



DESIGNER SHOWROOM

The X-Factor

SAN FRANCISCO'S HEWN SHOWROOM DEBUTS A MODERN OFFSHOOT



Fans of Hewn—the exquisitely curated design resource from partners Jeff Holt, Kathleen Navarra and Peter West—can now find next-generation inspiration in the brand's second showroom, Hewn X. The loft-like space, located, like its big sister, in the San Francisco Design Center, was conceived as a space to speak, says Holt, "to a younger clientele that increasingly favors contemporary, clean-lined furniture and lighting." With its 12-foot floor-to-ceiling windows and a spare aesthetic, the new space is a perfect showcase for modern collections including furniture by conceptually minded San Francisco designer Gary Hutton, handcrafted lighting by Charleston's Avrett, and graphic silk and wool rugs by the Rug Company.

Unlike the original Hewn where furniture and lighting are displayed in vignettes that mix modern and traditional pieces, the new showroom is much more akin to a gallery, with furnishings featured as installations, or as objects in their own right. Such striking pieces as Paul Ferrante's Galaxy chandelier (incorporating thousands of metal spikes), Swarovski-studded bronze Facet tables by Hutton, and architectural trestle tables from Hélène Aumont are among the standouts.

"We can be more daring here," says Holt. "At Hewn X, we'll be introducing and developing a wave of forward-thinking artisans." The partners are introducing talent never-before represented in the Bay Area, including Brooklyn-based furniture maker Matthew Fairbank.

The 1,400-square-foot environment will also highlight emerging artists in a series of rotating exhibitions. This focus on the local creative community has always been core to the Hewn mission: "Installing and promoting an ever-changing collection of art and furniture keeps people interested in us," explains Holt. "And, it keeps us interesting."

—Christina Obly Evans

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The New Modern (CLOCKWISE FROM TOP) Avrett's Oeuf pendant hangs above a Gary Hutton chair at Hewn X. The Fife Tripod floor lamp is by Matthew Fairbank. Hewn partners Peter West, Jeff Holt and Kathleen Navarra. See Resources.