
WOOF • CHIRP • MEOW • SPLASH

# PET FRIENDLY.

## 26 GREAT PET PRODUCTS

### FOR YOUR MODERN PET

words: Kelsey MacArthur // images: Trevor Brown Jr. // Illustrations: Ashley Beyer



We can't help it. We go crazy over our pets. And everyone else's pets. The adorable dog at your favorite coffee shop you just had to pet – "she walks herself with her leash in her mouth!" The countless videos on YouTube that you watch over and over because you can't get enough of the dogs that howl "I love you" and the cats playing patty-cake – "the human voices dubbed in are so funny!" Cute and comical pets never seem to get old.

We spoil our pets like children. Have voices reserved especially for them, usually a higher octave and a little screechy. We sleep with them. Take them everywhere and cater to their every need. We buy them gourmet treats in the shapes of human food and sometimes martinis – "it's a bark-tini, I have to get it!" We love them an overwhelming amount, but there is a problem – poorly designed pet products.

Now that we have our obsession with pets on the table, let's be honest, are you sick of hiding that dingy dog bed in the closet when you have guests? Are you disappointed in the collar selection at the corporate pet store? Is that cat scratching tower covered in carpet an eyesore in your modern home? Does your aquarium make your house look like a dentist's office? Why not buy pet products that are worth showing off? We sniffed out the best products to compliment your modern home and make the other doggies at the park jealous.

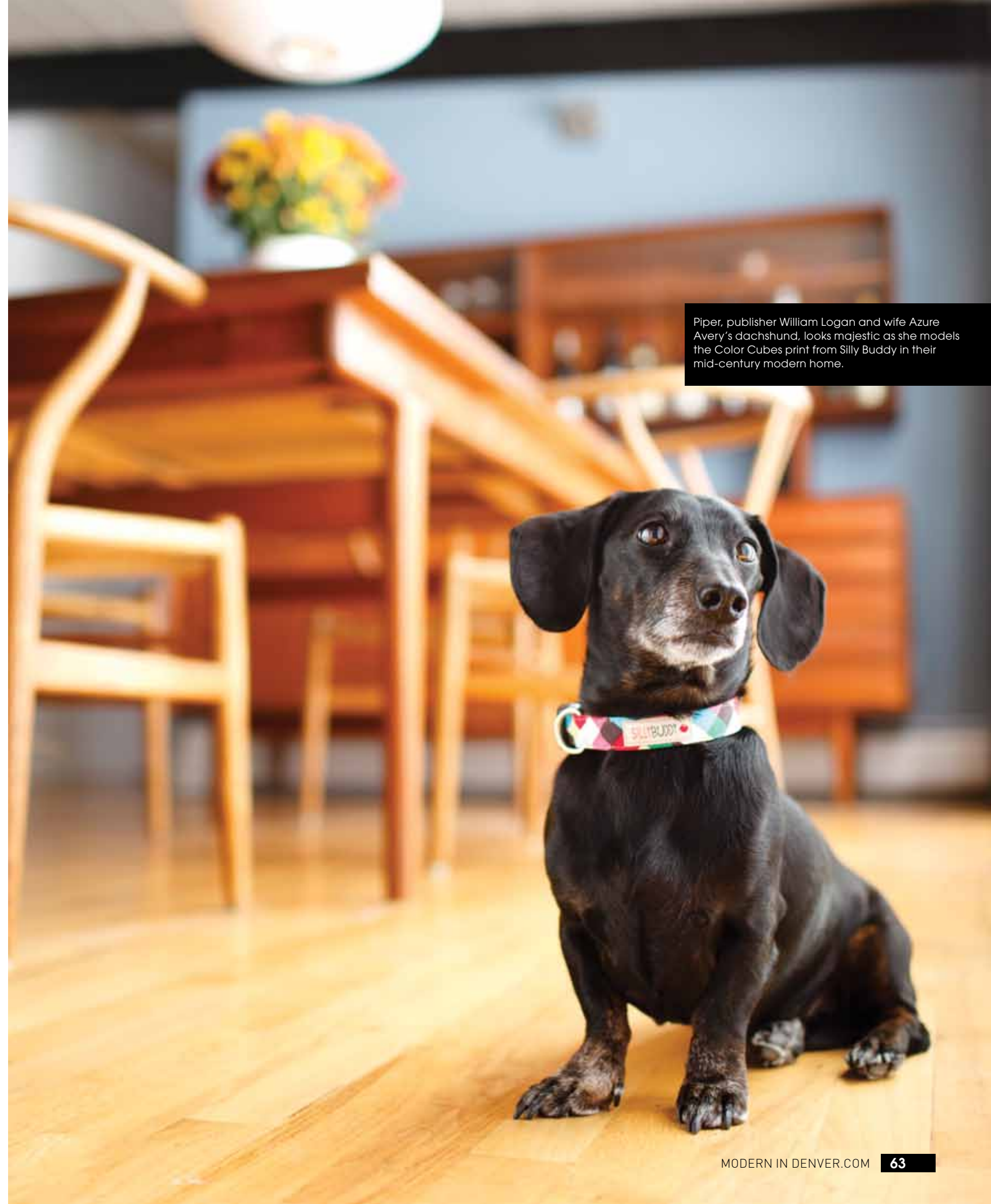


#### Silly Buddy Collars

Need to dress your pup up for a special occasion? No problem, just accessorize his collar with a bow tie. Such an obvious solution. Silly Buddy customizes each collar to fit the exact dimensions of your dog's neck. The whimsical and stylish prints make changing your dog's collar as much fun as picking out your own outfit. Bow ties are detachable, so you can dress down each collar or stay classic with a black collar and an assortment of bow ties.

+[silly-buddy.com](http://silly-buddy.com)

Piper, publisher William Logan and wife Azure Avery's dachshund, looks majestic as she models the Color Cubes print from Silly Buddy in their mid-century modern home.





# BEDS.



Instead of putting up with that drab dog bed, why not buy one that adds to the interior of your home? Does your dog love to lay on your dirty laundry? Or do you have a few old blankets you don't know what to do with? The Molly Mutt Pet Duvet might be your dog bed answer. You can slip the duvet over your current dog bed or stuff it with whatever soft belongings you have around the house. The duvet is available in a variety of patterns, shapes and sizes. Less into bright colors and more into having an ultra-modern dog bed? Etsy Shop ModPet has what you are looking for. The modern pet bed with v-legs comes in silver, celery, pumpkin and canary -- the perfect accent colors for any modern home. If you can't quite find the pattern you are looking for in a dog bed there is the option to do it yourself with the Picasso Pooch DIY Dog Bed.

+dogsavvy.com **A**

+silly-buddy.com **B**

+mollymutt.com **C**

+etsy.com/shop/ModPet **D**



**B**



**A**

Deviree Vallejo of **moddenhomes.com** gives Frank, a cairn terrier sporting the Thistle Leaf Silly Buddy collar and bow tie, a treat on his bright Jax & Bones lounge bed, available locally at Dog Savvy in Larimer Square.



**D**



**A**

# BOWLS.



Don't worry about stashing these bowls under the sink and out of sight. The minimal Wire & Dine, a perfect match to a kitchen with clean lines, is raised from the ground for your dog's comfort. The feeder is available in white, grey, orange and green and comes in small, medium and large. Looking for a more rustic look? The dog bowl holders from Etsy Shop Vintage Lumber are made solely from reclaimed wood. A Yummy Bowl is a necessity for an on the go pup. The three-in-one bowl allows you to carry food and water without mixing or spilling and the saucer can be filled with water to keep ants out of the dog food during dinner. Available in Very Berry, Key Lime, Sea Breeze and Mango Tango.

+etsy.com/shop/VintageLumber **A**

+docapet.com **B**

+sleepypod.com **C**



**C**



Liz Richards of **moddenhomes.com** gives Harlow, her very patient chocolate lab, a cup of food in the Doca Pet Wire & Dine. Harlow is wearing the Petal Blush collar by Silly Buddy.

**B**

Cindy Hellgren of **Thurston Kitchen & Bath** feeds her Jack Russell terrier, Jackson, a snack in his Yummy Bowl, which flawlessly compliments his Cheengoo Luv Birds collar available locally at Dog Savvy.



**C**



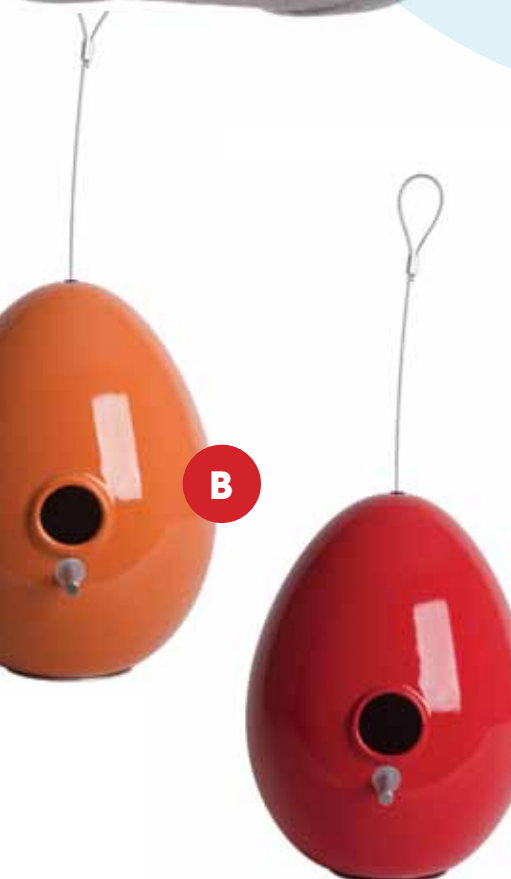
# BIRDS.



Too busy for a pet of your own? Content ohh-ing and aww-ing over other people's pets? That's okay. Maybe you like birds congregating in your backyard. If so, we have a flock of birdhouses for your liking. It doesn't get more modern than this - Modern Birdhouses are architect designed birdhouses honoring the architects of the Case Study Houses Program. Available in their namesakes are the JR, the Richard and the Ralph. For something a little less realistic the cube birdhouse by Loll is offered in eight colors and will fit into any landscape. Another colorful option that you can hang straight from your trees is the Egg Bird House by J Schatz. The Egg Bird House attracts smaller bird species and is easy to clean. Liven up your backyard by adorning a tree with multiple eggs. Or keep it simple with a stainless steel design by Blomus or a handmade fiber cement house by Vladimir Jaccard out of Switzerland.



