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FASHION
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DESIGN

THE *9th annual*
**AVANT
GUARDIAN**
ENVISIONING THE FUTURE
OF FASHION PHOTOGRAPHY

62

URBAN OUTFITTERS

DILLER SCOFIDIO + RENFRO *galvanize the west side of Manhattan with their plans for the High Line*

SEASON PREMIERE

JUAN CARLOS OBANDO *takes L.A. style beyond the red carpet and into fashion's front row*

FREE FORM

Fashion designer MARIA CORNEJO *cuts her line from a different cloth*

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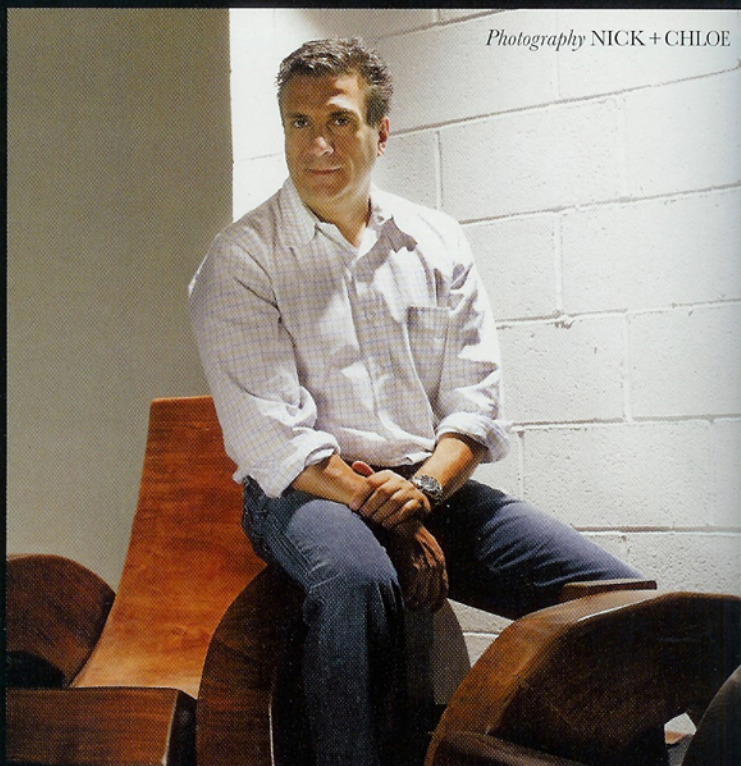


HILE FACTOR

Godoy started off as a young hippy living in Brussels, painting, making leather and singing the Chilean national anthem in the main square. As a larger number of passersby took an interest in his work, the wallets began to grow into quite a commodity, which enabled Godoy to buy his first apartment. "I suddenly found the modern art world and started paying attention to furniture made by designers. These things didn't exist in Chile at that time, and I thought it would be a good idea to bring them to my country," he explains. And so began Interdesign, the first gallery in Chile to showcase high-end European furniture.

To his surprise, Godoy found a receptive and enthusiastic audience for even the smallest number of products he initially brought back to Santiago, where the store is now based. Soon after its founding in 1981, Interdesign gained recognition as a linchpin of the Chilean furniture business. Establishing exclusive representation for brands like Artemide, Zanotta and Friade, Godoy created a market for European design when most residential interiors were filled with locally-made, wood-based furniture. By the time his daughter, Caroline, and her husband, Sebastián Núñez (both pictured below), inherited the business in 2005, Godoy had acquired an impressive collection of classic works. "Interdesign has always been a point of reference," says Sebastián Núñez. "And now it is accorded the reverence usually reserved for classic works because you can see the whole story of design unfold in 2,000 square feet from classics by Le Corbusier to Achille Castiglioni to Joe Colombo."

They value Interdesign's rich history, Núñez and his wife are also excited about the future. They are planning to reach out to younger clients by keeping the prices in check, introducing more affordable product lines, and even playing different music," says Núñez. They have also teamed up with the elder Godoy for a special project, Ochoalcubo. They hand-picked eight Chilean architects to build groups of homes in various parts of the country. Interdesign furnishes the interiors with pieces from the showroom before the homes are put on the market. The project strengthens local connections and lends the project a youthful energy—a fitting endeavor for an embassy of design that was born out of a spirit of discovery.



Photography NICK + CHLOE

TRIPLE ESPASSO

Identify a void and fill it. So goes the philosophy of Carlos Junqueira (pictured above), founder and owner of Espasso, the first gallery in the US devoted to vintage, contemporary and artisan reproductions of Brazilian furniture. After 10 years in the US, the São Paulo native, a veteran of the import business, noticed that Brazilian designers were not well-represented in the States. So he returned to his home country in 2001 and compiled a representative catalogue of pieces by emerging and established talent.

Junqueira first set up shop in Long Island City and began by presenting pieces in a small booth at ICFF. The responses varied; people were enthusiastic about the product but not about the inter-borough commute to the showroom. "When we first started out, a lot of people didn't have a clue that our pieces were coming from Brazil. They thought they were European." But, the gallery owner was intent on creating a distinct view of his country. "Every time you say Brazil, people think of carnival or soccer. I wanted to show that there is a sophisticated and intellectual side."

Five years later, the perseverant Junqueira has established a large, loyal clientele of interior designers, architects and collectors who enjoy browsing through the geometric forms of Ricardo Fasanello, polished-wood Gregory Warchavchic reproductions, and classic pieces from Oscar Niemeyer. Junqueira has also solved the location problem: In September, he opened a new showroom in Tribeca built by the emerging, New York-based Architecture in Formation (his well-established gallery in L.A. has also moved from its original Melrose location to the prestigious Pacific Design Center). "This is going to be the flagship for the company," the store owner says of the new space. "The idea is to link the furniture with architecture in a way that makes it easier to appreciate the clean lines and beauty of each piece."

To celebrate the opening, Junqueira enlisted the help of independent curator Ilene Kurtz-Kretschmar to organize a vibrant exhibition of Brazilian artists. The pieces, which adorn the walls of the new gallery, provide a fitting counterpart to the carefully chosen chairs and tables. "I wanted to evoke the true creative spirit of Brazil by combining its best art and best design in one exhibition," says Junqueira. "Today most art collectors also collect furniture." And even if they don't, one visit to the new showroom will surely land them on Espasso's already impressive client list. **ESS**