

SAN FRANCISCO

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GET TO KNOW FOUR SAN FRANCISCO INFLUENCERS AS THEY SHED LIGHT ON WHAT'S OF THE MOMENT IN DESIGN, ART AND ARCHITECTURE.

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1 THE DESIGNER PALMER WEISS

What's intriguing you in design?

I am curious to see how far technology will reach into design. I am a Luddite at heart, but I am keeping an open mind and am genuinely fascinated by the relationship between the two. Design is a highly personal and customized trade, so I am interested to see if anyone can truly automate any creative portion of it.

Having a moment:

Waterworks has got it going on! Its new kitchen line is incredible, and my only beef with it is that it launched too late for me to use in my own house. I have always been a fan of the company's plumbing and tile lines, but the addition of gorgeous cabinetry and hardware is fantastic.

Can't get enough of:

I have always been obsessed with textiles, and I pretty much love everything that Studio Four NYC does these days. Not only does it have its own amazing line of fabrics, wallcoverings and rugs, but the showroom also represents other favorites of mine, such as Michael Devine, Tulu, Kufri Life and Twenty2.

What's trending?

I think there has been a general tendency lately toward "less is more." I think all of our lives are so busy and so full of choices, that people are seeking a less-cluttered existence at home. That does not translate to minimalism, by any means, but it does mean fewer, nicer, more well-chosen things.

Material of the moment:

Cement! I love it for crisp fireplaces and freestanding sinks. It's great that you can get it exactly as you like it and that no two designs will ever be exactly the same. I still love marble and all of its variations, but it's nice to give our planet a break.

Up next:

I would love to design a fabric, furniture or lighting line. We have lots of ideas percolating over here, but we also have the first-world problem of having too many great projects that are keeping us too busy to execute on anything else. Soon, though, it will happen!

Interior designer Palmer Weiss' effortless mastery of color and pattern have made her a San Francisco fan favorite. An art history major in college, she'd love to own Alex Katz, David Hockney and Diane Arbus originals, with a Helen Frankenthaler thrown in to boot.

2 THE FLORIST EMERSON BOYLE

One to watch:

There is a florist up in Oregon by the name of Katie Davis; her company is called Ponderosa & Thyme. I'm obsessed with her appreciation for everything foraged, and her color combinations are so appealing.

Floral forecast:

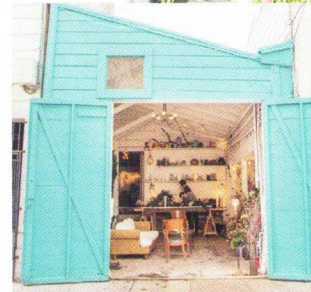
I really admire the understated—flowers and plants are incredibly complex entities that are sometimes overlooked for a whole design concept—and I think that's the direction the industry is heading in this year too. There'll be more learning to appreciate the little moments found in nature.

What's happening?

San Francisco loves and encourages creative small businesses. It has been this way for a long time, but as a new business, it's really incredible to see how people respond to our "pop-and-pop" design studio and shop with completely open hearts.

The perfect day is...

Waking up with a bagel from Katz and getting lost in literature at City Lights bookstore. Next, heading to the top of Twin Peaks to snap a photo, and then



eating a delicious vegan meal at Gracias Madre before grabbing a drink at Moby Dick or Martuni's.

On your radar:

Jewelry designer Christine Trac of Abacus Row is phenomenal. She also founded Goods x Services, which is a gathering place for the collaborative exchange of skills. It's a really innovative venture.

For the design-obsessed:

Whatever you do, be sure to check out the Heath Ceramics building in the Mission District; it's amazing. I would also recommend hunting down as many murals as possible in Clarion Alley and stopping by the Sutro Baths.

Emerson Boyle is the owner and co-founder of San Francisco's Ampersand, a wildly creative flower shop and design studio. One of his favorite spots in the city is the Yerba Buena Gardens, as seen from the top of their serene water walkway.

Images: Counterclockwise from top: Scenes from two of interior designer Palmer Weiss' latest projects with all of their elegance and quiet charm. Floral design studio Ampersand's colorful world starts at the shop's front doors and extends into the beautiful wild blooms the founders use daily.