**A**



**B**



**C**



**D**



**E**

- +nova68.com **A**
- +eggbirdhouses.com **B**
- +moderbirdhouses.com **C**
- +lolldesigns.com **D**
- +blomus.com **E**



**A**



**B**

# FISH.



Less into feathers and fur and more into aquatic nature? Our search for modern aquariums and fish bowls went swimmingly. The Fishscape fish bowl by Aruliden for Gaia and Gino bids farewell to the cheesy plastic landscapes present in most fish bowls and says hello to hand designed landscapes for your fish. Are your fish less into mountains and more into living on the edge? With the Bubble Tank by Psalt Design you can add some adventure to your fish's life. If you need something to house more than a couple gilled creatures the Fish hotel might be the right fit. Designed by Teddy Luong for Umbra, the Fishhotel can be stacked for more space. Looking for an



**C**



**D**



aquarium to be the centerpiece of your living space? Zero Edge Aquariums are attention stealers with smooth corners and a rimless open top. For something a little more subtle the Panoramic Aquavista could replace a television as the focal point in your living room.

- +aquavistainc.com **A**
- +zeroedgeaquarium.com **B**
- +umbra.com **C**
- +psaltdesign.co.uk **D**
- +aruliden.com **E**



**E**



# CATS.



If you are a cat lover you have to be sick of the carpeted scratch towers that are prevalent in cat owners' homes. Upgrade to the Acacia from Square Cat Habitat. The sleek and modern Acacia is laminated FSC Birch and comes in white or black with a variety of colors and textures available for the inserts. Finally, a cat tower that isn't an eyesore. We love upcycling and these two Etsy Shops have created some kitty gems. Atomic Attic designs eclectic cat beds from vintage suitcases and iMacs, while Three Sassy Sisters use repurposed wool to make Birds of a Sweater - the perfect toy for your eco-friendly feline. Add some character to your cat bowl with these fishy Cat Mats from Chilewich available locally at Studio 2b. If you have a small modern space that cannot accommodate a clunky litter box, invest in the ModKat litter box. No need to try to hide the litter box anymore, it just fits in.

+squarecathabitat.com **A**

+etsy.com/shop/threesassysisters **B**

+chilewich.com **C**

+etsy.com/shop/AtomicAttic **D**

+modkat.com **E**



**A**

Frankenstein, operations manager Bailey Ferguson's kitty, can't get enough of the Acacia from Square Cat Habitat.

Want to win this cat habitat? Go to [modernindenvr.com/pets](http://modernindenvr.com/pets) to learn more.



**C**



**D**



**B**

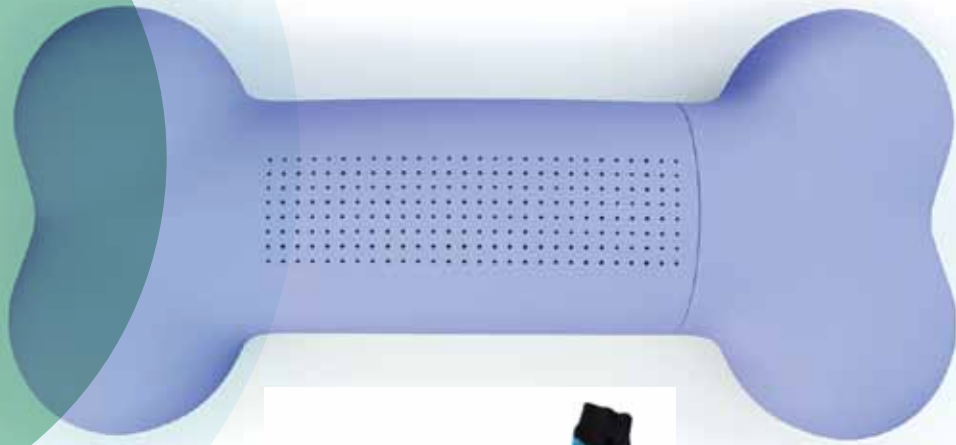
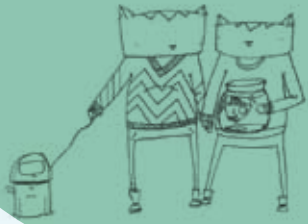


**E**



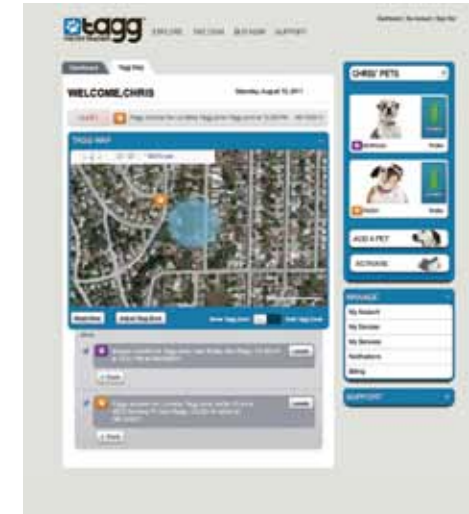
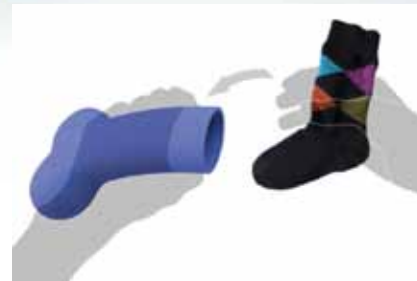


# MORE!



We have all said it - "I wonder what my dog does all day while I'm gone?" Now you can find out, from their point of view, with the Eyeimal. Simply attach the Eyeimal to your pet's collar and you will get to see what they see and do what they do all day long. If your dog is an escape artist we have just the thing for you. Lost dog signs on neighborhood light poles are a thing of the past with Tagg, the pet tracker. The use of GPS makes finding a lost dog easy. Pick up poo the modern way with Poopy Packs, which comes in a variety of styles and colors. Does your dog have separation anxiety? Try designer Yunfan Tan's solution - put a dirty sock in the WithMe Bone, so while you are gone, your scent isn't. What is a dog house without a green roof? The Sustainable Pet 15" Wright Home adds to your garden and is a cozy modern home for your dog.

- +poopypacks.net **A**
- +behance.net **B**
- +sustainablepet.com **C**
- +eyenimal.com **D**
- +pettracker.com **E**



**A**

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Tiago Sá da Costa designed the Corkmatter lamp AMATERASU using flat cork agglomerate sheets and turned it into a three dimensional lamp that casts beautiful shadows against your walls.

[+tiagosadacosta.eu](http://+tiagosadacosta.eu)



Wine & Bar designed by Aurelien Barbry for Normann Copenhagen is a naturally simplistic take on wine service. The collection includes cork stoppers, a bottle opener, foil cutter, cork screw, drip ring and wine pourer. All sold separately through Normann Copenhagen.

[+normann-copenhagen.com](http://+normann-copenhagen.com)



The hand turned Portuguese agglomerate cork lamps by Benjamin Hubert add natural light to your space. Hang multiple lamps at varying heights for added effect. Manufactured by Benjamin Hubert.

[+benjaminhubert.co.uk](http://+benjaminhubert.co.uk)

Color / Material trend by Aimee Brainard

## PUT SOME CORK IN IT

As the demand for sustainable design continues to grow, so does the quest for environmentally sound materials. Not only is cork 100% natural, recyclable and renewable, its inherent performance properties lend to innovative sustainable design solutions. We love the unique and natural look of cork!



Molo Design's Cork Pegs come with a magnetic mounting system. The individual cork pegs allow you to design your desired arrangement of pegs for a variety of hanging and storage purposes. Available through Molo Design.

[+molodesign.com](http://+molodesign.com)

Lasca, designed by Marco Sousa Santos for Materia is a stylish and convenient table to replace trays and unnecessary end tables. The agglomerated cork with a lacquered MDF surface functions as a work station or a place to set your glass while lounging on the couch or outdoors. Available through Materia.

[+materia.amorim.com](http://+materia.amorim.com)



The Cork Coaster by Ferm Living is a unique change from your ordinary trivet. Each cork ball is 3 cm in diameter, making it ideal for hot pots and pans. Available through Ferm Living.

[+ferm-living.com](http://+ferm-living.com)

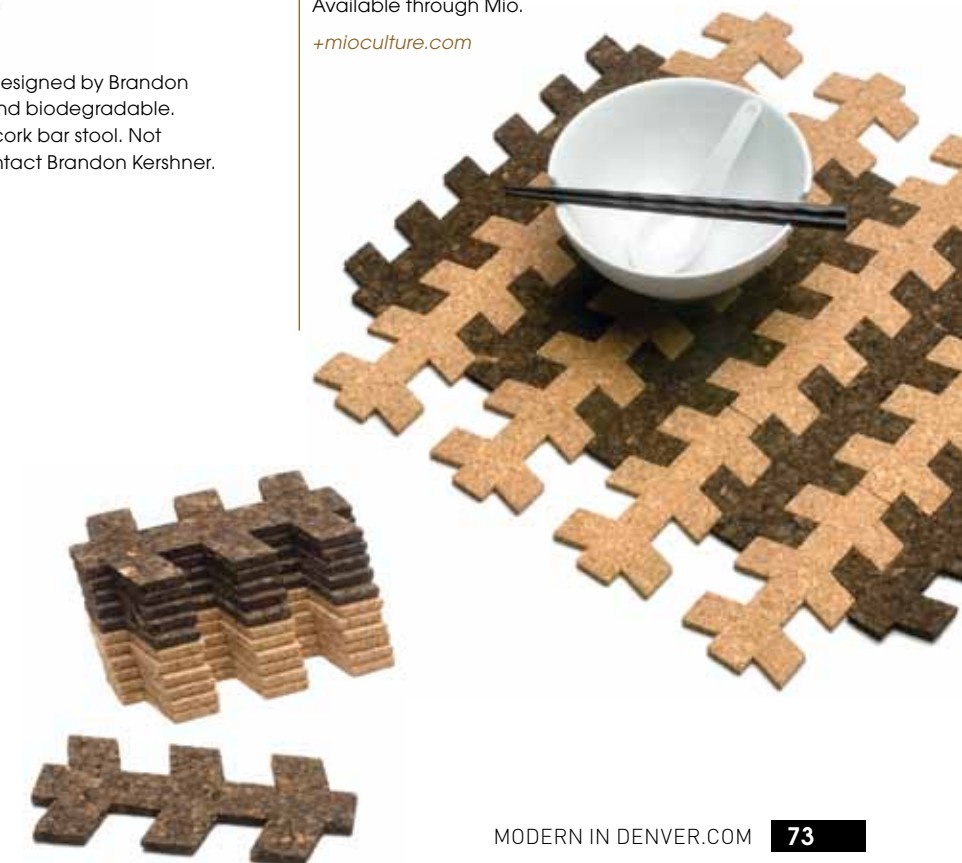
Bar{k}, sponsored by Amorim Group and designed by Brandon Kershner is 100% sustainable, renewable and biodegradable. Kershner used digital design to create his cork bar stool. Not currently for sale. For more information contact Brandon Kershner.

[+bkdesigns.us](http://+bkdesigns.us)



Inspired by patterns in textile design the Zigzag Pattern cork trivets designed by Jaime Salm for Mio are full of functionality. The trivets can be used to make place mats, mouse pads or table runners. Each package comes with six tan modules and six chocolate modules. Available through Mio.

