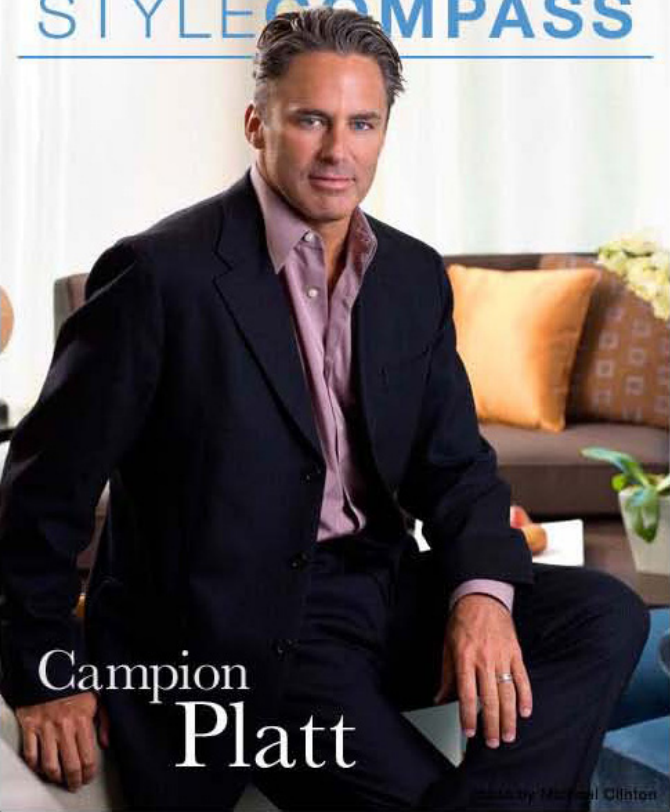


STYLE COMPASS



Campion
Platt

Styling: Michael Clinton



Seamless is a word that architect/interior designer Campion Platt casually tosses about to describe his work, but it is, in fact, quite an understatement. Setting out to create spaces and products for his clients that reflect their varied interests, Platt's work comes together in the end to create a remarkably cohesive environment. Reviewing his projects one realizes that there isn't necessarily a Campion Platt look, rather a feeling of completion and appropriateness. Platt has taken Coco Chanel's dictum "Elegance is refusal" to heart and applied it to the world of interiors.



"I consider myself a Modernist," he says. "But last year in Palm Beach, I won a historic preservation award!" Indeed Platt's portfolio ranges from an updated Sag Harbor captain's house to a jewel box pied à terre in Manhattan. It all started when as a fifteen year-old in Swiss boarding school he decided to be an architect – choosing the middle ground between his father, a chemical engineer, and his mother, an artist. After studying architecture at the University of Michigan, Platt received a Master's in Architecture from Columbia University. He promptly set out on a career path that has led from apprenticing at Architectonica during Miami's early go-go days to being a co-developer of The Mercer Hotel and Chateau Marmont. For the past twenty years Platt has been at the head of his own New York-based firm directing architectural and interior projects with equal ability.

"Sky Lounge" living room. Photo by Durston Saylor



"Miraval Living" living room. Photo by Evan Joseph



Adding interior design to his repertoire was a logical step for Platt as he began noticing the importance of the tactile environment in his residences. "That sense of touch was never taught in architecture school," he says, "and I don't see a difference between architectural and interior design." Although most of his firm's projects include both aspects of design there is the odd job where only one trade is called upon. "In that case I can be somewhat of a chameleon," explains Platt. "I know the touch points and I have no interest in stepping on another designer's or architect's toes."

Platt's affinity for fabrics and texture is readily apparent in his projects with a myriad of contrasting fabrics – velvets next to leather adjoining chenilles and ticking stripes. Platt uses these materials to design the ultimate environment for his clients. "Especially in a place like New York you need to create a cocoon with a sense of calmness and freshness to it." This interest in the interior homescape has led to Platt's collaboration with Jim Thompson textiles and a new collection he is designing for McGuire among several other deals that are in the development.

