

Brad Ford Crafts a Living Showroom in one of Manhattan's Buzziest Condo Buildings

Using works from FAIR, the designer has created a warm, modernist dream apartment in Shigeru Ban's Cast Iron House



The living room of an apartment outfitted by Brad Ford in Shigeru Ban's Cast Iron House.



After hearing about [*Field + Supply*](#), an upscale modern makers fair in Stone Ridge, New York, the developers behind Manhattan's [*Cast Iron House*](#) condominium decided to call on the fair's founder, interior designer [*Brad Ford*](#). Upon seeing the pared-down arrangement of beautifully handcrafted furniture at Ford's New York City showroom, appropriately named [*FAIR*](#), they determined the style ideal for their building at 67 Franklin Street, a cast-iron structure from 1881 that is in the process of being overhauled by Japanese architect [*Shigeru Ban*](#).

"We commissioned Brad to design the model residence at Cast Iron House because of his unique vision," says Jourdan Krauss, CEO and founder of Knightsbridge Properties Corp. But the resulting project isn't merely a sample apartment; it's a full-fledged extension of FAIR's primary showroom in the New York Design Center. "I was excited to show more pieces than what I can fit in the main showroom," says Ford, who now regularly dispatches customers to see pieces in the condo. "I also think it's helpful for people to see it all in an actual living environment."



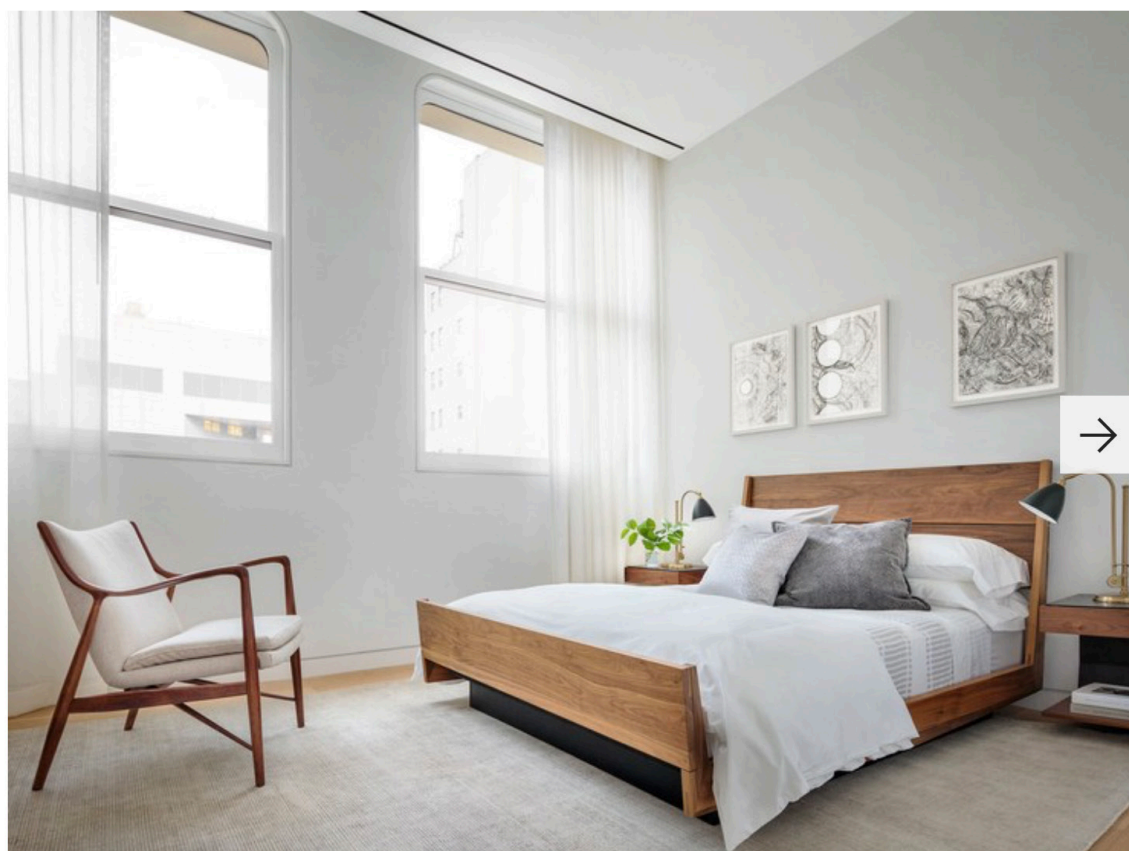
The apartment's kitchen area.

Smitten with Ban's clean-lined architecture, Ford says his primary objective was to add a layer of warmth without distracting too much from what was already there. "I did this with textures, a palette of muted colors, and high-quality natural materials," he says. The vast majority of pieces were made by FAIR artisans, including a blackened-steel-and-brass mobile by Jim Hunter, a black-walnut dining table with inlaid brass by [Asher Israelow](#), and a scoop of a chaise by [Konekt](#). A handful of vintage items, including a Hans Wegner Ox chair and a Poul Kjærholm daybed, round out the apartment's warm, cohesive look.

"A lot of times, people associate the word *craft* with something a little more homespun," says Ford. "I want to show that it can be really beautiful and sophisticated when mixed with the right pieces."

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A bedroom featuring a bed and tables by Atlas Industries, lamps by Gubi, and a vintage Finn Juhl chair. Artwork is by Eliza Stamps.