

# DESIGN

---

## Switching it Up

Ten years after their last expansion, **Switch Modern** owners and curators Roy Otwell and Doug Henderson are shifting to a showroom nearly six times larger—and just a stone's throw away on 14th Street. Even a global recession and decimated housing market couldn't keep the high-end retailer from flourishing, as its proprietors' service-oriented approach and e-commerce arm helped keep it top-of-mind for modern furnishings in both the metro area and international arena. Otwell credits shopper support to this anomalous growth, noting, "It's just another sign that Atlanta has joined the ranks of cosmopolitan world cities." He and Henderson have met ardent demand with more than 80 contemporary lines, ranging from edgy new arrivals like MDF Italia, Roll & Hill and Paola Lenti, to contemporary classics, including Walter Knoll and Edra—making its first in-store appearance in five years. Also notable are shop-in-shops for Alessi, Poliform Atlanta and Kartell; an expanded array of tabletop accoutrements (check out Bitossi's ceramics for Piero Fornasetti and Ettore Sottsass); and a display for outdoor furnishings from B&B Italia and the postmodern planters of Marie Khouri. 670 14th St., [switchmodern.com](http://switchmodern.com) —Kate Abney



## SITTING PRETTY

Vermeltha chair by Edra,  
\$12,821, at Switch Modern