[+mioculture.com](http://+mioculture.com)



Aimee Brainard is a color and material design professional with special expertise in trend insights, forecasting and design strategy. She has consulted for numerous companies in industries ranging from automotive to consumer products.





# URBAN SANCTUARY

Upon completion of the Spire Building, Debby McGee left the suburbs, minimizing her belongings, and turning her space into a reflection of her travels.

Words: Nicole Adams | Images: Andrew Pogue



Debby McGee's prayer altar, imported by Wesco Fabrics, rests in the center of her home and faces West. The textured Donghia upholstered cushion acts as an inviting, yet personal foundation for meditation. A custom built water feature sits across from the prayer altar.

ABOVE THE CHAOS AND TRAFFIC IN DOWNTOWN DENVER AND SET APART FROM SURROUNDING BUILDINGS IS A WARM AND INVITING RESIDENCE NESTED IN THE SPIRE, WHICH WAS DESIGNED TO BE AN ESCAPE FROM THE RELENTLESSNESS OF THE CITY. HIGH ON THE TWENTY-SECOND FLOOR, WITH A BREATHTAKING VIEW OF THE MOUNTAINS, DWELLS A RESIDENT, DEBBY MCGEE, WHO IS AS EQUALLY AS VIBRANT AS HER SPACE.

When entering her 1100 square ft. apartment, a sense of airiness and roominess is felt immediately. With clean lines and surrounded by natural light, it is the perfect arena for occupied and unoccupied space to compete. Alone, this apartment would serve as a functional space for anyone, but filled with Asian antiques and modern decor it becomes a melding of location and inspiration.

McGee knew it would take more than a bamboo mat and a shoji screen to live comfortably. Although she travels a lot, she needed a place that would allow her to entertain before and after the theatre. The importance of comfort for her frequently visiting grandchildren and family weighed even heavier. Although she was, "not reluctant to let go of anything," Debby needed consultation on de-cluttering, incorporating natural materials and decorative sculptures, and selecting a palette of colors to add charm where it did not exist.

Enter Elizabeth Johnson from CB Studio and Megan Moore from Swiss Milk to professionally create harmony for their client. Their challenge was to extract simple lines and elegant colors





**ABOVE:** Wire basket Modernica dining chairs are juxtaposed against the Barcelona chairs in the living room, creating balance and opening the living area. A custom Kyle Bunting rug and Monaco chandelier (Charles Eisen & Associates) connect this divided, yet boundless space. The functionality of these rooms creates a Mid-Century Modern style.

**BELOW:** In Feng Shui tradition, the kitchen is a protected space. Originally, Debby had asked the designers to use tangerine and teal as the main colors. She later discovered that the Zen like colors and warmth of the pendant lights provided even more gratification in this highly coveted, center area of the apartment.

from the beauty of exotic Asian style. According to Elizabeth, "Architecturally, the cleanliness of the mid-century pieces keep her downtown condo feeling like the modern living space that it was designed to be, and create the perfect canvas for the Asian pieces to make their own statement."

By bringing in a Feng Shui Specialist, the designers were able to create not only a minimal Zen-like design, but capture a feeling of peace. According to ancient beliefs, your surroundings affect your foundation. Therefore making improvements in one will directly influence the other. Feng Shui is achieved with placement and integration of the five natural elements--fire, wood, water, metal, and earth. With a keen eye for modern design and an art collection influenced

from Debby's travels, Elizabeth and Megan were granted permission to experiment, take risks, and have fun.

The element of fire, which is playfully free from the conventional, welcomes you in the entry. Designers hired Ted Wilson of Structural Arts (Longmont, CO) to construct a powerful and mesmeric sculpture. The fire element contains a spiral with extruding blades of metal grass. More delicate elements appear throughout the journey of the home. Approaching the middle of the space, the sound of water energizes the room, trickling from a beautiful custom-made fountain.

Sculptural works are present in both the interior and the exterior. Debby's dining room table sits above the Denver



Masks collected from expeditions are displayed throughout the home. The top blue mask was bought on a journey to Tibet. It is Mahakala, one of the eight protector deities in Tibetan Buddhism. The five skulls represent the five human ills transforming into wisdom. The three eyes represent the deity can see the past, present, and future. The wooden media center is custom built from reclaimed wood from an old barn in South Carolina.





Earth tones and ivory tusks are the backdrop to a minimal platform bed and family passed down chair.

Performing Arts Complex and the iconic sculptures of the dancers and the Big Blue Bear effortlessly set the stage for dinner conversation. Eight chairs gather around a long wooden table and invite guests to appreciate the theatre district, as well as endless mountain views. This space illustrates the ability to incorporate elements of the outdoors into an interior apartment space.

Relaxation is required in between travel and work, and the bedroom achieves an immediate feeling of peace. An elegant platform bed rests in the center of a Galapagos Turquoise back wall, facing the opposite wall dressed in sheer, muted lavender curtains. Designers Elizabeth and Megan successfully captured the importance of family to Debby by interweaving passed-down antiques and art throughout the room. An old restored family chair brings the minimal and inviting theme into the bedroom. Block art prints, made by McGee's daughter, hang beautifully on the bedside wall.



Art, sculptures, and antiques make their way to the bedroom and accent the calming colors and minimal surfaces. The Jade Mask is actually a Mayan "Death Mask". It represents a spiritual passing into the next life.



AN URBAN SANCTUARY



A Zen-like home would not be complete without an area for meditation. Just outside of the bedroom is home to a prayer altar facing west. The dark wood is a nice contrast to the pale blue Donghia fabric upholstered seat cushion. Debby's character is revealed entirely through a single card on top of a deck of meditation cards which reads, "She made the choice to see all the beauty around her." CB Studio and Swiss Milk created a minimal environment that exudes style and grace. A tranquil sensation is absorbed through walls of windows and it carries throughout the home in seamless transition.



**CLOCKWISE FROM TOP:**  
 Deck on 22nd floor of Spire Building, facing west. View overlooks theatre district and convention center in Downtown Denver.  
 Structural Arts custom designed and built fire feature.  
 African masks adorn the bottom shelf of the main wooden media center.  
 The walnut dowels of the Modernica chair base radiate above the Kyle Bunting hide rug.  
 The wooden club was bought in Fiji and is heavily weighted, because it was used as a weapon by cannibals. The club is the perfect living room accessory, as it is a sure fire conversation piece.

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# MINDY BRAY

## DECODING THE VISUAL EXPERIENCE

WORDS: ASHLEY BEYER  
STUDIO IMAGES: PAUL WINNER



**UNTIL RECENTLY**, Mindy Bray's work was entirely uncollectable. You could snap a photo, maybe try to sketch it out in your Moleskine, or simply count on remembering the impact it had on you, but no one could take one of Mindy's works home at the end of a show. Much of Mindy's works were installations directly on gallery walls – large, yet momentary additions to their contiguous surroundings. Until recently, the majority of her work was short-lived: at the end of each exhibition each piece would be painted over.

Mindy spent most of her young adult life in Phoenix, where she attended Arizona

State University and worked at the ASU Art Museum for a few years post-graduation. Although her initial focus was photography (she had even set up a darkroom in her bedroom closet during high school), upon entering college she found herself growing increasingly interested in drawing and painting, and after earning her BFA in the latter, she relocated further east to earn her MFA in painting from the University of Iowa. In 2006, Mindy and her then fiancé moved to Denver after completing their graduate programs for many of the same reasons most transplants do: the easy access to nature, a vibrant art scene, and a progressive culture.

“When there is a sense of recognition in the images, it adds the déjà vu feeling I am interested in—something familiar presented in an unfamiliar way. It is like an epiphany.”



During her second year of graduate school Mindy began to take influence from minimalist artists working in large-scale wall paintings, including Sol LeWitt, Arturo Herrera, and Ingrid Calame. Mindy's work began a transformation as she shifted from a traditional style of oil on canvas to compositions painted directly on the walls of her graduate studio using latex paint.

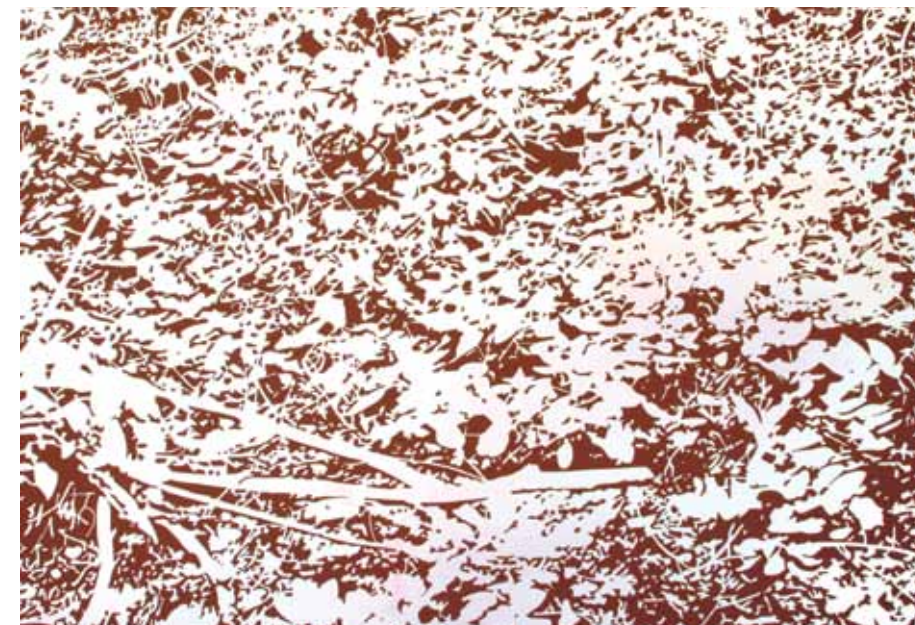
“I was feeling unhappy with my oil paintings, feeling they were hermetically sealed, that there was no air flow in them,” Mindy explains. “I think this was a frustration with creating illusionistic space, rather than addressing the real space – the architectural space – that they, and the viewer, inhabited.”

After graduating, Mindy needed a way to bring her new practice back to her personal studio. Upon realizing paper would allow for the same media and scale in her work, she began a daily practice of producing paintings on large sheets of paper.

Although she's an experienced painter, Mindy's work is still very much dependent on (and ultimately products of) her photographs, taken with a standard digital camera and altered in Photoshop until it is a series of fragmented shapes.

“Photography is a very important part of my practice,” she says. “I use photography like a sketchbook and carry my camera everywhere I go, whether that is to the grocery store or camping in the mountains.”

