

THE NEW VIEW

Esquire

2007



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SUPPLEMENT TO ESQUIRE

FEATURES



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NORTH THE NEW VIEW

Esquire





INTRODUCING...

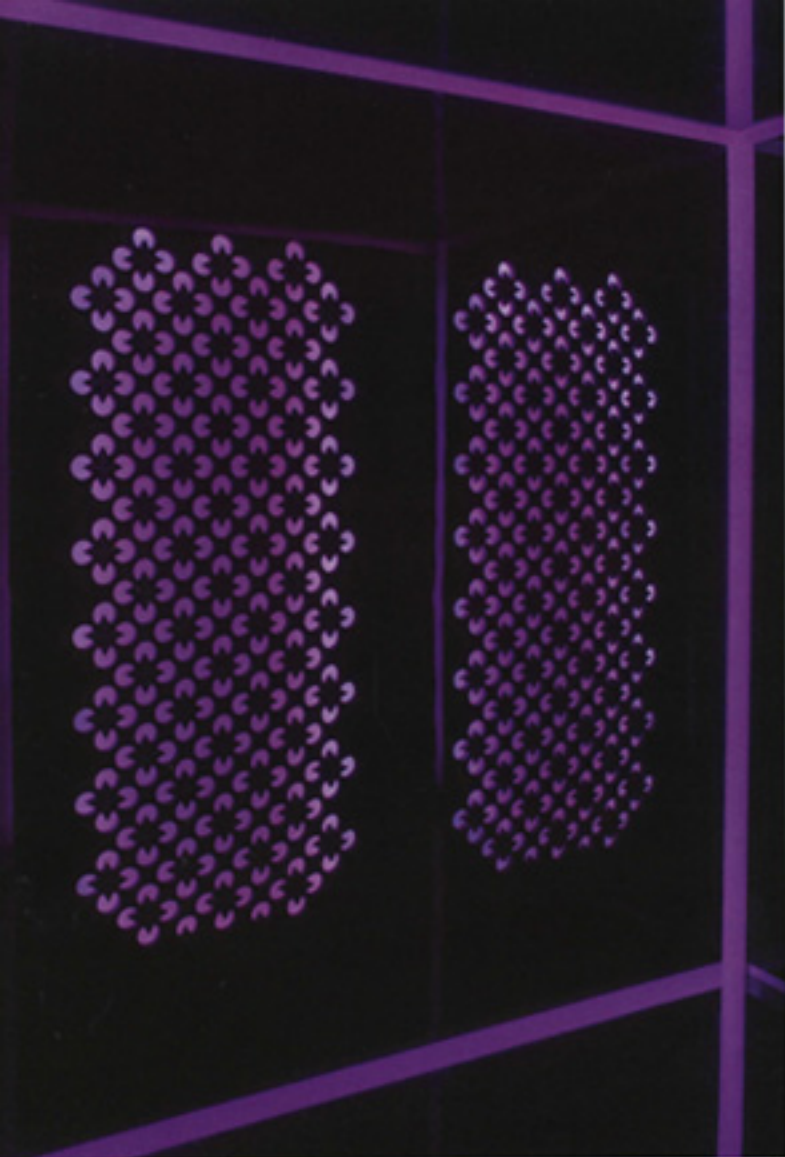
The Esquire Bachelor has moved...again. Following a year of buzz about where the press-dubbed "ultimate modern bachelor" might move his high-style digs—after finding fun in the sun in L.A.—Esquire's decision to locate and celebrate Signature Space No. 5 in a luxury tower on Central Park North could not be more fitting.

Fifth anniversaries call for wood, and how appropriate that the Esquire bachelor

would plant himself in the definitive metropolitan woody landscape—Central Park—the most frequently visited and grandest urban commons in the country. From his three-tiered penthouse perch at 111 Central Park North (CPN), the Esquire North bachelor is in full command of "A New View," as he surveys the spectacular scene before him—a wide-angle sweep south that takes in Frederick Law Olmstead's magnificent 843 acres of lawn and woodland, pools and ponds, paths and stone bridges, flanked on three sides by the city's steel monoliths. The Esquire bachelor's terraces, of course, complete the golden rectangle. Night or day, Man at His Best knows he's got the best at his beck, and his back, thanks to a stunning array

of designers, sponsors, and advertisers—some new, many returning—whose smart, futuristic rooms will make Esquire North a hard act to follow. But then, the Esquire bachelor, who loves challenge, expects to win—and with Esquire North he triumphs.

