

THE NEW VIEW

Esquire

2007

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SUPPLEMENT TO ESQUIRE

# FEATURES



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# NORTH

*Esquire*



# THE NEW VIEW







## INTRODUCING...

The Esquire Bachelor has moved...again.

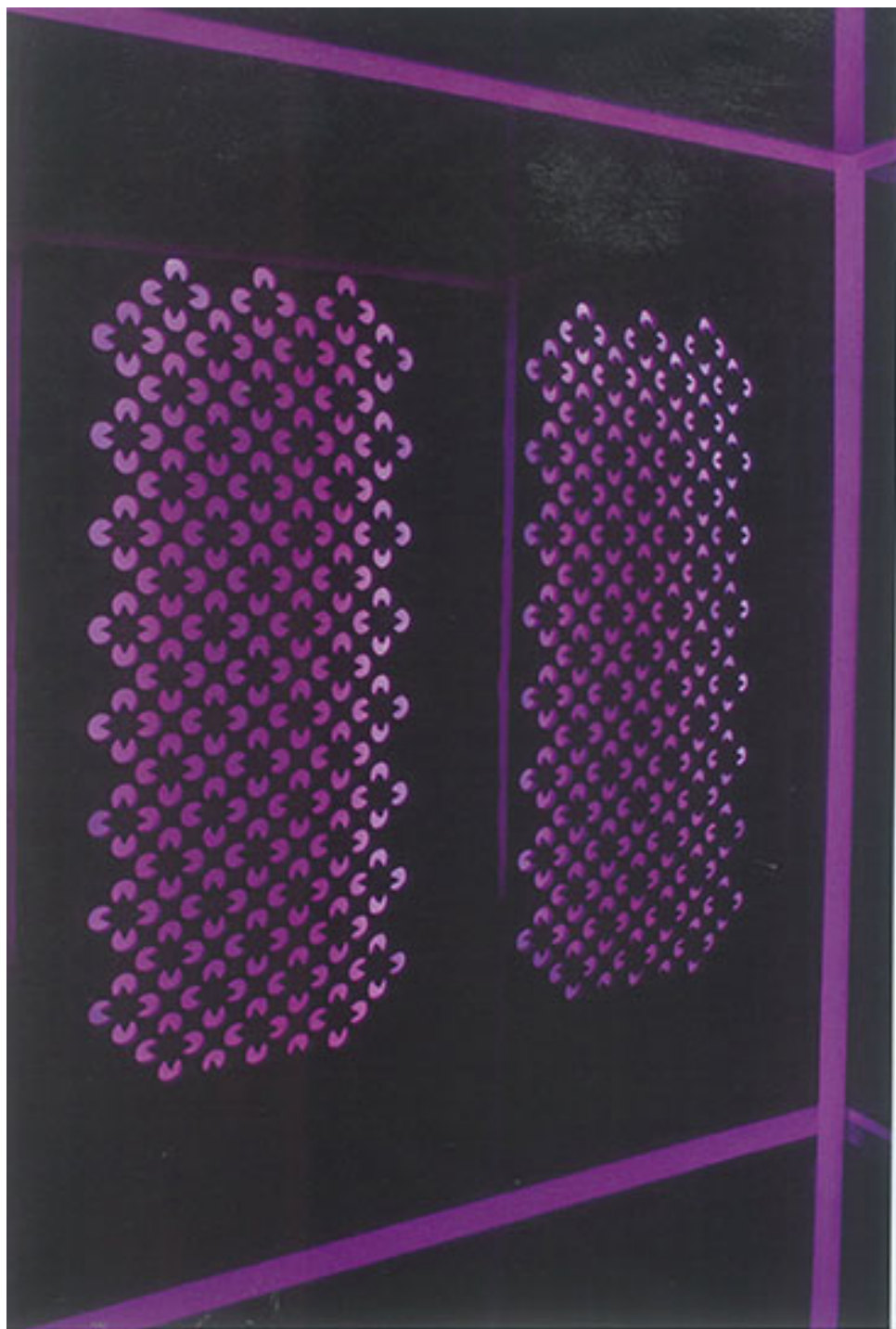
Following a year of buzz about where the press-dubbed "ultimate modern bachelor" might move his high-style digs—after finding fun in the sun in L.A.—Esquire's decision to locate and celebrate Signature Space No. 5 in a luxury tower on Central Park North could not be more fitting.