Many of Mindy's subjects are found in nature and, even when reduced



TOP: “Dusk”, ink and gouache on stretched paper, 22” x 28”, 2011

BOTTOM: “Forest Floor”, ink and gouache on stretched paper, 46” x 35”, 2011





**"Forest for the Trees":** Latex paint on wall, approx. 110 ft. x 22.5 ft., 2011, installed at the Urban Institute for Contemporary Art, Grand Rapids, MI.

to the point that the original subject is no longer immediately apparent, possess a clear organic quality. Be it a muddled mound of trash or an autumn forest floor, the original subject retains significance even after being reduced to solid shapes.

"The subject of the photograph adds a layer of meaning to the paintings, as well as a particular shape quality," Mindy explains. "When there is a sense of recognition in the images, it adds the déjà vu feeling I am interested in – something familiar presented in an unfamiliar way. It is like an epiphany."

Using a digital projector, she enlarges the

image to the chosen scale. She then begins the meticulous process of transferring the image by hand in pencil and then painting (currently in ink wash gouache, or opaque watercolor) the shapes using small rollers and even smaller brushes—sans the use of tape or other masking materials. This allows her to create the edges with her brush and improvise on the original shapes.

"As an art dealer, it is the intuitive and personal work of the artist's hand that is the most satisfying aspect of their work," Rule Gallery owner Robin Rule says. "This tradition, spanning back to the minimalists such as Agnes Martin, in which the hand can be used

to produce systems – yet always imperfectly – is why her work is so compelling."

Mindy has created paintings in this fashion – both on paper and walls – in a range of sizes, the smallest being a mere 5 x 7 inches and the largest scaling nearly 32 x 110 feet. For the larger paintings, she uses a process similar to stretching canvas. Taking paper that has been soaked in water (in her bathtub), she stretches it over aluminum stretcher bars (traditionally used for canvas and linen) and staples the edges as one would with canvas. As the paper dries, it tightens like an animal hide would when stretched to create a drum. This allows Mindy to present her large-scale

work unframed to show the matte texture of the paper and gouache. For the smaller pieces, she works on unstretched paper and can display the work framed or unframed.

In her effort to create imagery relating to its surrounding environment, Mindy's work is always site-specific, and thus, temporary. Although her work may be documented through photography, until recently the life of her work ended when the exhibition closed. Now that Mindy works in two modes—on paper and on walls – she is able to create pieces that can be collected, as well as those that cannot.

When a piece, especially a large-scale piece, is temporary, the viewer naturally confronts the fact it will eventually be painted over. This creates a sort of recognition of loss; we realize the experience is transitory, and it elicits a sense of longing and reflection of the passing time. Mindy is currently most interested in creating works unable to be collected – works truly ephemeral.

In her upcoming spring exhibition – her first solo show in a commercial gallery in Denver, Mindy will showcase several pieces derived from photographs of nature and landscapes in Colorado, Utah and Arizona. Lured by the traditional backdrops of the West and

the romantic connotations of urbanization, Mindy's work blends the bittersweet relationships between urban settlement and nature's ability to evoke the strongest of nostalgia.

"Being an artist, I feel, is about engaging in a conversation, and picking up lines of thought from a variety of sources and then contributing my particular viewpoint to it."





**ABOVE:** "This Dewdrop World", latex paint on wall, approx. 52 ft. x 12 ft., 2010, installed at Foothills Art Center, Golden, CO. (Part of the exhibition Stark, curated by Michael Chavez.)

**LEFT:** "Large vertical: Water Feature", latex paint on wall and floor, approx. 20 ft. x 8 ft., 2009, installed at Anderson Ranch Art Center, Snowmass, CO. (Created during residency at Anderson Ranch.)



**TOP:** Mindy uses a staple gun to stretch wet paper onto a wood and aluminum frame.

**ABOVE:** A variety of large brushes, plastic containers, and opaque watercolors are used to apply an ink wash onto the stretched paper.

**BELOW:** Mindy applies the initial ink washes to a newly stretched paper piece.



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MODERN IN DENVER ASKS COLORADO  
CREATIVES TO TELL US ABOUT THEIR

# FAVORITE apps

WORDS: BAILEY FERGUSON  
IMAGES: TREVOR BROWN JR.

**DAVID B. SMITH**  
Owner, David B. Smith Gallery  
+davidbsmithgallery.com

"The backdrop on my home screen is a photo of the cherry wood grain of my dresser. I enjoy having a natural wood element as my backdrop, it's a clean and efficient way to feature the apps and icons."

The little communication devices we once called cell phones have evolved into prolific pocket PCs that are capable of much more than making a call. Weighing in at 4.8 ounces, the iPhone escorts its user throughout daily business helping them be more efficient, from internal geo-tracking devices to clocks and calendars. And yet as function meets form, the iPhone is still totally customizable. Users choose their backgrounds, ring tones and bedazzle their cases – essentially it is an extension of individual personalities. And with over half a million iPhone apps available to date, we wanted to see what apps Colorado creatives were using and what we should be downloading next.

**Mail** - "I am obsessed with communication, and I am constantly checking my messages. Timely communication is a critical component to my business. The Mail app is probably the most commonly used function of the iPhone, but I feel that it is necessary to acknowledge how incredible it really is."

**Facebook and Twitter** - "The use of social media is very important in my line of work. It's a way for me to stay connected with artists, clients, colleagues and friends. I can share information about my gallery, and that communication is further shared through various channels. The use of these networking tools are also an interesting way for me to get filtered news throughout the day, and feel like I am on the pulse of what is happening worldwide."

**iHandy Carpenter** - "It is convenient to always have a level (among other tools) in my pocket, so that I can quickly ensure that paintings are hung correctly. My gallery team once installed our booth at the PULSE Contemporary Art Fair in Miami with the iPhone alone!"

**Yelp** - "This is very helpful app to use both in Denver and while traveling in other cities. I can easily search restaurants, gas stations, drugstores etc. within close proximity. I can read reviews of restaurants, view photos of dishes (shared by Yelp members) and make a reservation if it looks worthy of trying out. It's nice to have this community driven information at my fingertips."

**HopStop** - "I travel to New York City somewhat frequently, and this app is critical for getting around. I can type in both my current and destination addresses, and HopStop will provide me with detailed directions on how to get where I'm going. This app makes traveling so efficient that it is often quicker to get to my destination via HopStop than it is to take a cab. It's much more economical, too."







**MARC HERNDON, IIDA,  
LEED GREEN ASSOC.**

Senior Associate, Interior Designer  
+rnl.design.com

**Zinio** - "I have an addiction to architecture and design mags and this little e-reader is perfect for keeping everything all in one place (and saving trees!). I honestly subscribe to more mags than I think I could ever actually read (and they may or may not be in English, but always jammed packed with pretty pictures)!"

**TED Mobile** - "YouTube is great, but TED is my extreme guilty pleasure. 'Ideas worth spreading!' This app features short little conversations with established and up-and-coming superstars of the technology, entertainment, and design fields. I typically start my day listening to at least one ... helps keep me centered on why I went into design in the first place."

"Outside of design, I would say my most relevant / most often used apps are..."

**Workflowy** - "Make Lists. Not War" is the tag line, and believe me, I love making lists! ... getting them checked off, however, can be a whole different story! This very simply designed app syncs with my computer at work and home so I always know my insurmountable 'to do's'."

**Starbucks** - "Yes, I have a serious addiction ... Venti Americanos. This app helps me keep tabs on the closest store when I'm traveling as well as keeping an eye on how much money I'm actually spending on caffeine."

**Spotify** - "I'm a music junkie and this little app gives me access to just about every track out there ... regardless of my mood. I'm almost always plugged in."



**BRAD TOMCEK, AIA, LEED AP**

Principal Architect, Studio h:t » +studioht.com

**29GPS** - "This app tells me how far away I am from a select number of current architectural masterpieces. You never know where you'll be, what could be in close proximity that you would otherwise miss out on."

**Compass** - "It's an oldie but a goody. This original app is helpful on site to identify and record location of unique site features."

**Panoramic** - "Takes individual shots and stitches them together into one revolving image. Best when you need total recall of a specific place."

**ADAM SMITH, ASSOC. AIA, LEED AP**

Roth Sheppard Architects » +rothsheppard.com

**Convert Units** - "This gets used quite often because at work I use a lot of European architectural products in the projects we work on. For example, I often need to calculate the pattern of vertical mullions in a window system for the front of a building and the window part dimensions are in millimeters but we design the building in inches. I suppose I could memorize the conversion equation and do it in my head - or, even better, maybe someday everyone will start using the same measurement units, but until then, I have an iPhone to do it for me."

**Colorblind Assistant, Color Expert** - "I'm slightly color blind and I have to do a lot of color matching and color adjusting for client presentations. Due to my color blindness I tend to naturally lean toward brighter, more intense colors and these apps help me to take what looks good to me and tone it down or adjust to what others may find more appealing."

**ATScanner** - "Code Scanner, there is a lot of information out there and this helps to gather it quickly."

**SketchBook** - "Once in a while I use the sketchbook app, I still tend to rely on the old pen and paper method. It has come in handy a few times on a job site when there was no paper around. I've seen some nice sketches by others with this or a similar app."





## LEAH DIGENNARO

Studio Como » +studiocomo.com

**Convertbot** - "Because we work with all European manufacturers, it is really important for me to be able to go back and forth between their system and ours. I am constantly working from metric measurements and converting into imperial for our US clients. I can do it all with this app: linear measurements for floor plans, volume for loading shipping containers, area requirements for rugs and fabric, and currency for Euro to USD and back."

**Weeks** - "A totally boring app, but one I use multiple times a day. The European manufacturers use "Week Numbers" to let us know when items will be coming out of production, getting loaded onto containers, and arriving to our warehouse. I doubt I'll ever learn what week it is by memory. Weeks is useful, but a real snooze; probably not interesting to anyone, not interesting to me either, but I use it every day."

**Pinterest** - "The most fun app of the three, and really useful to gather inspiring images of interior design and a great source for finding installations of products we carry in the showroom. I tire of the official manufacturer images, so it is great to discover a fresh new shot of a Tom Dixon light or a B&B Italia Up Chair. Seeing products in different settings is really helpful to clients who may have trouble visualizing a piece if they don't have the completely styled out living room, like in a catalog. This app is a great way to organize all of those images that I come across on design blogs or websites like The Selby."



## JOHN BROOKS

On The Level Construction » 303-493-1404

**Scanner Pro** - "Scanner Pro allows me to take a photo of any document and turn it into a legible PDF. I am able to send contracts, work orders or any other important document to any e-mail or phone I chose."

**Square** - "Square allows me to take all major credit cards for payments, send a receipt to the customer by text or e-mail and is linked to my bank for payment. Square sent me a small square device for swiping the card, which plugs into the headphone jack on the top of my phone. Once I swipe the card, I just follow the prompts, the customer signs on the phones screen with their finger and that's it. The iPhone and it's apps make my business and my life, easier."



