

COOL HUNTING



DESIGN

Roman and Williams New Flagship Store, Guild New York

A 7,000-foot furniture and design showroom and restaurant from the acclaimed duo

by **Josh Rubin**
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To truly understand the capabilities of a design house, it makes sense to immerse yourself in a world of their creation. This is exactly what one experiences when entering Roman and Williams' brand new Guild New York—a 7,000-square-foot showcase of their impeccable work whose very name references a gathering of the senses. A brand drawn from the imaginations of design duo Robin Standefer and Stephen Alesch, Roman and Williams isn't new to constructing gathering spaces. In fact, they've done it for so many others it just made sense that they built a dedicated wonderland for themselves. More than just a shop featuring their furniture, fabrics and lighting, Guild New

York is also home to the restaurant La Mercerie Café. Chef Marie-Aude Rose oversees the program. Her husband, Daniel Rose, is the chef at nearby Le Coucou—which was designed by Roman and Williams.



In many ways, it's evident that this is a dream come true for Standefer and Alesch. With the cafe, as well as a flower shop by [Emily Thompson](#) and a bookstore featuring [Phaidon's](#) published works, their dream happens to be one that anyone who passes through the design-haven's doors can enjoy. It's a vision that's been crafted down to the placement of every cup, fur and chopping block. At its emotional core, however, is the debut of Roman and Williams' Founding Collection—15 pieces of lighting and more than 40 pieces of furniture that they've fabricated with craftspeople around the globe. They're soon to be available online, but there's nothing like seeing it all together, in one space.

You can visit [Roman and Williams Guild New York](#) at 53 Howard Street, seven days a week from 10AM-7PM.

Images courtesy of Roman and Williams Guild