Fifth anniversaries call for wood, and how appropriate that the Esquire bachelor

would plant himself in the definitive metropolitan woody landscape—Central Park—the most frequently visited and grandest urban commons in the country. From his three-tiered penthouse perch at 111 Central Park North (CPN), the Esquire North bachelor is in full command of "A New View," as he surveys the spectacular scene before him—a wide-angle sweep south that takes in Frederick Law Olmstead's magnificent 843 acres of lawn and woodland, pools and ponds, paths and stone bridges, flanked on three sides by the city's steel monoliths. The Esquire bachelor's terraces, of course, complete the golden rectangle. Night or day, Man at His Best knows he's got the best at his beck, and his back, thanks to a stunning array

of designers, sponsors, and advertisers—some new, many returning—whose smart, futuristic rooms will make Esquire North a hard act to follow. But then, the Esquire bachelor, who loves challenge, expects to win—and with Esquire North he triumphs.

Positioned at the pinnacle of the Athena Group's high-end, 20-story high rise, designed by Peter Schubert of RMJM Hillier, the Esquire bachelor's ten-room triplex puts CPN dramatically on New York City's luxury real-estate map, and innovative architects and artists in fast-forward: They know that if they make it here, they can make it anywhere. And as these magnificent spaces at Esquire North show, they more than make it, as



many had already demonstrated at Trump World Tower in 2003 and, two years later, at Esquire Downtown at Astor Place. With Esquire North, designers and sponsors continue to "move up."

Each interior, created in partnership with one of Esquire's luxury advertisers, is quintessentially New York: chic, sophisticated, audacious, reflecting the city's reputation as distinctively East Coast, and at the same time international. Clients who wanted to take their brands to a new level certainly got their wish when the

bachelor decided to go uptown and high up. But whether it's work area or play, wherever he turns in Esquire North, the bachelor is surrounded by elegant, ergonomic space created by leading upscale design firms: Barclay Butera, Clodagh, Comma, Dean Maltz, Christopher Maya, Kristin McGinnis, Campion Platt, Rockwell Group, Ildiko Sragli, and Robin Wilson. And he is indulged by products that would make the good life even more enjoyable and efficient, courtesy of Acura, ASICS, Bally, Bombardier Global, Dell, Hennessy, Hugo Boss, Intel, Jaguar,



KEF, Kenneth Cole, Kensington, Louis Vuitton, Lufthansa, The Macallan, M&S & Chandon, Numark, Parmigiani, Patron, Pioneer, Rockport, St. Pauli Girl, Technogym, Versace, VTech, Westin, Woodford Reserve, and Zino.

As for Intel-igent design, the world's largest semiconductor manufacturer is back with the Esquire bachelor for a third great year, ensuring that he'll have an electrifying experience everywhere in his new home with the mere tap of a touch-screen. In some cases, he won't



#### ABOUT THE PROJECT

Numbers matter. As we enter the fifth iteration of Esquire's Signature Space program, we thought you'd enjoy some numerical history on the project:

- Five residences (two Beverly Hills estates, three New York apartments in architecturally notable buildings)
- Over 60,000 guests at our events
- Over 800 million media impressions
- More than 50 leading global luxury brands showcased
- 20 product launches
- 75 interior designers
- Over \$2.9 million raised for charity

- Five David Rockwell-designed bars
- About a million emails coordinating everything
- Hundreds of celebrity appearances
- More than 50 not-for-profit alliances

And one idea that continues to bring Esquire to life and define, as *The New York Times* called it, "The Ultimate Bachelor Pad."