## PAUL WINNER

Photographer » +thepaulwinner.com

**Maps** - "My most used and appreciated app. Within this app I can navigate any location, be it downtown San Francisco or the back country of the Sangre de Cristo Mountain range. Even when the iPhone reception is long gone, the blue dot and the extremely detailed topo-map works perfectly, making it possible for me to navigate and explore the mountainous terrain of our Colorado Rockies."

**Sunrise & Set** - "Sunrise & Set allows me to know the exact time of sunrise & sunset in any location as well as giving me vital information as to where the sun will be and when."

**Autostitch** - "A panoramic blending app that allows you to merge multiple shots into one photo creating a panoramic image."







## BOB ROMAN

Owner Fireant Studio | Interactive Marketing  
+fireantstudio.com

**OmniFocus** - "This application helps organize my life, I use every day. If you subscribe to the GTD (Get Things Done - or as we call it internally GSD Get Sh\*t Done) productivity system this is the perfect app. It helps me contextually organize my day and tasks into a simple view and integrates seamlessly into the Apple OS syncing data across all my devices - computers, iPhone and iPad."

**Weather** - "Always looking for the best time of the day to get out for a ride."

**Instapaper** - "Best way to save and store webpages and online content for later / offline reading. Great for air travel when wifi may not be accessible"

**FIREANT** - "FIREANT's internal organization and communication application - we've recently created an iOS app for our internal staff. It's a persistent real time team collaboration tool that allows : file sharing, messaging, alerts as well as integrating into our mac OS X server environment and user management."

**HBO GO** - "Guilty pleasure - sometimes you just need to veg out and catch up on latest episode of Curb Your Enthusiasm."

# MODERN IN DENVER'S FAVORITE APPS

After all this top-app talk, the team at Modern In Denver was eager to join in on the conversation. We pulled out our phones to talk about our super savvy apps. Some are for efficiency and others for fancy. Here are MID's picks.

## TREVOR BROWN

Photographer



**Filterstorm** - "In a nutshell it's like Lightroom for your iPhone. You can do all the basics like cropping, contrast, etc, but it also allows you to apply any effect in the app using masks. It's very powerful."

**WorldCard Mobile** - "It's a little expensive, but I use it fairly frequently to photograph business cards that are given to me. It analyzes them and creates a contact in my address book in seconds. I'd say it's 90% accurate."

## WILLIAM LOGAN

Publisher



**Wunderlist** - "I finally found a to-do app that finds the perfect balance between providing the features you need, but keeping it simple and easy to use. This app is seamless and updates across all of my devices."

**Dubset** - "There are dozens of great music streaming apps for the iPhone, but I really like Dubset when I want to mix things up a bit. It streams sets from top dj's from around zero in on just the kind of music you are in the mood for by giving you options to select by genre (over 35 different ones), by dj, and by what's new. It is like a Pandora channel, but having the tracks picked and mixed by a real dj. Love it."

## BRIAN GRIMES

Contributing Designer



**Kayak** - "With a love for travel and a trip to Patagonia in just a matter of months, the Kayak app gives me exactly what I need to plan and price my next trip. Flight and hotel searches, price alerts and a trip agenda makes this app a must for anyone with the travel bug."

**Google** - "Google's app gives me all of its hugely helpful services at my fingertips. Reader is without a doubt my most used Google app. The RSS service keeps me up today on news, music, design trends, technology and that next Craigslist find."

## BAILEY FERGUSON

Operations Manager



**Instagram** - "I am totally obsessed with this app, it turns my everyday pictures into timeless works of art. I can create vintage aesthetic with filters, blur, and vignette corners. When finished I upload to Instagram's social feed to share with other iPhoneographers. If only they knew I was performing with a shattered screen. For other photo app arsenal check out TiltShiftGens, Camera+ and Nior."

**myPANTONE** - "This app is the color system cross-reference to all Pantone libraries, so no matter what medium I am working in my RGB, CMYK and hexadecimal swatches match up."

## KELSEY MACARTHUR

Editorial Assistant

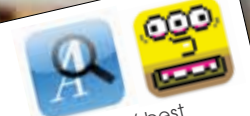


**iAssociate** - "This is a great word association game. Sometimes it stretches the associations a bit, but it is entertaining for flights and road trips, before bed and while on the commode."

**Dragon Dictation** - "This app is amazing for when I'm driving or can't sleep and need to write something down. I hate when a good idea pops into my head, but I don't have a pen around or I can't write it down because I'm driving -- I try not to write and drive at the same time. It easily recognizes what I'm saying and I can go back and edit the text in case a mistake was made."

## KATRIN DAVIS

Design Intern

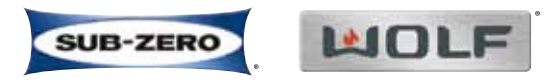


**What the Font** - "Typography lovers' best friend. Take a photo of the text in question, identify a few letters singled out by the program, and in an instant you have magically identified your new favorite font."

**eBoy FixPix** - "The concept of this game is simple: maneuver the phone just right so that two separate views of the same image line up exactly. Upon completing each level, the reward is a collection of pixel art that depicts a surreal and often hilarious world. Fun for everyone, especially for designers who enjoy agonizing to achieve pixel precision."



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# STATE OF THE ART(IFICIAL) GRASS

WORDS: KELSEY MACARTHUR • IMAGES: PAUL WINNER

Do you get sick of mowing your lawn? Or frustrated when your grass turns brown when you only forgot to water for a couple days? Is it hard to balance your commitment to saving water, while at the same time wanting a green lawn? Have you given any thought to artificial grass as a solution? For most people, artificial grass is a solution that doesn't immediately come to mind. We think of artificial turf as the stuff they use for athletic fields and putting greens, not our backyards. In reality, many homeowners are turning to artificial turf as an alternative to sod.

The payoff is obvious – no watering necessary, hot summer days spent maintaining the yard are history, and, of course, the grass is always green. But installing artificial turf brings up a lot of questions. What is it? Is it truly an environmentally friendly decision? Does it feel like real grass? Can my pet use it? How long does it last? And the list goes on. The landscape of artificial grass isn't an easy one to navigate.



## ✕ What Is It?

Depending on the brand and quality of the artificial turf, polyurethane, polyethylene and nylon fibers are used during the production. White and green plastic pellets are exposed to heat until they reach their melting point. Once melted the plastic is driven through a metal plate with small holes, creating the strands of grass. After the strands have cooled they are stretched to reach the thinness of a real blade of grass. From there the strands of grass are rolled into a spool before multiple spools are unwound together to form multi-ply synthetic yarn. Further along in production the yarn is transported to a tufting machine that sews it to mesh sheets and cuts the yarn so that it looks like blades of grass. After the turf is complete holes are poked through the plastic backing to allow water to drain after installation in your yard. At the end of production the turf goes through rigorous examination to make sure it looks and feels as natural as possible.

## ✕ Not Just For Athletic Fields Anymore.

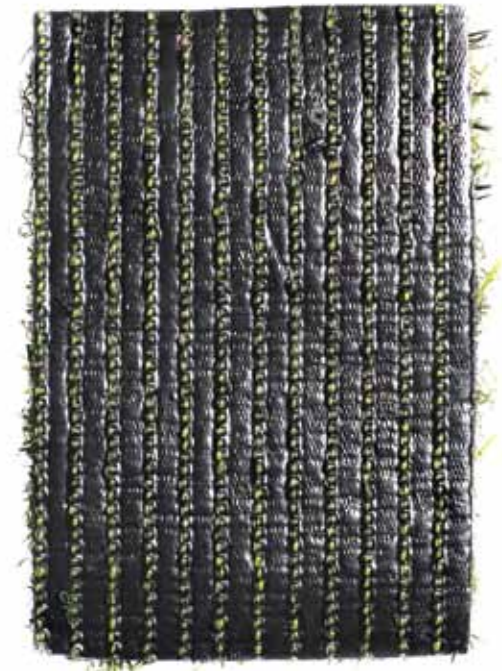
Technological advances have made artificial grass look and feel more natural, which has led to consumers considering it more frequently for their home landscapes. Jonas DiCaprio of Design Platform presents artificial turf as an option to all his clients. The prospect of no more mowing or watering appeals to homeowners.

David and Natalie Huff recently moved into a modern home and made the decision to go with artificial turf instead of having their landscaper install sod -- "we decided to go with turf because it is maintenance free. Not only do we avoid the hassle of hauling a lawnmower to our courtyard or up the steps to our backyard from the garage, but we also don't have to worry about any watering schedules."

## ✕ The Options.

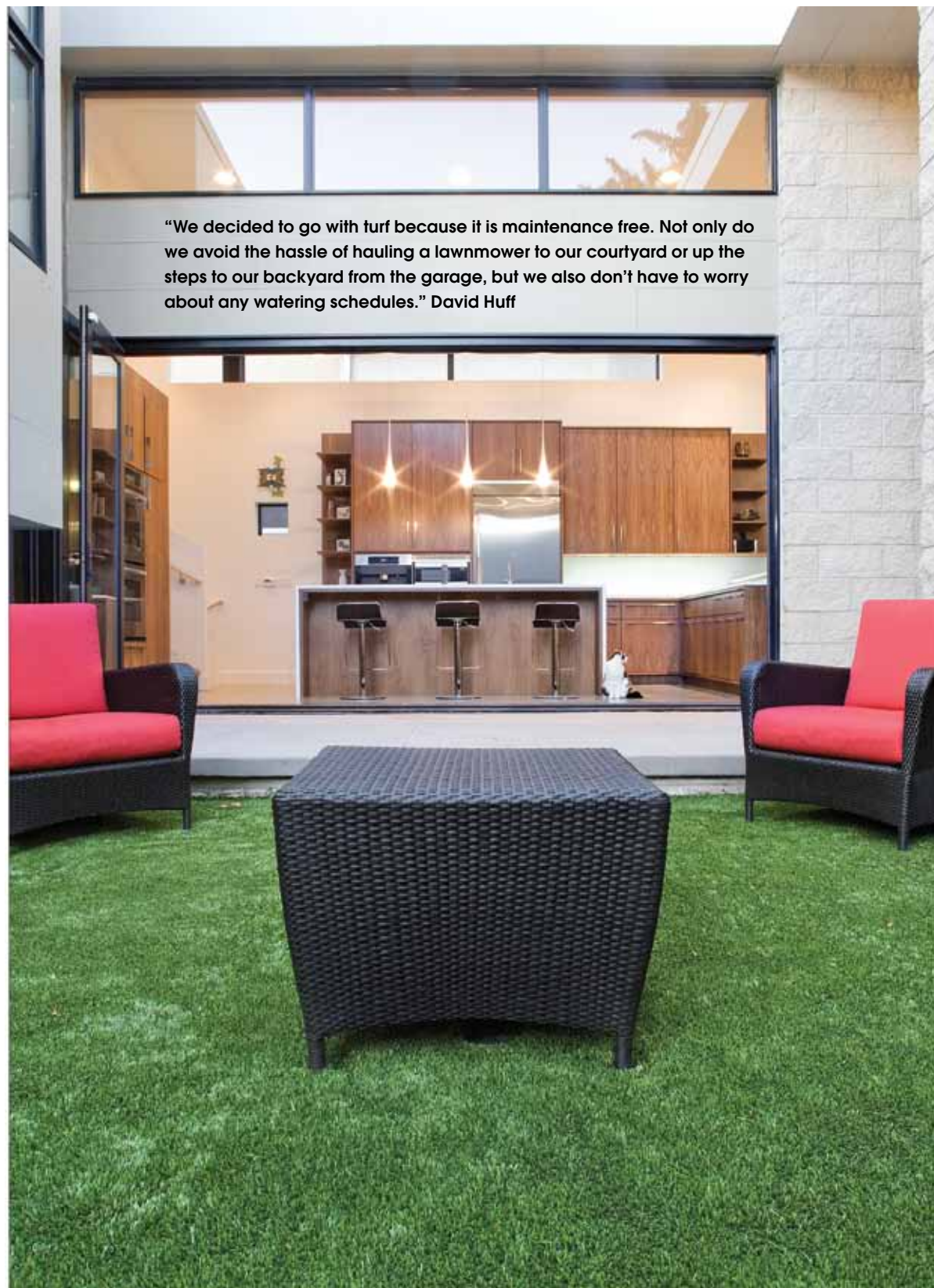
Similar to the real deal, there are many choices when it comes to installing artificial grass. Most companies have a variety of weights and colors to choose from. The weight of artificial turf speaks to the density of the blades of grass. The better the weight, the fuller your yard looks. Don't want your grass to be absurdly green? The majority of turfs have a mixture of strand colors, including brown, so your lawn doesn't appear lime green and out of place. DiCaprio, who worked on the Huff residence while with West Standard explains, "The more dense it is, the softer it is, and it's less easy to see through it to the plastic backing. Weight typically ranges from 40oz to 90oz. There are also many options for colors -- tri-color or quad-color. More colors equal a higher quality product that looks more realistic."