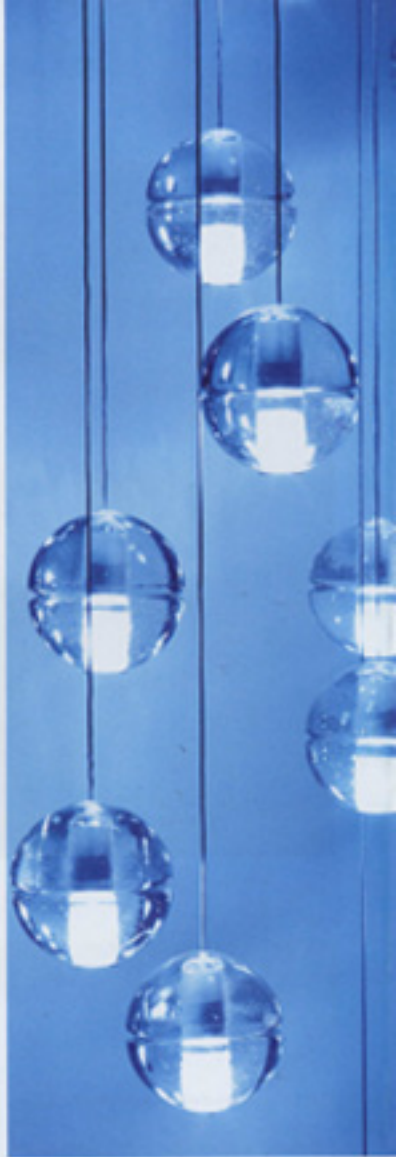
Positioned at the pinnacle of the Athena Group's high-end, 20-story high rise, designed by Peter Schubert of RMJM Hillier, the Esquire bachelor's ten-room triplex puts CPN dramatically on New York City's luxury real-estate map, and innovative architects and artists in fast-forward. They know that if they make it here, they can make it anywhere. And as these magnificent spaces at Esquire North show, they more than make it, as



many had already demonstrated at Trump World Tower in 2003 and, two years later, at Esquire Downtown at Astor Place. With Esquire North, designers and sponsors continue to "move up."

Each interior, created in partnership with one of Esquire's luxury advertisers, is quintessentially New York: chic, sophisticated, audacious, reflecting the city's reputation as distinctively East Coast, and at the same time international. Clients who wanted to take their brands to a new level certainly got their wish when the

bachelor decided to go uptown and high up. But whether it's work area or play, wherever he turns in Esquire North, the bachelor is surrounded by elegant, ergonomic space created by leading upscale design firms: Barclay Butera, Glodagh, Comma, Dean Maltz, Christopher Maya, Kristin McGinnis, Campion Platt, Rockwell Group, Idiko Sragli, and Robin Wilson. And he is indulged by products that would make the good life even more enjoyable and efficient, courtesy of Acura, ASICS, Bally, Bombardier Global, Dell, Hennessy, Hugo Boss, Intel, Jaguar,



KEF, Kenneth Cole, Kensington, Louis Vuitton, Lufthansa, The Macallan, M&T & Chandon, Numark, Parmigiani, Patron, Pioneer, Rockport, St. Paul Girl, Technogym, Versace, VTech, Westin, Woodford Reserve, and Zino.

As for Intel-igent design, the world's largest semiconductor manufacturer is back with the Esquire bachelor for a third great year, ensuring that he'll have an electrifying experience everywhere in his new home with the mere tap of a touch-screen. In some cases, he won't



even need that, since the Intel Viv system will bring music and video into every one of Esquire North's tech-enhanced areas. And, as the ultimate cool guy well knows, where high tech and new media converge, bitforms, the leading new media art gallery in the country, is not far behind. Steven Sacks, the director of bitforms gallery, has curated a fantastic room-by-room exhibition of dazzling, edgy sculpture, photography, and video, some of which

put the bachelor and his guests front and interactive center. Talk about life as a (participatory) major motion picture!

