

TAKE AN EXCLUSIVE FIRST LOOK INSIDE APPARATUS'S OPULENT NEW HEADQUARTERS

With plush surfaces and homages to Halston, you'd never believe this is an office.

BY [CAMILLE OKHIO](#) PUBLISHED: APR 20, 2022



Stephen Kent Johnson

The pumping heart of [Apparatus](#) lives on an unassuming block in midtown Manhattan, in a studio that had remained relatively unchanged in this location since its first renovation in 2015. When the company opened its own factory in Red Hook, Brooklyn, last year, it provided the impetus for a reimagination.

With space freed up, Gabriel Hendifar, the studio's artistic director and CEO, set out to transform the studio into a communal spot where his tight-knit creative team

could be inspired, while at the same time fashioning a dramatic space to make an outside impression on visitors. “I wanted a feeling of arrival,” he says of the studio, which is unveiled here for the first time.



A lounge in the studio is furnished with a table in hand-cast resin and a sectional in an Houllès fabric, both custom. The hand-painted canvas wall panels are by Callidus Guild, the carpet is by Stark, and the curtains are in a Pierre Frey moiré. The artwork is by Brenda Buck Riley

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A heavy patinated-metal door leads through an arched hallway into a soaring gallery with steel-gray walls and chain-mail curtains. A series of more intimate exhibition rooms showcases new collections and past designs. There is also a mirrored dining room with a square dining table for eight where Hendifar plans to host salon-style dinners for creatives from different fields.

Just beyond is a new staff kitchen, with an oversize terrazzo table. A leopard-carpeted hall leads to Hendifar’s private office. It’s like a modern-day memory mill, with one foot in a Visconti film and the other in Warhol’s Factory.



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Styled by *Michael Reynolds*.



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Foyer

A large brass and glass pendant hangs above an antique reproduction of a painting by Claude Monet. The chair, sconce, and brass mesh wall panels are by Apparatus.



Studio gallery

In the Apparatus studio's Gallery I, the rug, a collaboration with CC-Tapis, is from the newest Apparatus collection, Act Four. The table and lighting are by Apparatus, the vestibule wallcovering is by Élitis, and the 1920s Japanese screen is from Naga Antiques.





Studio gallery

This sprawling room in the Apparatus headquarters has clear connections to Halston's iconic '70s-era offices. The furniture and lighting is by Apparatus.

A view to the lounge
In the Manhattan studio
seen from cofounder
Gabriel Hendifar's
office.





Studio lounge

The table in hand-cast resin and a sectional in an Houlès fabric are both custom. The hand-painted canvas wall panels are by Callidus Guild, the carpet is by Stark, and the curtains are in a Pierre Frey moiré. The artwork is by Brenda Buck Riley.

Office

A view into
Hendifar's
sumptuous office.
Desk and pendant
by Apparatus;
walls in a Phillip
Jeffries velvet.





Design team

At their newly revamped midtown-Manhattan studio, the Apparatus team gathers in Hendifar's velvet-swathed office. From left: Andrew Cinnamon, Robin Allstadt, Hendifar, Nick Grinder, Tara Carroll, and Tracey Walther. Desk, shelves, and pendant by Apparatus; walls in a Phillip Jeffries velvet; Edo period screen, Naga Antiques.



Studio kitchen

A custom terrazzo table is surrounded by leather stools. The pendant is by Apparatus, the backsplash is in Cipollino Ondulato Verde marble, and the 1930s bowl is Indonesian.

Studio dining room

The square table is set with Rosenthal china by Walter Gropius. The chairs, rug, and pendant are by Apparatus, and the circa-1875 Japanese screen is from Naga Antiques.

