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ddc gives Platinum Properties brokerage sophisticated new look

After relocating their New York office to the 11th floor of 30 Wall Street where they were able to quintuple the size of their former office space, residential brokerage firm Platinum Properties tapped leading contemporary design company, ddc (domus design collection), to provide its interiors with a sophisticated new look.

Using the reception area and conference room as its main focal point, ddc worked with Platinum to transform the 4,327 s/f space into an eclectic office environment unlike any other brokerage in the city.

"For many buyers and renters, their first impression of the broker begins with the initial meeting," said Khashy Eyn, president and CEO of Platinum.

"We wanted to create a space where

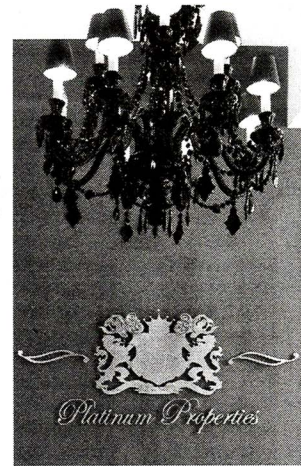
both our clients and our agents would feel most comfortable and look forward to doing business together, and are proud to have achieved this with our new office."

Within the entryway, beyond the double glass doors, ddc utilized a custom matte paint from the Donald Kaufman Color Collection to communicate Platinum's company logo and signature color. The entire wall is filled in red and is a striking contrast to the black and white Baroque-style wallpaper that extends from the reception area into the conference room. Also greeting visitors from the main entrance is a stunning Baccarat double-tier black crystal chandelier, which was provided by Manhattan-based D&D Antiques Gallery.

Said David Javaheri, founder of D&D

Antiques, "Our gallery offers a large collection of rare antiques and lighting fixtures that can easily blend into any modern space. The traditional Baccarat chandelier that Platinum selected is the perfect complement to the forward looking interior that they have established in their new office."

Using a mixture of old and new styles as their main design concept, ddc set the Baroque wallpaper within the reception area



against a clean, white space and minimal backdrop, augmented by contemporary furniture handcrafted and imported from their Italian factory.

In the forefront is a custom-designed glass-and-wood reception desk, paired with a coffee table composed of continuous curved glass and modern lounge chairs. The adjoining conference room is enclosed in glass and includes

an LCD TV display, polished aluminum conference table with durable ceramic top, and black leather chairs with polished chrome and cantilevered bases to add flexibility and a sense of movement. For additional balance, white glass composite flooring, composed of glass and stone particles polished together for a reflective finish, extends throughout the space.

Explains Babak Hakakian, managing partner and Art Director for ddc, "As a majority of Platinum's business is selling high-end apartments, we wanted to move away from the ordinary and design something that is stylish, eye-catching and different from any other real estate office. From the moment you walk in, Platinum's office creates a great visual impact that marries different materials and elements that you probably have seen before, but never together. It is this dichotomy – the old with the new, the wallpaper with the glass – which gives the office its eclectic, yet contemporary look and feel." ■