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THE REPORT

Jay Jeffers Develops a Custom de Gournay Wallcovering for the San Francisco Art & Antiques Show

The designer went big for the show's winter vignette

Text by Hadley Keller. Posted October 27, 2017

Like many designers, Jay Jeffers is often inspired by art. The walls of his *San Francisco apartment* are covered with works in various media, and he's been known to help his clients curate collections of their own. For this year's *San Francisco Fall Art & Antiques Show*, where Jeffers was tasked with creating the winter vignette at the show's entry, the Bay Area-based creative looked to one artist in particular as the inspiration for his breathtaking, layered space, which includes a showstopping mural created in collaboration with *de Gournay*.

"During a creative inspiration meeting, we came across the stunning work of Dutch artist Louis Reith," Jeffers recalls. "I saw in the graphics of his work shapes that resembled a living room—a fireplace, a mirror, etc. We laid out his original work in a different way to create the mural."

The resulting pattern is a far cry from de Gournay's trademark Chinoiserie—a bold, graphic design that is a testament both to the studio's flexibility and to Jeffers's vision. "The design team at de Gournay is super creative and were interested in using their classic techniques, like the gilding on modern shapes," explains Jeffers. "The approach for this mural was similar to de Gournay's other works in that it included custom coloring and traditional technique, but I wanted some depth and shimmer. De Gournay suggested several processes, and the winner was gilding. The real difference came in the layout of geometric



Jay Jeffers in his booth at the San Francisco Fall Art & Antiques Show.





The final result.

Photo: Drew Altizer Photography

shapes to create the modern look and feel. The final design is a reflection of their exquisite craftsmanship and my style."

It's also the indisputable centerpiece of what Jeffers refers to as his "winter wonderland," a concept he updated with rich hues and unusual silhouettes to give the space a richly layered feel. "I had been obsessed with some deep burgundy peonies, so that's where the color came from and I knew I wanted a bit of an Art Deco feel," the designer explains of his vision. "Once the mural was done, we added a faux fur rug from *Jay Jeffers – The Store* along with a stunning chandelier from Apparatus Studio and then borrowed some fabulous pieces from some of the dealers in the show, notably a naughty center table by Carlton Hobbs, gorgeous chairs from Epoca SF, a fabulous ottoman from Antonio's Bella Casa, and artwork by Hackett Mill." See the room come to life in the video below.

