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KIMONO RUGS BY ZOLLANVARI

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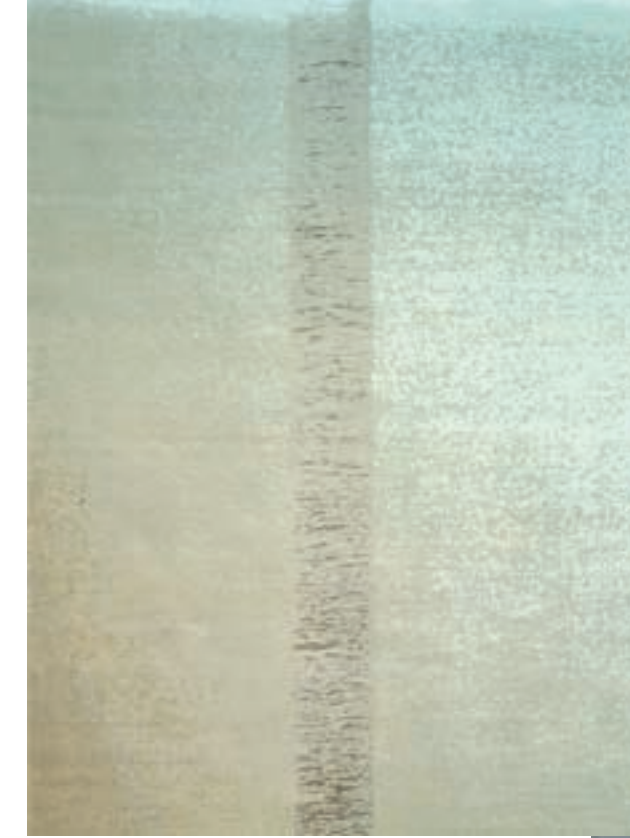
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Designing with carpets

Joan Dineen, founder of Dineen Architecture + Design, NYC, explains the ethos of her brand to **Rachel Meek**

My current studio was started in 2004 with the mission to integrate architecture and interior design in all our projects. We have backgrounds in architecture, engineering, interior design and art history that we bring to bear on our creative process. We love being stretched to understand the design vision of our clients so we love working with clients who have a sophisticated and educated art and design palate. We love to have a trusted partner to challenge us and achieve things that none of us could have come to on our own.

We have often been characterised as doing 'warm modernism'. What this means is that we have an inescapable grounding in the principals of modern architecture, with its rationalism and (hopefully) honesty of expression, that is then layered with our passion for the beautiful object. We don't use a lot of accessories, believing that each possession should have meaning.

We really like to see the carpet selected as one of the very first soft elements in a project. It defines everything about the mood of the room and is incredibly important in a space. While you can have spaces without them, the absence of this element is a very strong statement that must be backed up by the rest of the design. Much more often, the carpet defines almost everything that happens after its selection: is it tailored, romantic, modern, playful, sophisticated? Is it neutral or colourful? Without taking these factors into account, you don't have a room that holds together. Usually, almost every item of furnishing literally touches the carpet, so physically, it really is what 'ties the room together'.

We have been relying on Fort Street Studio for years now to provide excellence in the top of the luxury rug market. Their wild silk carpets are created by the brilliant artistic wife and husband team at the helm. For vintage carpets of all kinds,

01 Bedroom by Dineen, part of Kips Bay Decorator Show House 2017, NYC
02 Ribbon Light, Fort Street Studio

03 Joan Dineen
04 Dineen interior with Fort Street Studio's Ivy Brick

we love the range and sophistication offered by F. J. Hakimian. For intensely creative designs as well as for custom designs, we adore the knowledge and expertise of Edward Fields when executing their own production. There are many more brilliant designers and vendors besides.

People are becoming much more sophisticated due to the internet and the explosive exposure to design. The downside of this can sometimes result in a reductive 'model apartment', modernism that is truly dull, but mostly it reveals the limitless options of design imagination. The thing we need to fight for is quality and individualism. The profession knows that there is a world of difference between a mass-produced item and the well-designed and constructed model it was copied from, but sometimes the casual consumer doesn't see that at first glance. Really, all that most clients want is to express their own taste and vision and to provide a comfortable and liveable environment for themselves and their families. As professionals, we must be educators of design, while also being careful stewards of our clients' budgets. My belief is that the rising sophistication of our clients will help them to take on interior-design challenges with increased confidence and creativity.

www.dineenarchitecture.com