

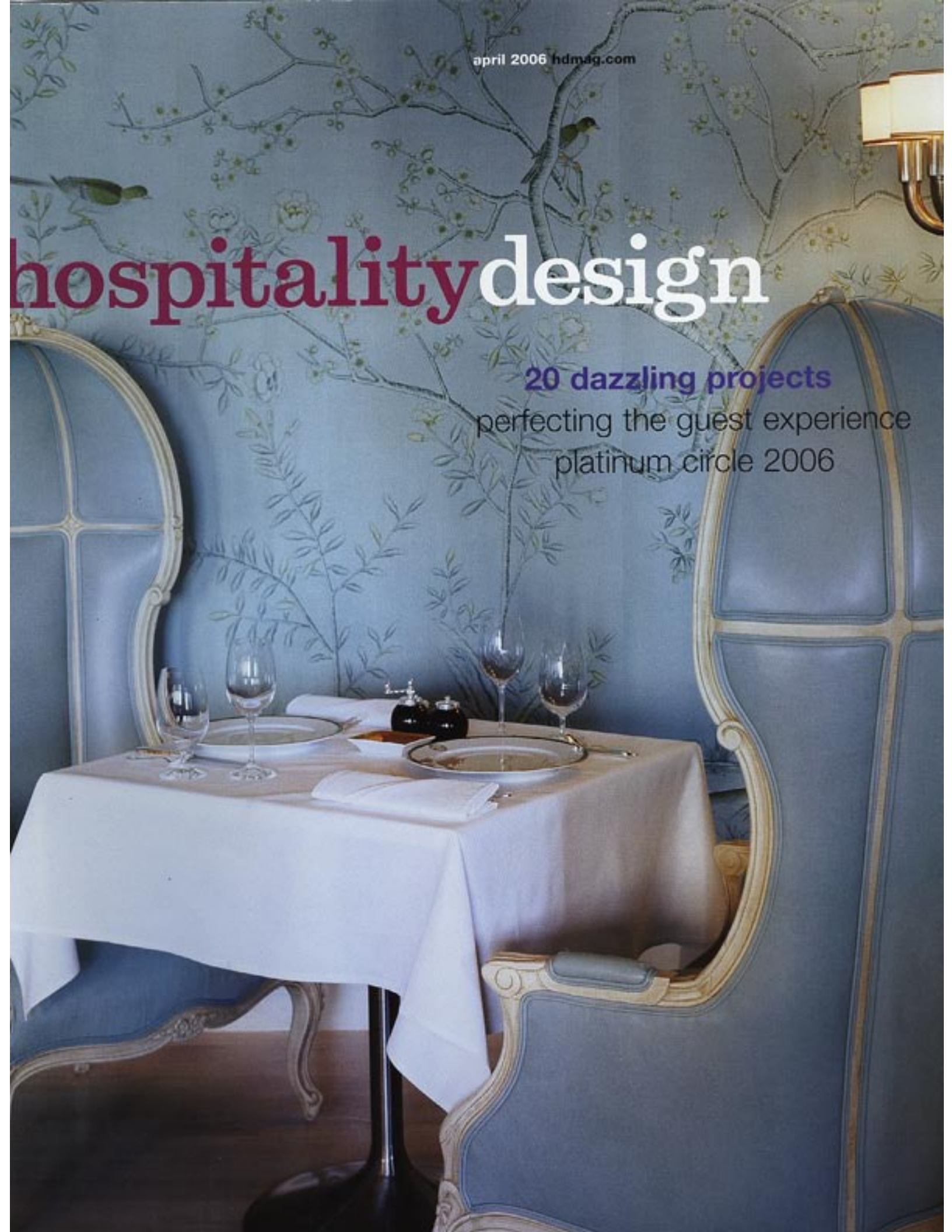
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# hospitality design

**20 dazzling projects**

perfecting the guest experience

platinum circle 2006



# store score



Above: BG Restaurant's bar.  
Opposite page: Mirrored wall  
panels in the yellow hued room.

## Kelly Wearstler's East Coast debut defies age

"They wanted people from [age] 20 to 80 to enjoy it," says Kelly Wearstler of BG Restaurant, the new gathering spot she designed on Bergdorf Goodman's seventh floor, which opened this past December. The store also wanted "a place where someone could go have a salad two or three days a week without feeling like the design was overwhelming."

The venerable department store had been built in 1929 on the site of Cornelius Vanderbilt II's chateau, so Wearstler's first decision was to summon its history by recreating some of the feeling of a grand residence. "We broke the space into three salons and made each one different," Los Angeles-based Wearstler says of her East Coast debut. The bar is neat, tailored, and primarily white, with typical Wearstler touches like boisserie panels (based on an 1800s design and freshened up with crisp black and gold trim) and a custom mirrored buffet with alabaster Chinoiserie reliefs on its front. The next room is swathed in pale blue wallpaper alive with birds perched in cherry blossoms, while the last has yellow lacquered walls with ornate mirror panels, creating the feeling of an Orangery.

Wearstler unified these salons with a yellow and blue palette (alternating the predominance of one or the other hue in each) and a mix of furniture and detail work that spans the 17th to 20th centuries. From the 17th century, Wearstler pulled guérites (tall hooded armchairs popular in France in those days), which she upholstered in blue leather; they act as surprise accent elements amid the







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and younger people say it’s **cool and modern.**”



*Left:* A chandelier that is reminiscent of a bronze sea urchin hangs in the blue room. *Above:* Vintage artwork divides the bar and main dining room.

**Right:** Pale blue wallpaper with birds perched in cherry blossoms helps bring the outdoors in. **Opposite page:** White 1940s barn/ chairs with yellow upholstery fill the yellow salon.





**BG Restaurant at Bergdorf Goodman**

New York City

**Owner** Bergdorf Goodman and Neiman Marcus

**Architecture Firm** Bridges & Laska Architects, New York City

**Interior Design Firm/Purchasing Firm/Graphics** KWID, Los Angeles

**Interior Design Project Team** Kelly Wearstler, Frank X. Medina, project manager, and Paula Machado, Dianne Kraus, and Melissa Baroka, FF&E rooms

**Contractor** Sweet Construction Corporation

**Lighting** Vortex Lighting

**Sconces/Chandeliers/Wait Station/Barstools/Cocktail Table** Jean de Merry

**Window Treatment/Comice Boxes/Banquettes** Continental Upholstery & Woodwork

**Leather** Moore & Giles, A. Sommer Textiles, and Edelman Leather

**Barrel Back Chair/Empire Chair/Sofa/Cabinet/Wing Back Chairs** Sunview Finishing

**Drapery** Jim Thompson

**Drapery Trim** House

**Architectural, Door, and Panel Millwork** Eric Cabinets

**Wallcoverings** De Gournay and Robert Crawford

**Artwork and Lamp** Vintage

much more plentiful low 1940s barrel chairs (painted white and upholstered in sunny yellow) and taller 1970s chairs with slender rounded backs, which she covered in yellow-green. Organic touches like the wallpaper and the ceiling fixtures (which look like bronze sea urchins) bring the feeling of nature indoors.

The period mix makes it hard to peg the interior to a specific century or epoch. And though many decorative elements have obvious historical references, the cleanness of the design and its fresh palette make it thoroughly modern. The result? "Some people say it looks like the old Bergdorf," says Wearstler, founder of design firm KWID, "and younger people say it's cool and modern." **hl**