

29 JULY 2014

## new york: boerum house & home store opening



with so many discerning manhattanites crossing the east river in search for loftier abodes, it's not surprising brooklyn's retail landscape has gone leaps and bounds to accommodate the steep demand of relevant quality goods by this demographic. opening on wed - jul 30 [6pm-9pm / invite only] in the heart of the boerum hill area is boerum house & home, a new home goods and accessories store housed in a dramatic double-height art deco space on atlantic avenue, redesigned to evoke a sophisticated brooklyn home. its many rooms are stocked with a stylish range of home goods, accessories, kitchen supplies, jewellery, hand-made goods, books and sundries, from over 130 artisans and makers, many of which are locally made and exclusive to the store.

boerum house & home is a collab effort by new york-based architecture + development practice flank and creative agency + design studio partners & spade. the store's current offerings include work by designers and artisans such as patrick townsend, danish design store, haptic lab, wary meyers and uhuru design. interestingly, the store's proceeds will be donated to a number of local charities. mind you, coming fall boerum house & home will expand into the design gallery of the boerum, a prestigious 315,000 sq.ft. [29,265 sqm.] mixed development of condos and a hotel located just around the corner at 71 smith street, designed and developed by flank. location: 314 atlantic avenue [boerum hill].

