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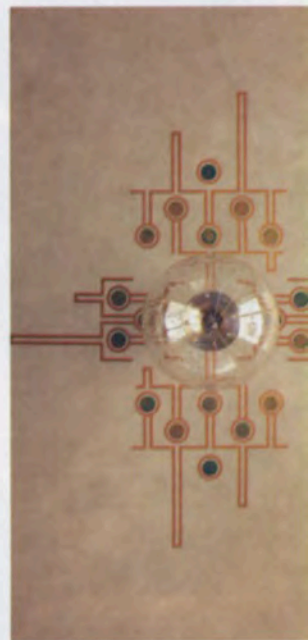


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EXPERIENCE MODERN LIFE

Take ELLE DECOR's 10 A-List "Designers to Watch," give them access to products from leading contemporary brands, then set them loose in New York's most design-forward building, the +Art condo development at 540 West 28th Street. The result is the Modern Life Concept House—a dazzling showhouse filled with indoor and outdoor spaces that offer a fresh approach to contemporary living. The stunning spaces—as illustrated in this special section—are a blueprint to state-of-the-art design that is as livable as it is stylish.





The New Traditionalists Daybed No. 62 provides seating in the study, which is lit by a globe fixture from Newel and draped in velvet from Sabina Fay Braxton. Left, from top: A vanity nook was created using the Desk No. 211. Side Tables No. 33 in a metallic champagne high-gloss finish accent the space; both The New Traditionalists.

SARA STORY

10C STUDY WITH THE NEW TRADITIONALISTS

For her space, New York-based decorator Sara Story created a romantic—and fanciful—ladies' lounge. "It's a place where a woman and her friends could meet, have a drink, and talk art or current events," she says. "Because it's all about women, I chose artwork by female artists." The room layers

textures and patterns, from the Venetian plaster walls with hand-painted peacock feathers to the velvet window panels. The furnishings, from The New Traditionalist include a striking daybed with gold detailing and a pair of side tables.