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MEET THE DESIGNER

Tori Golub

by Orli Ben-Dor



Family Ties | Interior designer Tori Golub had the chance to design her father's Norman Jaffe house (LEFT) in Bridgehampton. A custom-designed day bed plays cool on a stone platform. **The Designer** | (BELOW LEFT) attended the art school at the University of Michigan and had her firm for 10 years. **Fresh Air** | When Golub first found this curved sofa in this Upper East Side apartment (BELOW RIGHT) it was worn and damask-clad. She recovered it, revealing its sculptural quality. **Out** | In the Jaffe home, Golub upholstered the wall in a Belgian fabric colored to connect with the outdoors (BOTTOM). See Resources.



What do you love about the Hamptons? Green fields meeting wild dunes. Space and light. **Do you have a favorite place or source of inspiration here?** The beach at the end of almost any road. Seeing, hearing and smelling the waves. **Describe your home:** A work in progress, a place where I can explore my ideas and an oasis for me and my family. **Name a source of inspiration for your home:** European homes, where technology is out of sight and where old meets new in surprising ways. I see my apartment as a backdrop for beautiful objects and ideas. **What are your favorite materials?** Bronze, Belgian linen and exquisitely thin glass. **What's your guilty design pleasure?** Fur! **What's your design philosophy?** Less is more. **Name someone who has had a profound impact on your work:** Bauhaus Modernists. It is always inspiring to look at design from the 1920's and 1930's that is more beautiful and clean than even the "modern" of today. **When are you most creative?** When I'm playing on the floor with my son. **Which item of furniture in your house would you never sell?** I love so many pieces, but I think it's important to let them go. I'm always lusting after new things. **What is your greatest extravagance?** A shoe closet for myself. **Greatest bargain?** Ikea kitchen cabinets. **What's something you can never have too much of?** Love. **What book is on your bedside table?** *Where the Wild Things Are*. **Do you have a favorite cookbook?** I usually wait until I'm at the market or farm stand to be inspired, then I invent dishes with the fresh ingredients that I find. **Favorite flower?** White tulips and cosmos straight from the field. **What's on your playlist?** Angelique Kidjo and Glenn Gould. **What would you do for work if you weren't a designer?** I'd live on a vineyard making wine. **What is your favorite element of a project?** I love the process of pulling together the elements in a room—finding the perfect balance between textures and colors, modern and antique, metal and wood and glass and soft furnishings. That is where the true art of design happens. **Do you have a signature?** I try not to do the same thing twice, though I do think my work has a feel that is distinctly mine. **I cringe when I see:** Bedroom sets. **I strongly believe:** You can't take it with you and you are what you eat. See Resources.

