

What's your favorite room to design?



"I really love to design a special room for the man in the house. With couples women

usually have the strongest input when it comes to the design of a home, and some men are happy with just a comfortable chair. But I feel that they all deserve a space that is their own retreat, decidedly masculine, and reflects their passions. Somewhere they can welcome their male friends. Why don't we call it a man's club?"

-CLAUDIA JUESTEL, Adeeni Design Group P. 180



"Powder rooms. I think you have the most opportunity to create something truly unique in a small space, and it can set the tone for what the rest of the house is going to look like."

-BRUCE PALMER,
Bruce Palmer Design
Studio P. 56



"The kitchen is the most important room in the home. In my experience it is where the family congregates and where you entertain company. As a designer it is important I remember I am impacting my clients' lives when working on a space in their home."

-DANA RICCIARDI,
Dana Ricciardi Designs
P. 144



"The entry is so important. It sets the palette for the whole interior and introduces the mood for what's to come."

-DUSTIN DOOR
AND JOHN WOODEN,
John Wooden Interiors P. 251



"If it's a New York type apartment, every single square inch counts.

The social areas of the apartment, wherever you entertain guests, such as the living room, dining room, or the kitchen—those spaces should be comfortable and reflect your personality."

-MAURICIO LOPEZ,
ML Studio P. 248

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INSPIRING INTERIORS

ADEENI DESIGN GROUP

PHOTOS BY CRYSTAL SHAFER-WAYE, CRYSTALSHAFER.COM

Vintage Blend

Adeeni Design Group creates a coffee and wine bar interior worth some buzz

he owners of San Francisco's
Mavelous Coffee and Wine Bar were
looking for a big-time revamp at the
prime Civic Center location that had
previously been home to a sandwich
shop for 30 years. Claudia Juestel of
San Fran's Adeeni Design Group tells
us about filling this tall order.

DB: You've concentrated more on residential work than commercial—what do you need to take into consideration when you're designing a café instead of a house?

Claudia Juestel: For a public space you need to think on a larger scale, lay it out even more efficiently and consider the significantly greater wear and tear. Hospitality projects are more conceptual with the goal of appealing to a larger audience, which makes them an intriguing creative challenge.

DB: What was the concept for the design of the Mavelous Coffee and Wine Bar?

CJ: The inspiration was the neighborhood itself, the Civic Center, and its proximity to the arts. It is home to government buildings but also very rich in culture:

The War Memorial Opera House, the San Francisco Ballet, Davies Symphony Hall, the Art Institute... many more, all are within walking distance.

DB: It's tough to make a coffee bar or a wine bar feel distinctive anymore, but everything we see here stands out. How'd you do it?

CJ: The clients are very passionate about coffee, and I based the palette on the rich colors that coffee offers, from the green fruit maturing into a golden yellow and then into a bright red, and the dark espresso of the roasted beans. They wanted us to approach the project in the most sustainable fashion possible, so we limited our selection to vintage furnishings and manufacturers that produce their goods with consideration for the environment.









FRANK AND JULIE'S Gallery

Some artist-designer collaborations are a perfect match. For the Mavelous project, designer Claudia Juestel contacted artist Julie Ditto of Frank and Julie's Gallery with a proposal to use one of Ditto's paintings on the lampshades in the back lounge. "I used bright yellow as a counterpoint for the dark, coffeecolored interior," says Ditto.



