

A CONTINUOUS LEAN.



Boerum House & Home | The Shoppable Showroom

Jake Gallagher | July 31, 2014



Boerum's address reads 314 Atlantic Avenue in Brooklyn, but this is not the Brooklyn we've all come to expect. In fact the space doesn't really feel like anywhere else in this city, but what it does feel like is a quintessential Partners & Spade production. The progressive downtown design firm, which is responsible for everything from Target ads to Sleepy Jones, was tapped by Flank, a boutique Manhattan-based architecture firm to create Boerum House & Home, so named for its Boerum Hill neighborhood.

The shop is a complete immersion into the crisp yet unconventional aesthetic that has set Partners & Spade apart since day one. The inviting over-sized space stands almost like a challenge to the moody, Edison-bulb filled interiors that mark most of Brooklyn at this point. This is not to say that Boerum is sterile or overly modern, quite the contrary in fact as the shop's entire assortment is comprised of over one-hundred-thirty Brooklyn designers, makers, and artists. Partners & Spade has wisely chosen to quite literally cast a new light on these artisans by presenting their homegrown home-goods in a bright space that adds a level of luxury to the maker movement that is rarely seen. This layout could be seen as a thoughtful allusion back to the early days of mid-century modernism, when architects and interior designers used to fill sharp, hard-edged spaces with warmer, more natural furnishings.

If this all sounds very enticing then Partners & Spade have accomplished their goal, for Boerum is in fact more than a store, it's a shoppable showroom for a series of Flank designed condominiums that will open down the block in the near future. Boerum House & Home is being presented as the ultimate example of what one of those condos could (and if you ask the Partners & Spade team, should) look like. This doesn't take away from the experience of Boerum as a standalone store though, as Michael said when I asked him about last night's launch event, "It was the only store party I've ever been to where I actually wanted to shop."