This year we are extremely fortunate to work with The Athena Group LLC to bring their triplex penthouse to life in their stunning condominium on Central Park North. A big thank you goes to Louis Dubin, President and CEO of Athena; Harry Dubin, who runs Athena marketing

with Marianna Klaiman; and from the Athena development side: Gary Davis, Bill Shaughnessy, Kenya Smith, and Ricardo Santamaria. These individuals were the best partners one could ask for in a complex project like this. And to our construction partner, Bovis Lend Lease, a thanks-for-getting-it-done goes to Hamlet Gonzales.

As you can imagine, a project of this size has countless agendas and success metrics that need to be met, if not exceeded. This year we have been fortunate, as we have in years past, to provide a dramatic experiential platform for our advertisers' brands. The Esquire sales and marketing teams deserve a big thank you for selling-in and executing this project so beautifully. A very special call out goes to Esquire's Special Projects Manager, Dawn Sheggeby, who had the Herculean task of running all aspects of the project, and to Executive Design Consultant Alana Frumkes, who worked with our interior designers to ensure that our advertisers' rooms and product placement were on-message. And thanks to Anthony Passaro, our marketing coordinator, who worked tirelessly to insure our success.

We are very proud of Esquire North: The New View, and for those of you that have visited us, we hope you enjoyed the experience. Our event line-up this year is impressive. A big thank you to Kate Moulene, who has coordinated our eight not-for-profit portfolio and celebrity appearances. Not only will Esquire be celebrating global charitable causes; but also some in our new Harlem neighborhood as well. It is wonderful that our spectacular apartment is being used for such good.

While hundreds of dedicated, talented people are responsible for making this project happen, we all want to thank Kevin O'Malley, Esquire's Vice President and Publisher, for his steadfast guidance, calm demeanor (in the face of hysteria), kind manner, and overall professionalism: a winning combination in business that is rare.

And to all of those who made this happening happen, a tremendous thank you from Esquire and me. Numbers matter; but people matter more and without an amazing group of spirited people, this project could not have happened.

We're looking forward to seeing you in 2008!

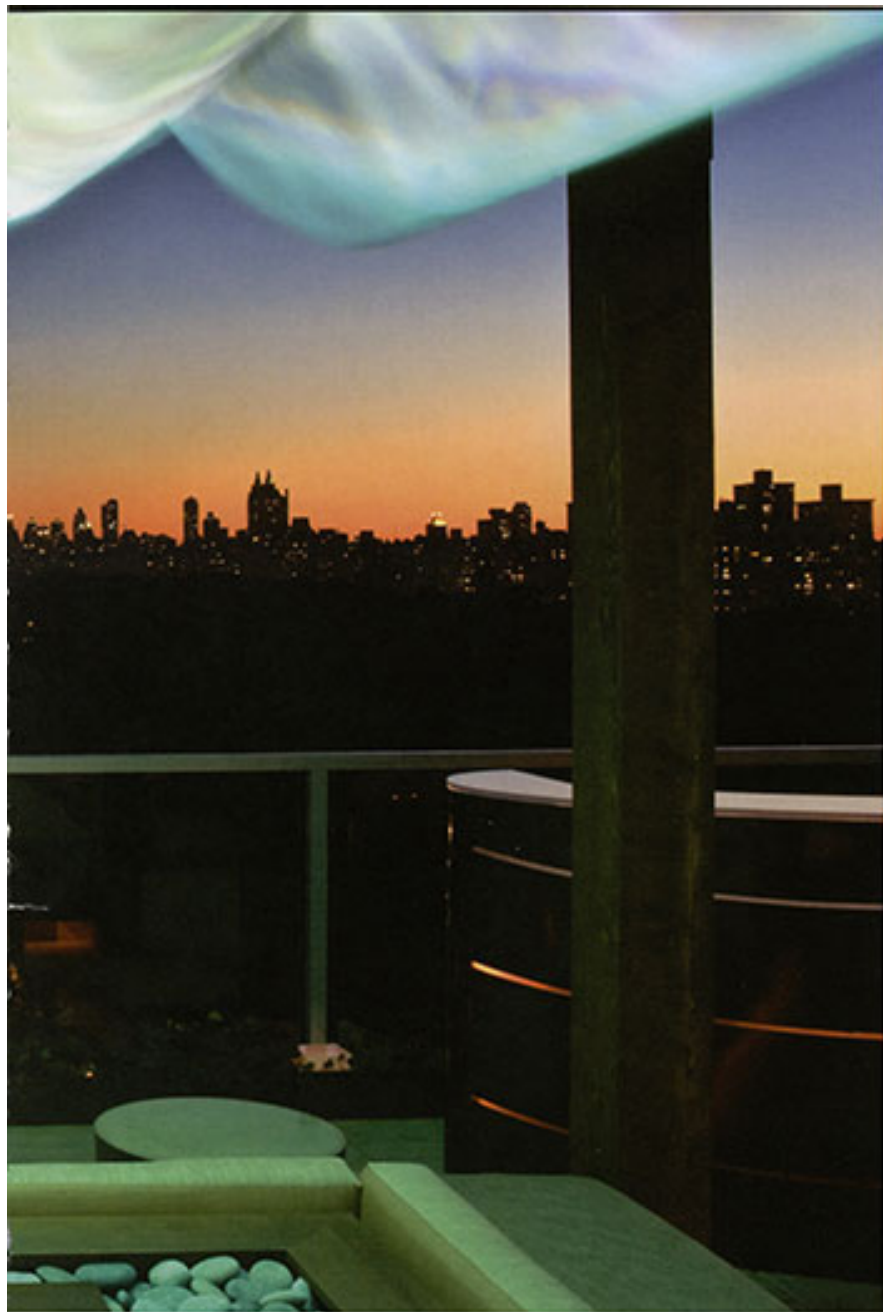
Stephen Jacoby  
Associate Publisher/Marketing





