

COOL HUNTING

Five Favorites from Boerum House & Home

The new Brooklyn store designed to look like an apartment and entirely furnished with shoppable objects

by Nara Shin in Design on 30 July 2014

Retail store, museum gallery or apartment: the newly opened Boerum House & Home joins the row of stores including jewelry designer Erica Weiner and fragrance boutique Twisted Lily on Atlantic Avenue that make the Boerum Hill block a formidable shopping pitstop. Creative collective Partners & Spade (the folks behind diverse ventures from travel luggage to Shinola's campaign with Bruce Weber) have filled the space—built by architectural firm Flank to resemble a mutant apartment complete with bathroom and library—with a carefully thought out selection of goods.

Work from local artisans and respected designers (some who have been featured on CH, like ceramicist Helen Levi and toy makers Fredericks and Mae) sit alongside vintage finds and custom editions. Consider it a micro-version of the IKEA's warehouse, minus the stress and mass-production, where everything on show—even the lighting fixtures, including a stunning custom made Patrick Townsend chandelier—is available for purchase.

Visitors to the store won't find barcodes or catalogs; prices are written on paper tags but store manager Jesse Johnson has a pretty good memory too. Here are five favorite, eye-catching items that really stood out during a recent visit.

Boerum House & Home is located at 314 Atlantic Ave, Brooklyn, NY. Purchases can only be made in-store.



Haptic Lab Custom Boerum Hill Quilt

A favorite in the design world for her sailing ship kites (which actually fly), Emily Fischer of Haptic Lab also produces hand-stitched and embroidered quilts that depict cities, coasts and even constellations. The studio made custom quilts that show a map of the Boerum Hill neighborhood especially for the store. (\$3500)



DQtrs Neil Armstrong Pillow

Don't settle for digital printing, when you can get photos woven onto pillows. Made in a limited edition of 250, this Neil Armstrong pillow from DQtrs is 100% cotton tapestry (on the front) and a blend of hemp, wool and tweed on the back. This is one space-themed product that is as inspirational as it is cozy. (\$150)



UHURU Custom Sofa

Brooklyn furniture brand UHURU caught CH's collective eye with their conceptual approach to design, producing charred wood stools as well as tables made from a historical battleship's deck wood. For Boerum House & Home, UHURU makes its first ever sofa—and the results are easy on the eyes. The unconventional sofa rests in the grand living room area of the shop, with a rare vintage flag—made by a secret society in Ghana—draped over it. (\$16000)



Heico Pineapple Lamp

Whether it's for a 10-year-old Spongebob fan or an adult wanting to add some bright tropical vibes to their apartment, the Pineapple Lamp from iconic brand Heico is an irresistible purchase. The German-made, high-quality plastic lamps might have originally been made as night-lights for children, but their warm glow and cheerful design will delight any lucky owner. (\$98)



Moser Liqueur Set with Leather Case

Since way back in 1857, Czech company Moser has been creating beautiful hand shaped, cut and engraved crystal-ware that's lead-free. Over the many years, the brand has innovated and perfected new techniques while serving popes and kings; this striking set of 12 different liqueur glasses will have even the most fervent barware nerds trembling. (\$2030)