Kate Moulene, the CEO of Caplan Enterprises, a premier player in putting together cause-marketing events, is also making a fourth appearance with the Esquire bachelor, Caplan Enterprises. Moulene notes, "was founded on the concept that the most positive changes in the world's social issues will come from a

shift in corporate thinking and understanding, that giving back can be the best marketing plan of all." Esquire, she says, not only provides "a wonderful opportunity for brands to showcase their products," but demonstrates by way of its remarkable fundraisers that corporate giving goals can be realized with great success.

To judge from the benefit galas she's helped assemble, Esquire North partners will clearly raise the penthouse roof well above the \$2.9 million already taken in for charity since 2003. This year, Moulene has connected the Esquire bachelor with both world-renowned humanitarian organizations and charities related to his NYC neighborhood.

Beginning in September and running through Thanksgiving, Esquire North's round of benefits will kick off with a spectacular party for CARE, the world's leading humanitarian organization, with an evening hosted by Emmy-winning actress Kyra Sedgwick. In October, Robert Kennedy, Jr. sails in with a fabulous fundraiser for Riverkeeper, the New York State-based environmental citizens' watch group established to protect the Hudson River which now sets the standard for protecting the nation's watersheds. November brings back Faster Cures, one of the world's leading advocates in the accelerated search for medical solutions, with an all-day conference, and a star-studded evening gala honoring Sumner Redstone for his recent \$35 million gift to the organization.

Thinking locally as well as globally, charity partners this year also include Harlem Village Academies public college-prep schools; the New York City Police Foundation, whose innovative projects to strengthen and promote public safety have become a national model; and Communities In Schools, the country's largest dropout-prevention organization.

The \$8.5 million penthouse will also be the host of exclusive product launches and debuts—including Jaguar's XF, KEF's limited-edition Muon speakers, and Rockport's new Torsion line—and diverse cultural happenings, from a performance by members of the world-renowned American Classical Orchestra to the shooting of Jay-Z's newest video.

New York, New York. Much as the bachelor loves "being a part of it," it's his delight to keep moving, to make a brand new start of it each year. Who knows where his "vagabond shoes" will take him next. Meanwhile, it's a sure bet that Esquire North this year is a win—place and show.



ABOUT THE PROJECT

Numbers matter. As we enter the fifth iteration of Esquire's Signature Space program, we thought you'd enjoy some numerical history on the project:

- Five residences (two Beverly Hills estates, three New York apartments in architecturally notable buildings)
- Over 60,000 guests at our events
- Over 800 million media impressions
- More than 50 leading global luxury brands showcased
- 20 product launches
- 75 interior designers
- Over \$2.9 million raised for charity
- Five David Rockwell-designed bars
- About a million emails coordinating everything
- Hundreds of celebrity appearances
- More than 50 not-for-profit alliances

And one idea that continues to bring Esquire to life and define, as *The New York Times* called it, "The Ultimate Bachelor Pad."

This year we are extremely fortunate to work with The Athena Group LLC to bring their triplex penthouse to life in their stunning condominium on Central Park North. A big thank you goes to Louis Dubin, President and CEO of Athena; Harry Dubin, who runs Athena marketing

with Marianna Klaiman; and from the Athena development side: Gary Davis, Bill Shaughnessy, Kenya Smith, and Ricardo Santamaría. These individuals were the best partners one could ask for in a complex project like this. And to our construction partner, Bovis Lend Lease, a thanks-for-getting-it-done goes to Hamlet Gonzales.

