

BUSINESS OF HOME

BOH

ISSUE 18 | WINTER 2021



ARE YOU ATTRACTING YOUR

dream clients?

There's getting the job—
and getting the *right* job.
How to build a strong
foundation, draw better
leads and land the
projects you want most.



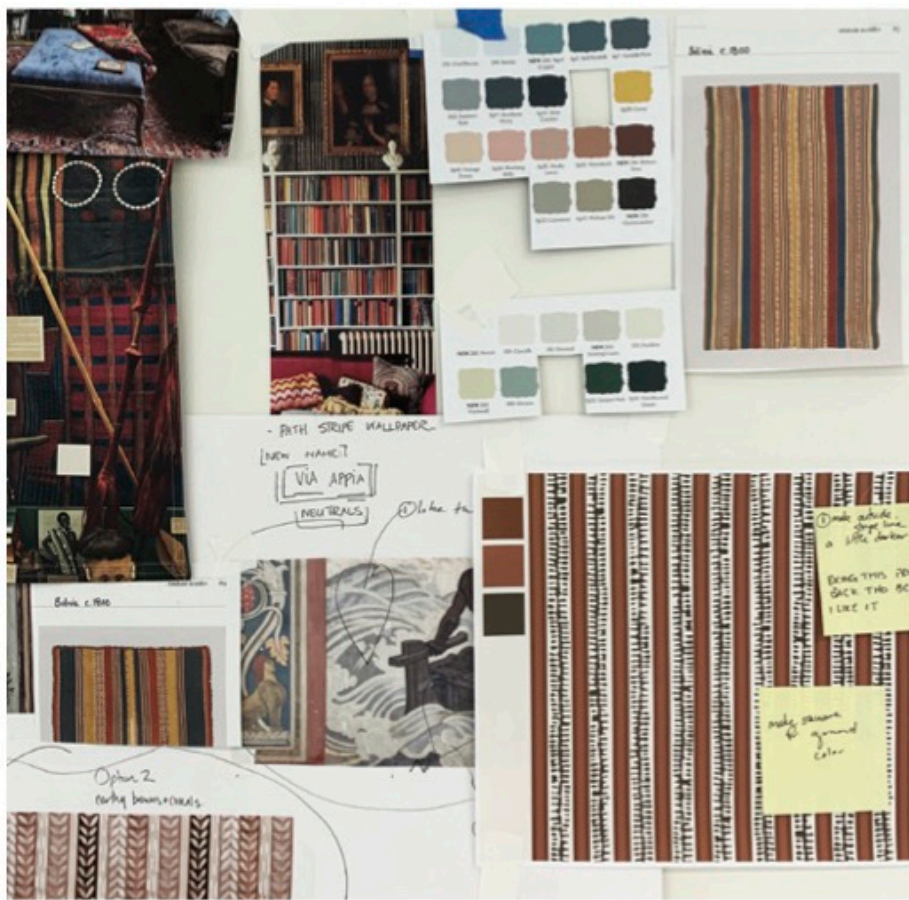
Jono Pandolfi

Ceramics designer Jono Pandolfi is best known for his ebullient dining sets and dishware, but as an extrovert who admits that he feeds off the energy of others, the pandemic has been a trying time. “I miss collaborating with clients in the studio, and sharing the process and the product firsthand,” he says. “Also, ceramics, and especially dinnerware, is a super tactile thing. Feeling something in person is a lot different than seeing it on a computer screen.” While the back-and-forth of sending samples wasn’t an obstacle in his most recent collaboration with coffee company Devoción, Pandolfi anticipates that it could complicate future remote design scenarios.



Calico Wallpaper

In a collaboration with Humberto Leon, co-founder of fashion brand Opening Ceremony, Calico Wallpaper shifted the design process (which normally takes place in the company’s Brooklyn studio) to a work-from-home format—a challenge for such a high-touch product. “It is so hands-on,” says Rachel Cope, the brand’s co-founder and creative director. “But we quickly adapted and began to ship three sets of samples to all parties, so when we had our Zoom calls, we could be physically touching the work together and make edits in real time.” Together, Leon and the Calico team produced Heartwood, a graphic wallpaper that ripples with a wood-grain abstraction.



Brook Perdigon Textiles

For her latest collection of wallcoverings, Los Angeles-based designer Brook Perdigon found that connecting with her team was a significant hurdle in the early days of the pandemic. But as they settled into the new normal, staff came to meetings increasingly prepared for remote creativity, clarifying notes post-Zoom to make sure that individual tasks were properly seen through. The collection that came from this process is nothing short of inspired:

Drawing colors from ancient sculptures, landscape paintings and photos of old libraries, Perdigon married geometric forms to a traditional floral stripe.



Lori Weitzner

When designing a collection pre-pandemic, designer Lori Weitzner would typically meet with suppliers and mills in person, so she could get a better sense of new yarns, colors and textiles—which made the transition to remote work particularly frustrating. “Not being able to touch and feel fabrics is almost impossible—holding a material up to the Zoom camera does *not* work,” she says. A combination of high-resolution photography and sample-shipping has become the stand-in, and while Weitzner misses traveling to see the artisans, she’s surprised by how positive an impact a quiet studio has had on her creative process. This latest collection of fabrics is a supple ode to that peace of mind, combining subdued jewel tones with high-pile weaves for a soft, luxurious textile.