

dwell

Shops We Love: Boerum House and Home, Brooklyn

By DIANA BUDD



Head to Boerum House and Home, a new Brooklyn outpost that features a roster of emerging and established designers. Inside its loftlike retail space, discover new and vintage furniture, accessories, kitchenware, and more. We sent a few questions to Anthony Sperduti, a co-founder of Partners and Spade, the creative agency who worked on the store's concept, to learn a bit more about the shop, how e-commerce has impacted retail experiences, and the ultimate housewarming gift.

Boerum House and Home is meant to evoke the modern Brooklyn residence. How would you define that? Brooklyn is a hotbed of output from the creative class, and Boerum Hill is one of the great Brooklyn neighborhoods. For us, that means it's an exciting place to live with traditional architecture, in an exciting town, in a modern way. From where we stand, the modern Brooklyn home is a world-class backdrop for the stories, interests, and pursuits of a life well lived.

Boerum House and Home

Founders: Flank

Opening Date: 2014

Address: 314 Atlantic Avenue, Brooklyn, New York, 11201

Phone: 347-987-4267

What it's all about: “The Boerum House and Home is our take on a modern, eclectic home shop. It's the unapologetic expression and point of view of the founders and creative team,” says Anthony Sperduti.

Philosophy: “The driving philosophy for the store is that personal style is about confidence and curiosity,” Sperduti says. “We've scoured our Rolodexes, bookmarks, and friends' homes and apartments to assemble and showcase the work of makers and artisans who we think are creating world-class items for the home.” Designers include Doug Johnston, Haptic Lab, Uhuru Design, Wary Meyers, Patrick Townsend, Clare Vivier, and more.

Weirdest question from a customer: “The store is set up like a home with different rooms where we showcase appropriate product,” Sperduti says. “The other day someone asked if they could take a nap in the bedroom because it looked so inviting.”

