

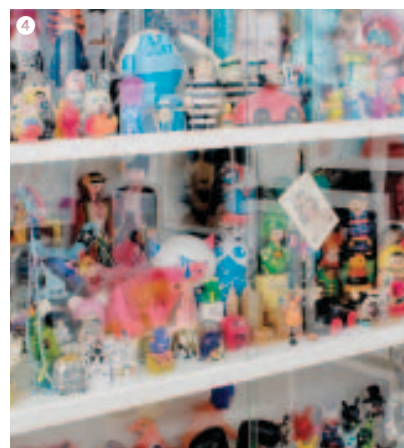
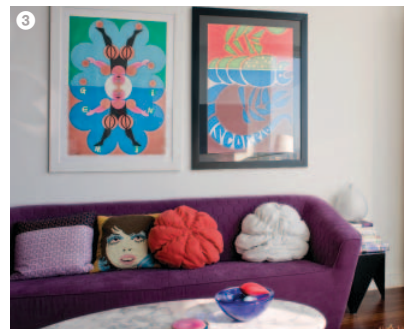
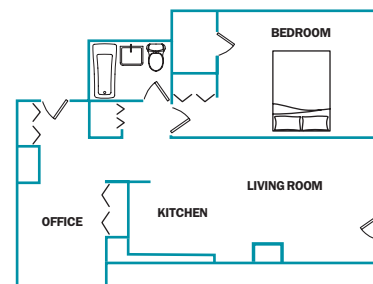
# Apartment tour

## 1BR in Hell's Kitchen

Home-decor entrepreneur Bradford Shellhammer pours his whimsical personality into his sleek Manhattan pad. By **Sarah Bruning**

**BE IN TONY!**

Think your pad is cooler than this one? If you have a well-designed or unusual abode, e-mail photos to [style@timeoutny.com](mailto:style@timeoutny.com) and you could be featured.



**1** Informed by his training as a furniture sales rep and his graduate fashion-design degree from Parsons, 35-year-old Bradford Shellhammer has developed a graphic, modern aesthetic that emphasizes vibrant hues and texture. “I love color,” he says. “I think when you have every shade, it works. You don’t have to think about themes.” His Technicolor approach is evident in every aspect of his 900-square-foot apartment, which he’s rented with his boyfriend, Georgi Balinov, for the past year and a half. Though he spends much of his time at work—Shellhammer launched the design-driven flash-sale site Fab.com this June—he still managed to infuse his home with his energetic disposition. One piece that epitomizes his color-centric philosophy is the living room’s felted wool rug, a piece created by Barcelona designer Nani Marquina ([nanimarquina.com](http://nanimarquina.com)). “When you have a lot of color and texture, it hides dirt,” he reveals. “Also, I like to entertain, but we don’t have a lot of square footage, so I wanted to choose a rug that would invite people to sit down on it.”

a few summers ago, we went searching for vintage posters,” he recalls. “We found a lot of advertisements and propaganda. I’ve always been drawn to the graphic treatments in socialist and communist art because I think they’re really beautiful.”

**3** “I love pieces that have stories,” the avid collector notes. “Everything is either by someone I know or is something I love for a specific reason.” The violet hexagon-quilted couch, for instance, is a Fab.com purchase that Shellhammer became enamored with and wanted for himself. “It’s from a Spanish company called Sancal ([sancal.com](http://sancal.com)), and I just thought, Who wouldn’t jump at a purple sofa? It almost looks like it should be on a spaceship.” Accent pillows enliven the sitting area even further. The two flower-shaped examples are also from Sancal, while the needlepoint Liza Minnelli likeness is from Jonathan Adler ([\[city.visitjonathanadler.com\]\(http://city.visitjonathanadler.com\)\). Shellhammer had the leftmost pillow custom-created by textile manufacturer Maharam \(\[maharam.com\]\(http://maharam.com\)\) from a circle-patterned fabric designed by Dutch artist Hella Jongerius \(\[jongeriuslab.com\]\(http://jongeriuslab.com\)\).](http://locations.throughout</a></p>
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**4** “Everywhere I go, I buy a toy so I have some memory of the place,” says the Baltimore native of his massive assemblage of 1,000 trinkets. “They all have stories or bring me back to a certain place or moment in time.” The motley tchotchke crew includes a Tippi Hedren *The Birds* Barbie (given to him by a friend after a mini Hitchcock marathon), a tiny Amanda Lepore statuette from KidRobot, and a RuPaul doll from a friend who

created the drag queen’s television show. “If these all came to life, it’d be a fun party,” he jokes.

**5** Shellhammer’s home office also acts as a gallery for his extensive poster collection. Among the works on view are a Bob Dylan profile by Milton Glazer; a Liza Minnelli ad from a Hollywood Bowl concert; and a silkscreen by artist and School of Visual Arts professor James Victore called *Goodbye New York*, a commentary on “the Disneyfication of 42nd Street,” according to Shellhammer. Many were given to him by the artists themselves, but Shellhammer has also found some of the unique works on eBay. For his workspace, the entrepreneur uses a white table from Blu Dot, an Emeco/Coca-Cola chair ([emecowithcoke.com](http://emecowithcoke.com)) and an Eames aluminum management chair by Herman Miller ([hermanmiller.com](http://hermanmiller.com)).

**6** A set of nesting dolls from India serve as a nod to Shellhammer’s love of birds.