# UPPER TERRACE

**CLODAGH FOR WESTIN HOTELS AND RESORTS**



**D**esigner Clodagh's infusion of feng shui principles into her work is everywhere apparent in the "Zen luxury" upper terrace she has created for Westin. Perched atop the 22-story building with nearly 360-degree views of Manhattan and the lands beyond, the 700-square-foot terrace may not be that far from the madding crowd in the apartment's two lower levels, but it feels a million miles away. Clodagh counts on the contrast to ensure that those who follow the bachelor to his rooftop retreat will find a refreshing respite, in a special place that Westin senior director of design Erin Hoover describes as uniquely fitted

to provide a "total experience of renewal and rejuvenation," the core philosophy of the Westin group of Starwood Hotels and Resorts.

As guests climb the spiral staircase to the uppermost level of Esquire North, they'll hear the sounds of gently gurgling water, rustling tree leaves, and a crackling wood fire—their entrée into a unique and "total design" of serenity, effected by yielding the five senses to the stimuli of the four elements of earth, air, fire, and water. Guests can sink into sumptuously upholstered pillows and cushions on the low seating provided

all the way around an eight-by-twelve-foot canopied pavilion. They have the delightful choice of facing the stunning park and city views to the east, south, and west, or looking at the reflected Platonic scene, visible in a large canted mirror over the majestic wood-burning fireplace on the terrace's northern wall.

Housed in a burnished steel structure custom-fabricated by J. Frederick, the fireplace is flanked by built-in benches, stacked firewood, and birch trees from Plant Specialists, carrying through Clodagh's theme of "the senses and elements in harmony." Images in the mirror, reflecting shadows and substances moving by—the bachelor, his guests, fragments of the skyline seen through the plants and trees—and projections of flowing water on the inside of the canopy all magnify the Zen-like sense of timelessness. (Perhaps this multisensory immersion in natural elements will remind the bachelor of his extraordinary late-summer commuting experience to Grand Central Station, when Westin turned the cars of the No. 1 Shuttle into fantastic simulations of different natural climes.)

