

Project: DINING BY DESIGN 2018
Organization: DIFFA
Location: Pier 92, New York, NY
Date: March 2018
Size: 11 ft x 11 ft
JB I Team: Jeffrey Beers, Masako Fukuoka, Pierre Josselin, Monika Chmielewska, Mallory Priest
Collaborators: AKDO, MAYA ROMANOFF, WALTERS, BUCK AGENCY, FOCUS LIGHTING, LASVIT



Theme

We invite you to join us on stage for dinner as we honor the rock glam, androgyny, and artistry of Ziggy Stardust and Aladdin Sane, as well as remember David Bowie's voice in the fight against HIV/AIDS.

Description

Jeffrey Beers International's (JBI) dining design is a tribute to the late performing artist David Bowie and his alter egos, Ziggy Stardust and Aladdin Sane. For inspiration and direction, we chose one of photographer Masayoshi Sukita's iconic photographs of Bowie titled *Watch That Man III* (1973). Bowie's alter ego Aladdin Sane captured against a persimmon background wears a samurai inspired costume by fashion designer Kansai Yamamoto. We were drawn to the conflict between theatricality and restraint: between the bright background and outlandish personality versus the restrictive black-and-white striped suit. We were also inspired by Bowie's collaboration with Japanese artists, as well as his fascination and adaptation of the movements, costumes and makeup of the Japanese performing art kabuki.

Dining Room

- Our design goal was to capture the sensuality and theatrics of Ziggy Stardust and Aladdin Sane, as well as echo Bowie's mesmerizing and spirited performing style
- MAYA ROMANOFF provided the wallcovering, which was custom designed to mimic the pattern of Kansai Yamamoto designed jumpsuit
 - The side walls are covered with *Beadazzled Geode* to create drama and texture
- AKDO's *Diametric Black* tiles line the floor creating an illusion of a performance stage
- WALTERS provided the *Flow Talon Upholstered Dining Side Chairs* by Henry Hall
 - The chairs resemble the jumpsuit in form and shape
- BUCK AGENCY provided black table runners by Chilewich
- FOCUS LIGHTING understood our desire to capture the drama and theatrics of stage lights
 - Custom lighting with internal faceted glass beads runs down the center of the table
- LASVIT's *And Why Not* chandelier designed by Czech glass icon René Roubíček adds the final theatrical touch to the design
 - Its emotionally intense sculptural form fits beautifully with the outlandish characteristics of Ziggy Stardust and Aladdin Sane
 - Our founder & CEO, Architect Jeffrey Beers, is an avid glassblower and glass collector. Glass fixtures and accessories, therefore, are a key component of JBI's design

Tablescape

- Our goal was to honor Bowie's fascination with Japanese culture, design and performance
- Matte black tableware in modern and simple shapes are displayed in a neat and controlled stack
- Translucent smoky glassware add intrigue and drama without disrupting or cluttering the overall design
- We chose intense orange chopsticks and copper metallic chopstick rests for a pop of color, theatrics, and warmth
- Inspired by ikebana, the Japanese art of flower arrangement, we personally chose bold branches and complimentary soft flowers, and personally arranged them in a beautiful, simple, and natural way

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