



David Rockwell's Secret To Creativity? Asking "What If"

DAVID ROCKWELL'S EXUBERANT DESIGNS HAVE MADE HIM THE GO-TO ARCHITECT FOR EVERYTHING FROM PLAYGROUNDS TO HOTELS. HERE, A PEEK AT HIS PROCESS.

Right now, he's immersed in the Chefs Club, a Manhattan eatery he's designing that will feature an ever-changing lineup of chefs hosted by *Food & Wine* magazine. The "what if?" of the moment? "What happens if the chef can rotate in and out?" he asks. There's "going to be several years of exploring that," he says.

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