

# ELLE DECOR

JANUARY/FEBRUARY 2019

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*January/February 2019*



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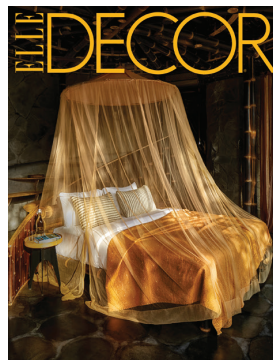


The courtyard at RH, Restoration Hardware's Yountville, California, outpost.

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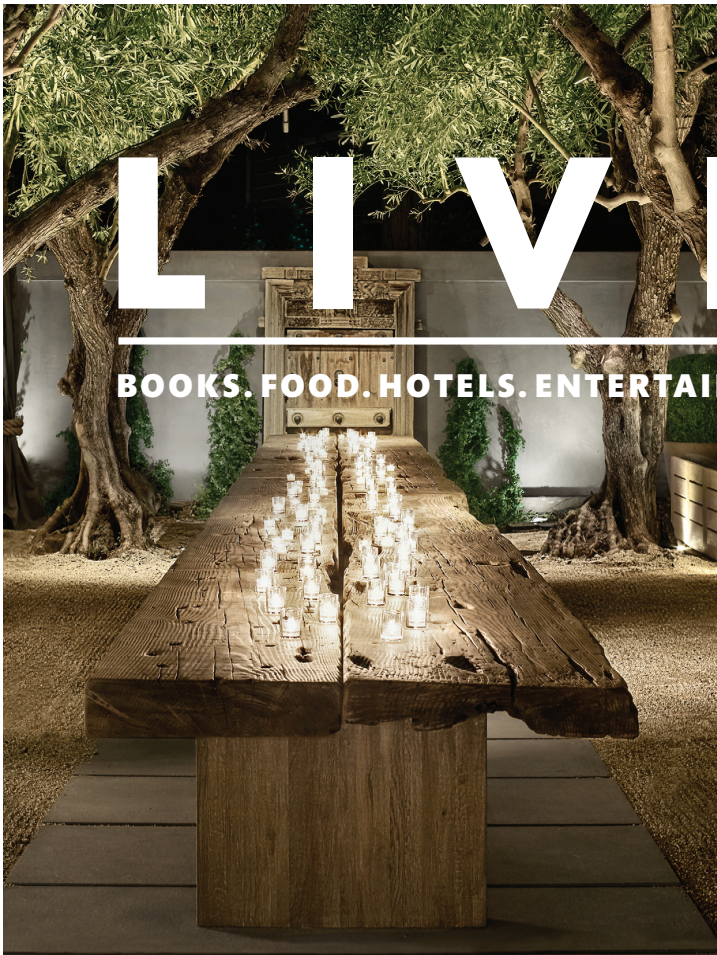
**ON THE COVER**  
Designer Elora Hardy of Bali-based firm Ibuku creates fantasy-like bamboo homes and resorts that rival the Swiss Family Robinson tree house.

PHOTOGRAPH BY  
MARTIN WESTLAKE



# LIVING

BOOKS. FOOD. HOTELS. ENTERTAINING.



**TOP:** The wine vault, outdoor living rooms, and gardens at the historic Ma(i)sonry building, RH Yountville.  
**BOTTOM:** RH New York, the Gallery, in the Meatpacking District, and its central atrium and glass elevator.





## East to West With the opening of immersive locations on both coasts, RH presents its vision of the future of retail.

BY GARY FRIEDMAN

**N**ESTLED ON THE VALLEY FLOOR between the Silverado ridge and Mayacamas Mountains, and bathed in the year-round warmth of California sunshine, lies the town of Yountville—what many have come to regard as the heart of Napa Valley. By comparison, New York City needs no introduction. The significance of these two locations is at the forefront of my mind as I reflect on the recent opening of two wildly different RH brand experiences.

RH Yountville, an integration of food, wine, art, and design, is a five-building compound designed by Jim Gillam of the architectural firm Backen & Gillam. Woven together with intimate garden courtyards, century-old heritage olive trees, hand-carved French limestone fountains, outdoor fireplaces, and blue-stone pathways set in decomposed granite, RH Yountville was created to celebrate the culture of Napa Valley. Central to the experience is the in-house restaurant, where guests dine on a locally sourced menu by restaurateur and president of RH Hospitality Brendan Sodikoff. The wine vault at the historic Ma(i)sonry building is a two-story landmark stone structure that has been reimagined as a contemporary tasting experience for rare and hard-to-source wines

from the valley. In the rear of the compound are two small interconnected buildings that house a curated collection of furniture, lighting, art, and antiques.

From 9,000 square feet in Napa Valley to 90,000 square feet in the Meatpacking District, RH New York is another example of a bespoke brand experience honoring the local culture and including an adaptive reuse of a landmark building.

Conceived to retain and respect the original brick facade that housed market stalls and stables, and incorporating industrial cues from the elevated train that once crossed in front of our new location, RH New York, the Gallery, is every bit as unique and irreverent as the neighborhood we now call home. With a contemporary steel-and-glass structure rising up five floors through the original brick, it is an example of our efforts to revolutionize physical retailing. Also designed by Jim Gillam, the indoor and outdoor spaces are connected by a soaring central atrium with stacked cast-iron columns.

A glass elevator transports you up to a rooftop restaurant with retractable walls and an outdoor park featuring pleached London plane trees and views of downtown and the Freedom Tower. The grand staircase houses the majestic art installation *New York Night*, by Los Angeles-based artist and designer Alison Berger. The Gallery also features a barista bar and an outdoor wine terrace, full floors of RH Interiors, Modern, Outdoor, Baby and Child, and Teen, plus the first RH Interior Design firm embedded into one of our galleries.

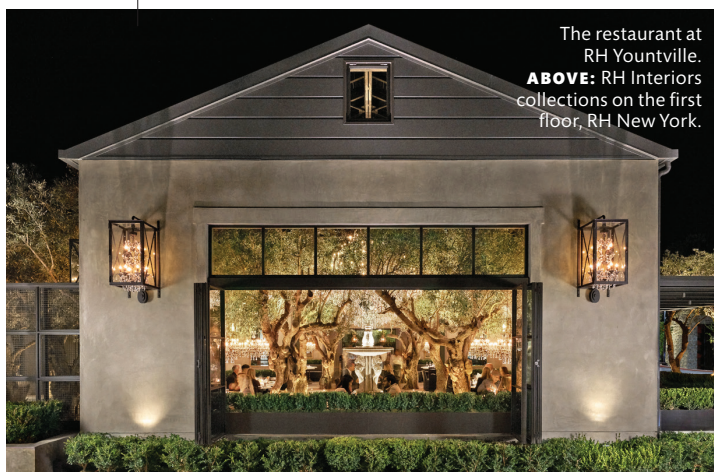
We spent the better part of five years trying to create two of the most immersive and innovative experiences in the world, in two of the most important locations in the world. They are dramatically different, yet remarkably similar, and deeply personal. ■



**FROM LEFT:** Mackinley Hill, Taylor Hill, author Gary Friedman (chairman and CEO of RH), Bella Hunter, and Daphne Groeneveld at the opening of RH New York.



**THEY ARE  
DRAMATICALLY  
DIFFERENT,  
YET REMARKABLY  
SIMILAR.**



The restaurant at RH Yountville.  
**ABOVE:** RH Interiors collections on the first floor, RH New York.

PHOTOGRAPHS COURTESY OF RH. FOR DETAILS, SEE RESOURCES