Other creature comforts are nearby, in the form of a curved-wood cocktail bar and water served from a concrete basin, both signature Clodagh constructs of neutral colors and organic elements exemplifying what senior director of marketing Nancy London calls Westin's "clean, modern aesthetic." The space is subtly illuminated by G2J's advanced lighting technology from Color Kinetics and Rosco, created to enhance the otherworldly experience of this celestial oasis. As the Westin motto declares, "This is how it should feel."



Clodagh Design  
670 Broadway  
New York, NY 10012  
P: 212.780.5300  
[www.clodagh.com](http://www.clodagh.com)

# RESOURCE GUIDE

KEF  
www.kef.com  
Speakers

Living Divani  
212.431.8282  
www.livingdivani.it  
Extra Wall system (sofa);  
Tavolini circular tables

Metropolitan Warehouse  
908.494.6189  
www.metropolitanwarehouse.com  
Moving and delivery

Paul P Construction  
917.749.8150  
www.paulpconstruction.net  
Carpentry

Samsung  
www.samsung.com  
Q1 Ultra Mobile PC

Stone Source  
www.stonesource.com  
"Floor Gres" porcelain floor tile

Studio Italia Design  
305.621.9602  
www.sid-usa.com  
Big-Mec SO light

## STAIRCASE DEAN MALTZ

DOM NY  
212.253.5969  
www.domshowrooms.com  
Faraone spiral staircase

## ULTIMATE BACHELOR BAR ROCKWELL GROUP FOR ST. PAULI GIRL

Ancestral Art  
604.637.7199  
www.doloresberisso.com  
Peen-hammered alpaca  
bottle display

FormArt  
212.819.1819  
Fabrication of crystal curtain

Show Motion  
203.866.1866  
www.showmotion.com  
Fabrication of bar

Swarovski  
212.935.4200  
www.swarovski.com  
Crystals

## UPPER GALLERY

bitforms gallery  
212.366.6939  
www.bitforms.com  
Artwork: *Amodal Suspension*  
by Rafael Lozano-Hemmer;  
*Ivy on Easel #2 - Plant Drawing*.  
*Borrowdale, Cumbria*, by Tim Knowles

Hellman-Chang  
212.875.0424  
www.hellman-chang.com  
Ebonized walnut 'Z' pedestal

KEF  
www.kef.com  
Speakers

Lepere  
212.488.7000  
www.lepereinc.com  
Torchiere fixtures

## UPPER TERRACE CLODAGH FOR WESTIN

Amuneal Manufacturing  
Corporation  
215.535.3000  
www.amuneal.com  
Polished stainless steel mirrors

Celebrity Moving  
718.347.2200  
Moving services

Clodagh Collection for Dennis Miller  
212.780.5300, ext. 203  
www.clodagh.com  
Drummer tables

Color Kinetics  
888.385.5742  
www.colorkinetics.com  
LED lighting system

Dell  
www.dell.com  
Laptop computer

Duce Construction Corp.  
212.316.2400  
www.duceconstructioncorp.com  
Pavilion

Encore Lighting  
718.418.5600  
www.encorelighting.com  
LED lighting integration

G2J Design, Inc.  
347.268.0073  
www.g2jdesign.com  
Lighting design

J. Frederick Construction, Inc.  
203.740.2907  
www.jfrederickconstruction.com  
Metal/steel work

KEF  
www.kef.com  
Speakers

Perennials Outdoor Fabrics  
214.638.4162  
www.perennialsfabrics.com  
Outdoor fabric

Plant Specialists  
718.392.9404  
www.plantspecialists.com  
Landscaping and irrigation

Rosco Laboratories  
800.767.2669  
www.rosco.com  
X-effects projector

Samsung  
www.samsung.com  
Q1 Ultra Mobile PC

S.E.A.L SOLUTIONS  
631.877.7325  
www.homesaolutions.com  
Lighting installation  
and AV consultant

Wood, Spring, & Down Ltd.  
718.292.1002  
www.woodspringdown.com  
Upholstery

Younger Works, Ltd.  
212.233.8251  
Concrete water basin