In addition to weight and color options, companies are beginning to offer 100% recyclable varieties of artificial grass. The average lifespan of artificial turf is between ten and twenty years, but disposing of the turf is something to think about. Putting your yard in a landfill every fifteen years doesn't sound very environmentally friendly, but with more companies invested in making recyclable products, waste will be a thing of the past.



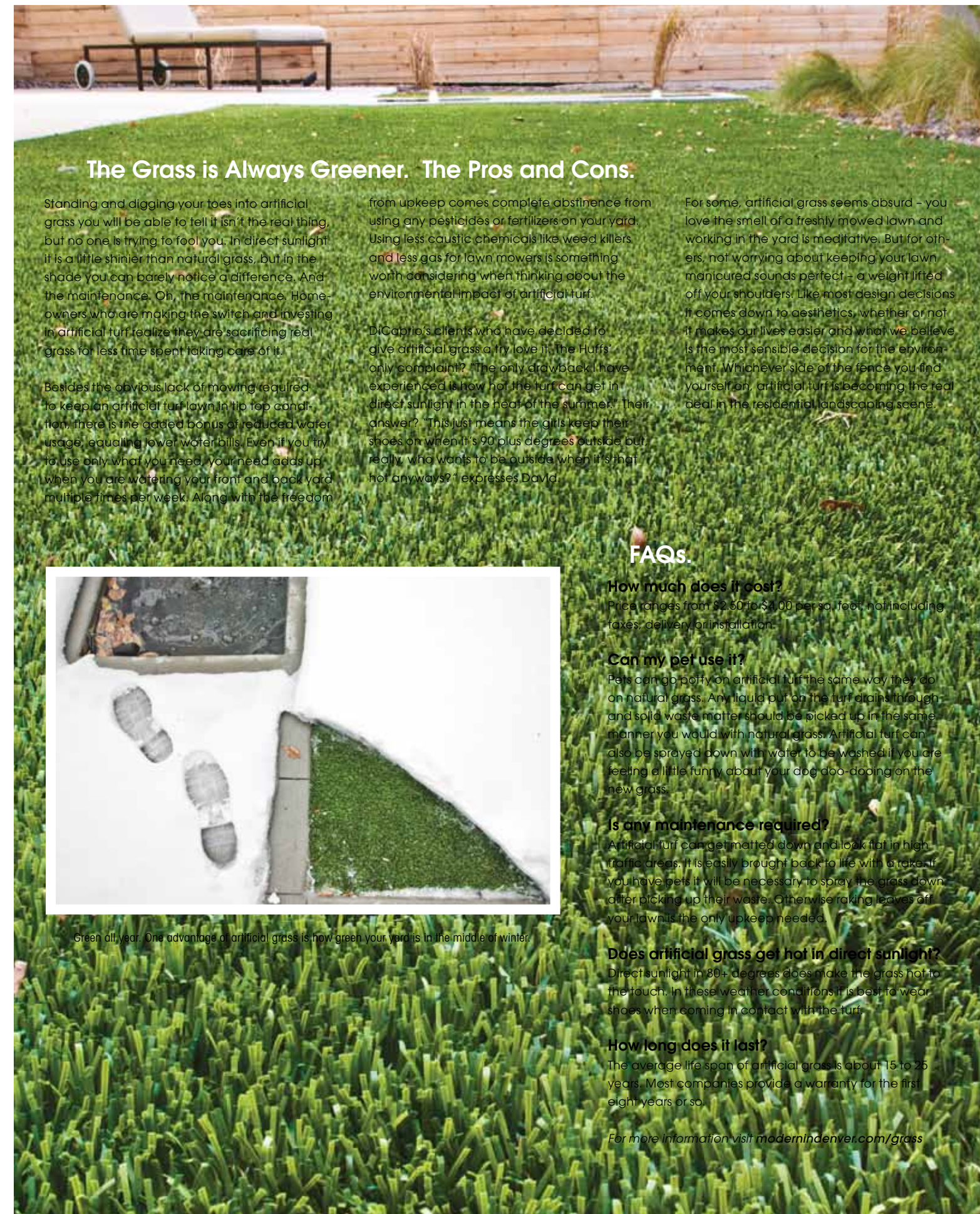
Samples of artificial grass are available so you can decide on the right weight and color for your yard or courtyard. The underside of the swatch shows how the blades of grass are sewn on the plastic backing. Holes are perforated to allow water to drain through the artificial turf into the soil.





**“We decided to go with turf because it is maintenance free. Not only do we avoid the hassle of hauling a lawnmower to our courtyard or up the steps to our backyard from the garage, but we also don’t have to worry about any watering schedules.” David Huff**

Artificial turf was an ideal option for the Huff’s inner courtyard. It would have been a chore to get a lawn mower from their garage, through the house, to the courtyard all prior to mowing the grass. The artificial turf brings the courtyard to life and makes it a great space for their daughters to play close to the kitchen and living room where Natalie and David can keep a watchful eye.



## The Grass is Always Greener. The Pros and Cons.

Standing and digging your toes into artificial grass you will be able to tell it isn't the real thing, but no one is trying to fool you. In direct sunlight it is a little shinier than natural grass, but in the shade you can barely notice a difference. And the maintenance. Oh, the maintenance. Home-owners who are making the switch and investing in artificial turf realize they are sacrificing real grass for less time spent taking care of it.

Besides the obvious lack of mowing required to keep an artificial turf lawn in tip top condition, there is the added bonus of reduced water usage, equalling lower water bills. Even if you try to use only what you need, your need adds up when you are watering your front and back yard multiple times per week. Along with the freedom

from upkeep comes complete abstinence from using any pesticides or fertilizers on your yard. Using less caustic chemicals like weed killers and less gas for lawn mowers is something worth considering when thinking about the environmental impact of artificial turf.

DiCaprio's clients who have decided to give artificial grass a try love it. The Huffs' only complaint? The only drawback I have experienced is how hot the turf can get in direct sunlight in the heat of the summer. Their answer? "This just means the girls keep their shoes on when it's 90 plus degrees outside but really, who wants to be outside when it's that hot anyways?" expresses David.

For some, artificial grass seems absurd - you love the smell of a freshly mowed lawn and working in the yard is meditative. But for others, not worrying about keeping your lawn manicured sounds perfect - a weight lifted off your shoulders. Like most design decisions it comes down to aesthetics, whether or not it makes our lives easier and what we believe is the most sensible decision for the environment. Whichever side of the fence you find yourself on, artificial turf is becoming the real deal in the residential landscaping scene.

## FAQs.

### How much does it cost?

Price ranges from \$2.50 to \$4.00 per sq. foot, not including taxes, delivery or installation.

### Can my pet use it?

Pets can go potty on artificial turf the same way they do on natural grass. Any liquid put on the turf drains through and solid waste matter should be picked up in the same manner you would with natural grass. Artificial turf can also be sprayed down with water to be washed if you are feeling a little funny about your dog doo-dooing on the new grass.

### Is any maintenance required?

Artificial turf can get matted down and look flat in high traffic areas. It is easily brought back to life with a rake. If you have pets it will be necessary to spray the grass down after picking up their waste. Otherwise raking leaves off your lawn is the only upkeep needed.

### Does artificial grass get hot in direct sunlight?

Direct sunlight in 80+ degrees does make the grass hot to the touch. In these weather conditions it is best to wear shoes when coming in contact with the turf.

### How long does it last?

The average life span of artificial grass is about 15 to 25 years. Most companies provide a warranty for the first eight years or so.

For more information visit [moderninddenver.com/grass](http://moderninddenver.com/grass)



Green all year. One advantage of artificial grass is how green your yard is in the middle of winter.



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# INGREDIENTS

the chef + the recipe + the tools + our camera

Studio 2b:  
+Segmento by Poggenpohl with Gaggenau and Miele appliances

Justin Brunson | Wild Catch  
Cioppino



WORDS: Jessica Anderson  
IMAGES: Trevor Brown Jr.

"I want people to feel comfortable and welcome. I want us to be unpretentious – a place where you can wear shorts and t-shirt or a 3-piece suit. Just come hungry."

Justin Brunson



Chef Justin Brunson prepares ingredients for his Cioppino in the +Segmento kitchen designed by Poggenpohl at Studio 2b.

"Some people like skydiving. This is my buzz. I like opening restaurants," Justin Brunson, co-owner and chef of Wild Catch says, smiling. Wild Catch is his most recent restaurant, opened in Denver to rave reviews. Nestled snugly near the corner of 17th and Downing, Wild Catch is unassuming, with cool grey and whitewashed walls, light furniture, and an exposed brick wall. The intimate space, seating only 74 guests, is left natural. "We want the food to speak for itself," Brunson says. "I want people to feel comfortable

and welcome. I want us to be unpretentious – a place where you can wear shorts and a t-shirt or a 3-piece suit. Just come hungry." Food is the centerpiece of Brunson's vision, and

the design of the restaurant forces your senses to focus on the dish. Smell, taste, and sight are delighted by the kitchen's culinary creations, and Brunson expunges all distractions, going as far as carpeting the underside of tables and chairs to eliminate sound. Pleased, Brunson explains, "If we're going to do something, I want to do it right."