As Platt moves between interiors, architecture, and fabric & furniture design, Platt keeps pushing himself. One of his latest projects is a Digital Dollhouse for HGTV obsessed youngsters that lets them create a virtual home using Campion Platt issued designs. First up is the Malibu Beach House for the Malibu Barbie in all of us. On a more bricks and mortar level are his designs for an environmentally friendly community at The Greenbriar Sporting Club in White Sulphur Springs, West Virginia. The sensitively designed houses include "green" interior finishes and furniture. A similar 60-unit eco-project is underway at Ambergris Cay in the Turks & Caicos: the turn-key cottages feature architecture and a host of luxe-green furnishings by Platt. This fall Monacelli Press will publish Platt's first book which he sees as a compilation of his work with a dash of philosophy and practical advice gathered from a lifelong career.



Country manor, living room. Photo by Durston Saylor



"Soho White Loft" bedroom. Photo by Scott Frances

Inspiration for these extremely varied projects comes from his frequent travels especially within Asia. "Japanese gardens are a great source in that they create a unique sense of space with a very limited palette of materials," explains Platt. "The trick with travel is to get the inspiration and be able to twist it and make it work in our environment here." He also looks to other designers from the past who have been able to straddle the divide between interior and architecture such as Sir Edwin Lutyens, Rosario Candela, McKim, Meade and White, and William Morris. And then there are the Italians of the early 20th century – Carlo Molino, Carlo Scarpa, and Gio Ponti. "I am really impressed by designers from that era; it was very open and free. They started with a classical basis but then like many great modern painters, moved beyond their traditional education to create new masterpieces."

As Platt explains it, there is a thread that each project has and no two are alike in his pursuit of making a space what it wants to be rather than some preconceived notion. Perhaps it is this rigorous interest in creating something original – be it a chair, a fabric, a resort or a living room that keeps Platt's work fresh and so very much his own.



Country manor, billiard room. Photo by Durston Saylor

HOW GREEN ARE YOU? My designs historically have been as green as possible with the use of natural materials, low VOC paints, non intrusive electrical wiring, HEPA air conditioning systems, etc., but only in the last few years have many more eco products become more available. Currently, we are designing an eco village at the Greenbrier with both green architecture and interiors.

In addition, we are launching an eco textile collection on June 14, 2009 for HBF Textiles in Chicago at the NeoCon World's Trade Fair using all U.S. based mills, some of which are wind powered. We are currently in design on an eco collection of outdoor furniture collection that will launch next year for McGuire Furniture.

COLOR: Vibrant rich tones, nothing wimpy, eco but not necessarily green.



COMPASS POINTED TO?



WHAT DIRECTION IS YOUR STYLE COMING FROM?



GARDENING OR FLORAL: The pendulum is swinging toward more sculpted and formal outdoor rooms.

FABRIC: Eco and more colorful, people want freshness; see our new HBF eco-Textile Collection this summer.

ENTERTAINING: Smaller intimate groups or total blowouts – Obama said spend money!

TRAVEL: Web driven destination resort for curiosity seekers.

MUSIC: Brazilian rocks!



ART OR DESIGN: Finally the art prices are realistic again but design continues towards haunting surrealism, less representational.



RESTAURANT: I would rather in eat in.

GIFT: Always something personal

SHOP: Only where the dollar is strong, here I come London!



HOTEL: Haven't been to a nice one recently, but am dying to stay the Ice Hotel in Sweden.

BOOK: *Hot, Flat and Crowded* by Thomas Friedman, a must-read by all; and I'm looking forward to having my own book, released in fall 2010 with The Monacelli Press, to be my new favorite!



THOMAS L.
FRIEDMAN
*Hot, Flat,
and Crowded*

WHY WE NEED A GREEN REVOLUTION—
AND HOW IT CAN RENEW AMERICA



MUSEUM: The gold standard for architects, but let's make sure people still go to see the art!

Harvey Propper Bedroom Suite by his own
Company. USA, 1970's. Mode Moderne

Abstract Iron Sculpture. USA,
circa 1970's. Farnsworth



6 Campion Platt's Quick Picks

from *Istdibs*

Bubinga Wood Dining Table
by David Ebner. USA, 2000.
Todd Merrill Antiques

Large Faux Parchment Coffee Table.
20th Century. Berns Fry Ltd

Modern Glass Vase by
Vistosi. Italy, 1970's. JED



A Pair of Upholstered Armchairs. France,
Mid 20th Century. Amy Perlin Antiques

