

Interior design of a 150-square-meter apartment in New York

Designed by Sharon Blaustein, the showroom apartment is located in the newly constructed The Village West building in New York City. The interiors, sophisticated yet emanating a homely warmth, combine modern elegance with nods to the Village's history.

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Interior design: Sharon Blaustein / B Interior. Photography: Edward Menashy / Evan Joseph Studios

Turnkey apartment

The apartment building was designed as a tribute to the classic architecture of the Village. The building utilizes materials such as handcrafted red brick, terracotta, bronze, and dark steel, allowing the new property to seamlessly blend with the surrounding architecture. Located at the intersection of four iconic New York neighborhoods: Greenwich Village, West Village, Flatiron, and Chelsea, it's a neighborhood brimming with charming streets, historic architecture, renowned art galleries, lush parks, and top-notch restaurants.



Photo: Edward Menashy / Evan Joseph Studios



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The show apartment, designed by designer Sharon Blaustein in the apartment building, draws vividly on the history of this artistic district, while also employing timeless solutions that emphasize both the elegant interior design and the comfort and coziness. A key aspect of this project was the balance between context and comfort.

- The apartment is sophisticated but not ostentatious; warm but not rustic; combining an urban edge with subtle elegance - summed up the designer.



Photo: Edward Menashy / Evan Joseph Studios



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The apartment is decorated in a neutral color scheme—whites, beiges, and browns predominate, warming the space. A more striking color also appears here and there—primarily blue with shades of gray. The designer used it in the kitchen and bathrooms, among other areas.



Photo: Edward Menashy / Evan Joseph Studios

In the living area, it's the blue kitchen that catches the eye the most. The minimalist blue cabinetry and island base contrast with the white countertops and shelves crafted from delicately veined white Brazilian stone. Caramel-colored stools and a copper-colored range hood complement this look perfectly.



Photo: Edward Menashy / Evan Joseph Studios



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The apartment's bathrooms are designed to resemble spa-style bathrooms. They impress not only with their spaciousness but also with elegant white stone cladding on the walls and floors (in the master bathroom), as well as gold fixtures, subtle lighting, and—again, as in the kitchen—the use of blue.

In the master bathroom, a strip of blue tiles frames the sink and mirror, flowing seamlessly into the lower drawers with blue fronts. In the second bathroom, the walls are half-decked with rows of blue

tiles, and the designer covered the upper section, reaching all the way to the ceiling, with a minimalist beige wallpaper featuring a floral motif.



Photo: Edward Menashy / Evan Joseph Studios



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