Wild Catch is a sustainable seafood concept. All of the seafood served is properly harvested from fisheries that aren't being overfished or line caught by small fishermen companies. "We don't bottom troll – no exceptions," Brunson emphasizes. He's not against using aquacultured fish, meaning the fish are living free but supervised for the purpose of fishing, but even that has boundaries. "I'm not against aqua-culturing...as long as it's properly done,"

Brunson explains. Fresh, consciously-delivered ingredients are an important cornerstone of Wild Catch. Brunson partners with the Colorado Ocean Coalition, the first landlocked state ocean coalition, located in Boulder, to put on events and educate people about what negative effects over-farming is having on the ocean. He also works with the Monterey Bay Aquarium, the Seafood Watch, and providers to stay abreast of sustainability trends. "I make my own sustainability program," Brunson explains. "The rules are always changing, and sometimes the coalitions don't agree with each other. At the end of the day, we just have to be responsible for taking care of the ocean." His seafood is Fed-Exed fresh every day, and what isn't fresh, isn't served. "I strive for perfection," Brunson adds.

Brunson prides himself on an ever-changing menu. "I think our food is amazing," Brunson says, "and I'm having a lot of fun with the menu." His dishes aren't loaded down with sauces and sides, but rather perfectly paired to compliment the seafood choice. His sides are local, and he tries to keep them as seasonal as possible. For example, there is always a scallop dish on the menu, a Brunson favorite, but the pairings shift through the seasons. "I want to be new all the time," Brunson says. The one static exception in the ever-revolving door, the signature dish and Brunson's pride, is the charcuterie plate. The selection of cured fish includes salmon pastrami, salted and air-dried Albacore tuna, seafood sausage, and smoked trout, among other classically preserved pesca delights. This unique plate is an example of the creative, envelope-pushing dishes coming out of Brunson's kitchen. "I've never seen anything like it before," he says. "It's so much fun."





ABOVE LEFT: Gaggenau special cook-top appliances allow restaurant grade capabilities for in home kitchens. There are seven lines in the 200 series that range from gas, to electric, to steam to fry.

ABOVE RIGHT: Chef Brunson is opening a Poggenpohl drawer which can be custom designed for specific client needs. Accessory assortments can range from knife inserts, spice jar inserts, ceramic or glass jars inserts, or soft rubber lining for utensil storage.

"To be a chef, you just have to love it," Brunson says. "They tell you you're going to make all this money. You aren't. You work long days. But I just love it." Brunson understands the value of a culinary education and admires the chefs he's worked with in the past, citing them for his culinary triumphs. "I couldn't ask for a better group of guys to learn from," he boasts. Brunson trained at LeCordon Blue College of Culinary Arts in Scottsdale, Arizona where he was on the dean's list and honor roll throughout his university career. After graduation, he accepted an internship at Michael's at the Citadel in Scottsdale and soon became their Sous Chef. In 2003, Justin moved to Denver and opened Zengo as their Executive Sous Chef. Never one to settle, in less than two years Brunson became the Sous Chef at Luca D'Italia and filled in at Mizuna in his spare time. Masterpiece Delicatessen, Brunson's first business, a successful deli, has been winning affections from critics and the community alike since its opening in 2008. Brunson has no plans of slowing down at the deli with the opening of Wild Catch. "People love that place. That's my baby," Brunson says. "I'll never forget about the deli."

For *Modern In Denver* Brunson is creating Cioppino, an Italian fish stew. "I wanted to do something that was really simple, something people at home could make," Brunson explained. You won't have to search too hard to find the ingredients; in his characteristic, unpretentious style, Brunson made sure everything in his stew could be found at the local grocery.

**THE KITCHEN : +Segmento**

Brunson prepared his Cioppino in a +Segmento kitchen designed by Poggenpohl at Studio 2b, a lifestyle showroom and design studio located at 2527 Larimer Street, in the heart of the River North Arts district. Poggenpohl, a luxury kitchen manufacturer well known for its sleek lines and innovative details, was founded over 110 years ago and is recognized as the oldest luxury kitchen brand in the world.

The +Segmento kitchen is combined with Gaggenau appliances for maximum effectiveness in a small space. The Gaggenau philosophy of "less is more" compliments the Poggenpohl seamless design, and the combination creates effortless function. For example, the cabinets are handleless, and open with just a little pressure from your knee. This

is perfect for a busy cook with full hands, or a child that can't reach taller shelves. Similar details are strewn throughout the kitchen with the user in mind.

Poggenpohl designed the +Segmento to be neither "loud" or "harsh" but seamless in a house, using only cool colors – grey, black, white and wood. Their goal is to create a flow from living room to kitchen and back without disrupting mobility. The +Segmento kitchen shown pairs laminate teak décor in lava grey base cabinets with high gloss lacquer cabinets in polar white, and has many cabinet heights, showing the usability of all heights offered by the iconic brand.

The mid high "magic" corner cabinet pulls out to reveal a secondary area of hidden storage, and a stepladder is hidden in the toe kick area, providing easy access to the upper cabinets. The surprises don't end there. In the tall, 14-inch pantry there is a portion the user is able to pull straight out and access from both sides. This hidden storage is perfect for hard-to-organize spices. Lighting adds to the functionality of the cabinets, with bulbs inside the cabinets themselves. "We do not consider this just a kitchen cabinet," Samantha

Bales, co-owner of Studio 2b, says. "We consider this to be functional furniture providing both pleasure for the eye and service for everyday. We have clients call who've used Poggenpohl cabinets for 30 years and tell us they still look good and function perfectly."

The Gaggenau appliances in the kitchen include a one-of-a-kind combi steam oven, offering both convection cooking and steam, or a combination of both. Gaggenau is known for high-end, industrial quality with sleek, mid-century modern design. Gaggenau designers try to stay one step ahead of the users needs – for example, the oven is plumbed so there is no need to fill a reservoir. The +Segmento also features a 36" convection oven by Kupersbusch. The cooktops are various 200 series Gaggenau cooktops, including an electric grill and electric cooktop. For espresso and latte lovers, there is a built-in, easy to access coffee machine.

The Poggenpohl designed +Segmento kitchen combined with Gaggenau appliances results in a space with superior functionality, quality and developed with longevity in mind.



"We consider this to be functional furniture providing both pleasure for the eye and service for everyday. We have clients call who've used Poggenpohl cabinets for 30 years and tell us they still look good and function perfectly."

Samantha Bales, Studio 2b



CLOCKWISE FROM TOP LEFT: Chef Brunson opens a bi-fold wall cabinet from Poggenpohl. The cabinet is designed with a soft close hinge system that allows it to maintain any position. The base exterior is an eco-friendly laminate made with textured horizontal grain that is designed with segmented channel aluminum rails to allow a handleless opening system and automated soft-close system.

Wall unit holds convection oven and steam / convection duo oven with inline plumbing. It basically eliminates the need for a microwave.

Miele DA5000D hood ventilation system will expand and retract with a push of a button. Designed with halogen lights on the interior and fluorescent lights on the exterior to help illuminate the cook-top surface. This island hood boasts a whopping 1250 CFM output.

The Poggenpohl tall cupboard unit is customized as a coffee serving system.

Tall pantry unit is available for a blind corner, incorporated with a chrome plated box system in which the boxes go all the way into the back so when you pull the mechanism the boxes are resistant to the blind system, therefore the individual doesn't have to reach to the back.





## CIOPPINO serves four

### VEGETABLE MISE EN PLACE

- 1 medium yellow onion
- 1 small fennel head
- 2 celery stalks
- 2 cloves of garlic

Finely dice onion, fennel and celery  
Mince shallot  
Thinly slice garlic cloves

### LOBSTER TOMATO BROTH

- 1.5 quarts lobster stock (or fish stock)
- Marczyk's carries it.

### SEAFOOD

- 4 U-10 scallops
- 16 littleneck clams
- 12 PEI mussels
- 4 Hawaiian blue prawns (heads on)
- 4 3oz pieces white fish

### MISCELLANEOUS MISE EN PLACE

- 2oz butter
- 1 pinch crushed red pepper
- 4oz grape seed oil (to cook with)
- sea salt
- fresh ground black pepper
- 6oz good white wine
- 2T chopped parsley
- 1T chopped thyme

## METHOD

In a large sauté pan put 1oz grape seed oil on medium heat until oil starts smoking. Season scallops with salt and pepper. Place in pan to sear. Once seared (approximately 3-4 minutes) and have a nice golden brown appearance put in mirepoix, (celery, fennel and onion), cook until translucent. Add chili flakes, garlic and shallots. De glaze with 6oz white wine and cook until wine is almost dry. Add clams, tomato/lobster broth. Bring to a boil. Season with salt and pepper. Add mussels, prawns, and white fish.

Cook until it turns to a stew. Finish with butter and herbs (parsley and thyme). Don't forget to taste to check your seasoning!

Serve in 4 bowls with grilled bread. Great with Scarpetta Pinot Grigio.