As you can imagine, a project of this size has countless agendas and success metrics that need to be met, if not exceeded. This year we have been fortunate, as we have in years past, to provide a dramatic experiential platform for our advertisers' brands. The Esquire sales and marketing teams deserve a big thank you for selling-in and executing this project so beautifully. A very special call out goes to Esquire's Special Projects Manager, Dawn Sheggy, who had the Herculean task of running all aspects of the project, and to Executive Design Consultant Alana Frumkes, who worked with our interior designers to ensure that our advertisers' rooms and product placement were on-message. And thanks to Anthony Passaro, our marketing coordinator, who worked tirelessly to insure our success.

We are very proud of Esquire North: The New View, and for those of you that have visited us, we hope you enjoyed the experience. Our event line-up this year is impressive. A big thank you to Kate Moulene, who has coordinated our eight not-for-profit portfolio and celebrity appearances. Not only will Esquire be celebrating global charitable causes; but also some in our new Harlem neighborhood as well. It is wonderful that our spectacular apartment is being used for such good.

While hundreds of dedicated, talented people are responsible for making this project happen, we all want to thank Kevin O'Malley, Esquire's Vice President and Publisher, for his steadfast guidance, calm demeanor (in the face of hysteria), kind manner, and overall professionalism: a winning combination in business that is rare.

And to all of those who made this happening happen, a tremendous thank you from Esquire and me. Numbers matter; but people matter more and without an amazing group of spirited people, this project could not have happened.

We're looking forward to seeing you in 2008!

Stephen Jacoby
Associate Publisher/Marketing



UPPER TERRACE

CLODAGH FOR WESTIN HOTELS AND RESORTS

Designer Clodagh's infusion of feng shui principles into her work is everywhere apparent in the "Zen luxury" upper terrace she has created for Westin. Perched atop the 22-story building with nearly 360-degree views of Manhattan and the lands beyond, the 700-square-foot terrace may not be that far from the madding crowd in the apartment's two lower levels, but it feels a million miles away. Clodagh counts on the contrast to ensure that those who follow the bachelor to his rooftop retreat will find a refreshing respite, in a special place that Westin senior director of design Erin Hoover describes as uniquely fitted

to provide a "total experience of renewal and rejuvenation," the core philosophy of the Westin group of Starwood Hotels and Resorts.

As guests climb the spiral staircase to the uppermost level of Esquire North, they'll hear the sounds of gently gurgling water, rustling tree leaves, and a crackling wood fire—their entrée into a unique and "total design" of serenity, effected by yielding the five senses to the stimuli of the four elements of earth, air, fire, and water. Guests can sink into sumptuously upholstered pillows and cushions on the low seating provided

all the way around an eight-by-twelve-foot canopied pavilion. They have the delightful choice of facing the stunning park and city views to the east, south, and west, or looking at the reflected Platonic scene, visible in a large canted mirror over the majestic wood-burning fireplace on the terrace's northern wall.

Housed in a burnished steel structure custom-fabricated by J. Frederick, the fireplace is flanked by built-in benches, stacked firewood, and birch trees from Plant Specialists, carrying through Clodagh's theme of "the senses and elements in harmony." Images in the mirror, reflecting shadows and substances moving by—the bachelor, his guests, fragments of the skyline seen through the plants and trees—and projections of flowing water on the inside of the canopy all magnify the Zen-like sense of timelessness. (Perhaps this multisensory immersion in natural elements will remind the bachelor of his extraordinary late-summer commuting experience to Grand Central Station, when Westin turned the cars of the No. 1 Shuttle into fantastic simulations of different natural climes.)

Other creature comforts are nearby, in the form of a curved-wood cocktail bar and water served from a concrete basin, both signature Clodagh constructs of neutral colors and organic elements exemplifying what senior director of marketing Nancy London calls Westin's "clean, modern aesthetic." The space is subtly illuminated by G2J's advanced lighting technology from Color Kinetics and Rosco, created to enhance the otherworldly experience of this celestial oasis. As the Westin motto declares, "This is how it should feel."



Clodagh Design
670 Broadway
New York, NY 10012
P: 212.780.5300
www.clodagh.com

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www.kef.com
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www.livingdivani.it
Extra Wall system (sofa);
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Ivy on Easel #2 - Plant Drawing,
Borrowdale, Cumbria, by Tim Knowles

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