



The clothing reference is an important one for the designers, who apply Coco Chanel's famous advice to take one accessory off before walking out the door to his work on interiors. It's also a tool he uses to figure out what his clients really want. "I'm not asking them what color they want their couch to be. I'm asking them what they put on in the morning," Paquette explains. "I'd rather not have them think about interior design and all the nitty-gritty of that. I want them to think about senses they want to activate, feelings and comfort levels, because that gets more to the root of how you want to feel."

This strategy is part of Paquette's highly personal approach to design, one that looks at each project as a holistic set of challenges to be tackled by a team of trusted collaborators. His projects are usually to include a long list of on-trend vendors. Instead, he works with brands like Workstead, Lawson-Fenning, and Zak+Fox—as

well as contractor Dylan Conrad, who created custom built-in beds down to a toothbrush holder in the bathrooms. "They're people who are my friends, people I can trust and call," Paquette says. "If I have an idea, if it's an aphorism, story thing, I talk to Dylan and we work it out and make a new piece. If I'm really psyched about a new textile or I'm traveling and I find a vintage fabric, I'll just put it in the mail and send it to Zak with a little love note: 'Hey, I thought of you.' It's these relationships, he says, that elevate interior design from "just filling a house" to creating a meaningful story. "Being an interior designer is ninety percent psychology and nine percent paperwork, and maybe one percent creativity. If you have to work hard at the creative part, you're probably in the wrong industry. It's the other stuff that you should have to have," Paquette explains. "It's less about spreadsheets and more about getting to the bottom of things."

Paquette, (clockwise from top left) Bruce counted the Manhattan floorboards to make beds (Mia, J. Sigurdson); a Workstead rug is made on a custom sectorial covered in the floor; a piece on the property makes for easy access to kayaking. (Bing photo by Steve Harris from a Mable County property table. Conrad used a similar piece material for the walls in the deck, which is made of oak from West Wind Farmstead (Bing).)

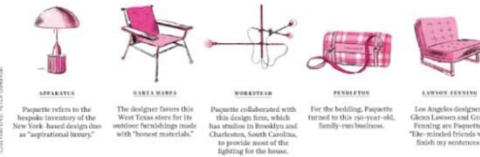
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"I like working with other creatives. I'm not a lighting designer, or a furniture maker. So I find people. We're only as good as the people we work with." BRIAN PAQUETTE

Products He Loves

Designer Brian Paquette calls out a few trusted sources and collaborators.



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Noe Typeface

FF Milo Serif

Aa

Display Serif

GEOMETRIC FAMILY

Regular
Italic
Medium Italic
Bold Italic
Black Italic



"The Bauhaus aimed to unite artists, architects, and craftsmen in the utopian project of designing a new world. The legacies of the Bauhaus are visible today."

Medium October 2017 24

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