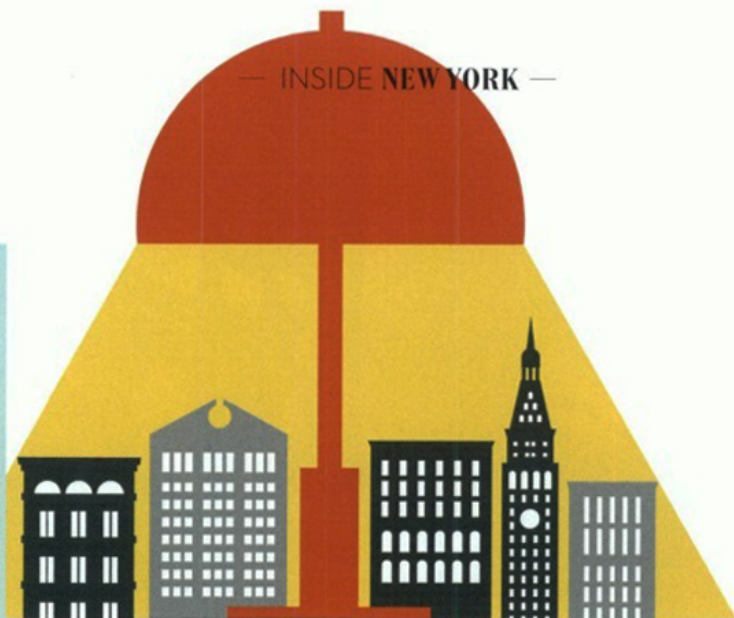


Ask the Insider



“ALT for Living [altforliving.com] is a true gem. It’s accessed by walking through a coffee shop in the heart of the flower district and offers a curated selection of handmade textiles and rugs, vintage furniture, and colorful throws. The unique showroom is more of an experience than a store.”

—**ELLIE CULLMAN**
designer born and raised in Brooklyn



SHOPPING

THE RISE OF MADISON AVENUE

Just north of Madison Square Park, a bustling thoroughfare is now NYC’s newest design district.

Unlike the cramped quarters in high-rent SoHo, huge spaces are available on Madison Avenue in the 20s and 30s, and design companies are flocking to them. **Roche Bobois** (roche-bobois.com), with its colorful French furniture, arrived in the area first, at 200 Madison. Then came retailer **DDC** (ddcnyc.com), at No. 181, that today sells brands such as Giorgetti, Minotti, and Paola Lenti. A decade later, DDC opened another location, at No. 134. Now French company **Liaigre** (liaigre.us)—known for its use of dark woods in reservedly luxe furniture and yachts—will debut its second Manhattan location, at No. 102, in December. At No. 112, Italy’s **Poliform** (poliformusa.com) flaunts a full range of contemporary living. **B&B Italia** (bebitalia.com), producer of Antonio Citterio’s streamlined furniture, among other notable pieces, moved into No. 135 just before closing in SoHo. **Natuzzi** (natuzzi.it) sells its signature Italian leather sofas out of No. 105, where German bath company **Duravit** (duravit.us), founded 200 years ago, is already a...well, fixture. **Fendi Casa** and the other brands of the **Luxury Living Group** (luxurylivinggroup.com) fill No. 153 with glamorous furniture in the tone of high fashion. And for aesthetic cheek, Marcel Wanders’s firm, **Moooi** (moooi.com), offers raw creativity on adjacent 31st Street. —*Julie Lasky*

Ask the Insiders

The Far Eastside

NYC is a main line for Asia-sourced design.

Amanda Dameron, editor in chief of *Dwell* magazine, heads to **Nalata Nalata** (nalatanalata.com). “It’s incredible for thoughtfully curated goods made with natural materials, mostly imported from Japan,” she says.

She’s also a fan of **Miya Shoji** (miyashoji.com). “They’ve been a family-run business since 1951, making shoji screens, *tansu* chests, and more.” Part-time New Yorker

Rodman Primack, chief creative officer of Design Miami, cites the little-known accessories vitrine inside **EN Japanese Brasserie** (enjb.com), which sells quality brass bottle openers and chopstick rests. He also loves Brooklyn’s **Sri** (srithreads.com) for its Asian offerings. “It’s my supersecret for beautiful Japanese textiles,” he says, “and I’m not sure I should let anyone know!”

Only in New York



Designer and artist David Nosanchuk specializes in lighting and uses 3-D printing and other new technologies to create much of his work. For the lights in his Butterfly Asteroid series—such as the table lamp shown here (\$9,500)—he fashions cast-bronze insects, with laser-engraved beechwood-veneer wings, that swarm a fiberglass “asteroid” lit from within. davidnosanchuk.com



Cast-iron chicken from Nalata Nalata