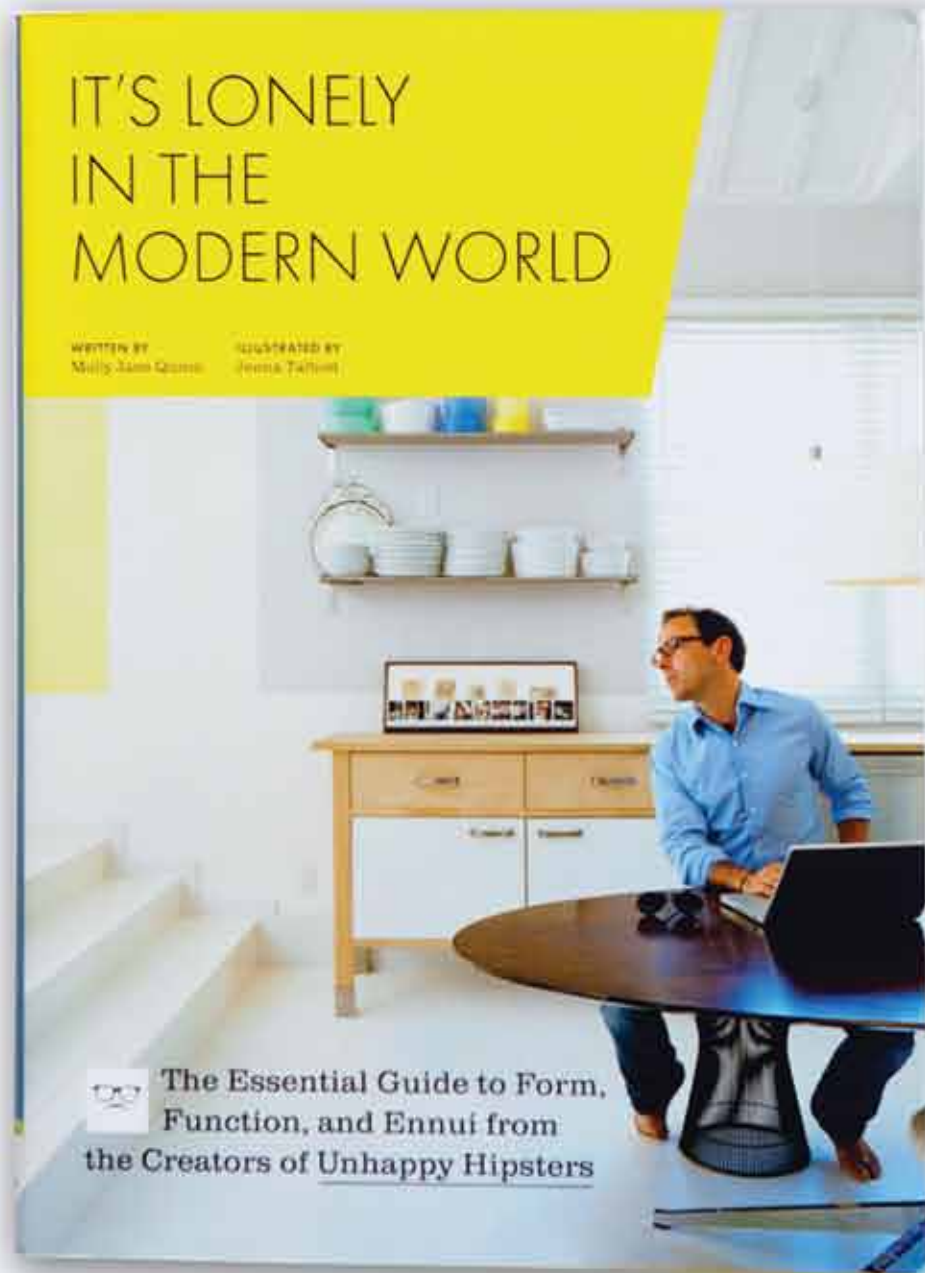




# IN PRINT

## RECENTLY PUBLISHED BOOKS FOR INSPIRATION AND EDUCATION

words: Katrin Davis, Dale Taylor, Ben Dayton



### **It's Lonely In The Modern World**

The Essential Guide to Form, Function, and Ennui from the Creators of *Unhappy Hipsters*

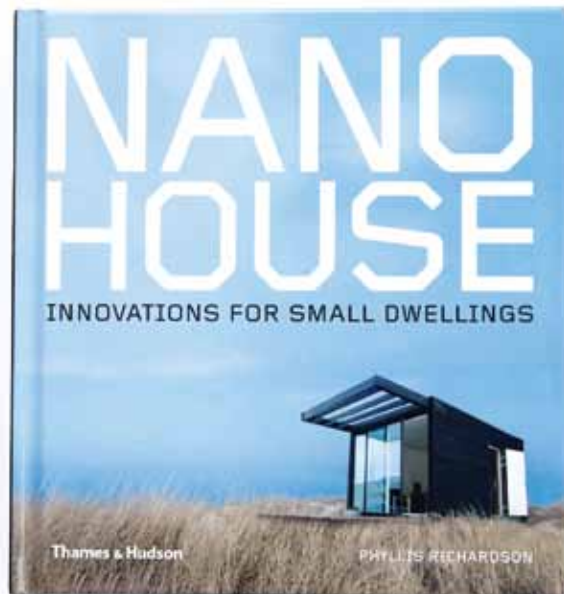
By Molly Jane Quinn Illustrated by Jenna Talbott

*Chronicle Books*

Design enthusiasts with a sense of humor will appreciate these bloggers' playfully sardonic take on modernism. Essentially a satirical guide to modernist living, *It's Lonely In The Modern World* covers all the aspects of your designed environment, from choosing cement shades and matching furniture to your personality type, to arranging your patio and finding modernist-appropriate children's toys. Every few pages there are honest and revealing biographies of many of the icons of Modernism along with an inspiring quote from said icon. The satire is tempered with insightful discussions of the elements of modern design and much helpful information for anyone looking to build themselves a life that corresponds with their unwavering dedication to design principles.

In addition to the cleverness, this friendly book earns its Modernism credentials with well-rounded knowledge of the subject, beautiful photography and illustrations, and a clean layout. Throughout the book, of course, are many photographs of brilliantly designed spaces captioned with the same cynical wit that made the *Unhappy Hipsters* blog famous. - *BD*





**Nano House : Innovations For Small Dwellings**

by Phyllis Richardson

Thames & Hudson

Imagine living in a space half the size you live in now. Now image living in a house half that size, and loving it. Welcome to the nano house. Building small has never been more germane to the sustainability challenges we face, giving adventurous designers and architects an impetus to create dwellings that are not only energy and space efficient, but that are also inspiring and often luxurious living spaces. Nano House explores this celebration of elegant economy in a worldwide survey of homes under 75 sq meters (807 sq ft). Floor plans and lots of color photographs accompany discussion of each project's history and goals. What seems outwardly to be an itty-bitty box dwarfed by a hillside becomes a playful, commodious family home complete with a projection movie screen. A cement box between two larger buildings houses a sanctuary of light and form. There's even a house that rolls like a cylindrical 3D puzzle, transforming to an inhabitant's space-use needs. From permanent structures and futuristic mobiles, to portable shelters and air-filtering, noise-reducing walls, this little book is full of big ideas. A treat for fans of minimalism and thoughtful design. - *BD*



**Modern Architecture, A to Z**

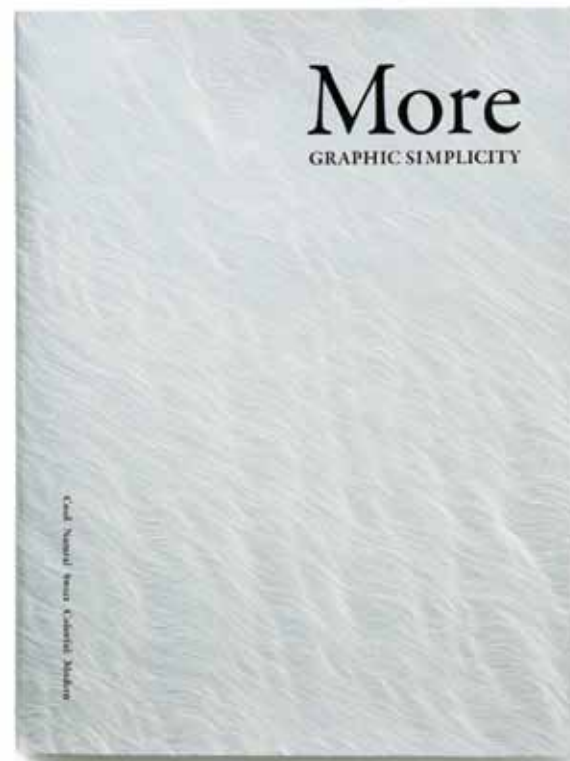
Taschen

When was the last time a door-to-door encyclopedia salesman dropped by your domicile? Unless you're over 50, "never" is my bet. Even before Google and Wikipedia came to dominate mankind's search for answers, the easy and broad access to information provided by the Internet had already killed off the once lucrative publishing business of large tomes of alphabetized, authoritative reference books. What economic logic takes away, passion replaces. Here is another safe bet: anyone daring to publish an old-fashioned paper-and-glue encyclopedia today is doing it out of love.

In this case, the subject is Modern Architecture. The love is evident, and this is no deviation from the high standards of quality of Taschen imprints. A casual browser will be awestruck by the gorgeous photos and layout. And these two volumes duly deserve the attention of any fan of architecture, modern or otherwise. Those expecting a full encyclopedic treatment will be a tad disappointed, but there are plenty of other sources for that information.

Each noteworthy architect, firm, movement or school gets at least one page with a single block of text, a yearbook-sized profile photo, a photo or two of their works, and then depending on the editor's choice of importance, additional pages of photos. Those additional pages of photos are the real visual delight: Full color photos of some amazing architectural achievements on oversized pages (9.4 x 12 in). What gets no entries at all, are specific buildings. None. Frank Lloyd Wright's Fallingwater is not under 'F,' nor is there a "see Wright, Frank Lloyd." In fact, it's not even in the index! If you know only your buildings and not your designers, stick to Google.

This brings me, an outsider to architecture, to my only qualm. The index is only two pages (588 and 589). If you want to find out if Sears Tower is in the book, you'll just have to flip through the pages. It is - on page 500 (volume 2), under "Skidmore, Owings and Merrill (SOM)." Movements and styles are sparse; you have a wait until "Chicago School" on page 93 to find your first non-human entry. Again, stick to Google or other sources if you're looking for movements and styles. This book is really about the architects' creations. Even the architect's outside life and non-architectural contributions are expunged, like Rudolf Steiner, whom you'd never guess was more than a Goethean-influenced architect. - *DT*



**More Graphic Simplicity**

Pie

Graphic design is that rare medium that is required to synthesize the myriad facets of life and art; employing psychology, marketing, cultural mores, trends, histories, and aesthetics; making disparate connections and distilling them into a cohesive image that sends a strong message or feeling to a viewer.

Here is a book as ode to quality minimalist graphic design from around the world. The second volume of Graphic Simplicity is a resource of inspiration for designers, artists and thinkers who appreciate a well-placed ampersand and an expertly cropped photograph. Dramatic use of proportion, masterful use of color, excellent line economy and thoughtful concepts showcase the height of the aesthetic of simplicity. Clever marketing, superb photography and bold illustration evince the height of refined graphic design. Evocative campaigns and a pleasant layout with minimal words and maximal images make for a stellar coffee table book. - *BD*



**Word As Image**

by Ji Lee

Penguin

Ji Lee, creative director at Google, began this charming collection of visual puns as an exercise in an introductory typography class, and has continued the practice for more than twenty years. Here, the infinite beauty and possibility of the letterforms is manipulated to enhance the meaning of the words that contain them. The curve of a letter can be accentuated in precisely the right way to add another dimension of meaning beyond the functional. By simply adjusting scale, representing letters as objects, rotating and flipping, or obscuring a portion of the letters, you too can take visual language to a whole new level.

While some of the images provide an immediate chuckle, others take a moment or two to decode. All of them demonstrate the amazing potential to add new dimensions of meaning to a simple word or idea by accentuating the relationship between its letters or by enhancing the inherent anthropomorphic qualities of the letters. For instance, imagine the word "ill" tipped at 90 degrees, and you might see a person lying in bed. The book concludes with illustrated tips for making your own visual puns, as well as a forum to share them with others. For an enhanced experience of the images in the book, search for it on YouTube to see many of them animated and with sound effects. - *KD*



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