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# URBAN LEGEND

GREAT STYLE, GREAT IDEAS, GREAT VIEWS:  
SEVEN DESIGNER-SHOWCASE APARTMENTS  
ON THE 20TH FLOOR OF THE CHIC  
**W BOSTON RESIDENCES** HAVE IT ALL

WRITTEN BY **Jill Connors**  
PHOTOGRAPHY BY **Michael J. Lee**

**I**T'S A DESIGN-INDUSTRY VERSION OF "WATCH what happens." Invite designers, vendors, and contractors to transform the stunning raw space of a new residential tower in a glittering city setting. Result: Wow! Officially known as Inspired Concepts by DVC (Designers, Vendors, Contractors), the designer showcase on the 20<sup>th</sup> floor of the W Boston Hotel & Residences puts the spotlight on the region's immense talent pool. Seven designers were each assigned a condo: a studio, three one bedrooms, and three two bedrooms. "Strategically, the designer spaces have been a huge success because they show the possibilities of these architecturally interesting units," says Kevin Ahearn, president of Otis & Ahearn Real Estate, the agency marketing the residences, and one of the innovators of the Inspired Concepts idea.

We zeroed in on two designers, Eric Roseff and Meichi Peng, whose units had particularly challenging configurations. The other firms involved in the project were Planeta Basque Boston, Terrat Elms Interior Design, Ally Coulter Designs, Fotene Design, and Mark Christofi Interiors, and all hit the mark for hot new ideas and urban sophistication.

Peter Webster, vice president of Webster & Co., a showroom at the Boston Design Center, and the other force behind the showcase, sums up the efforts of all involved succinctly: "Amazing and heroic."

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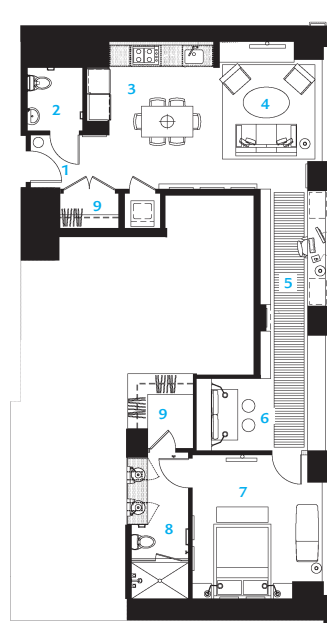


THE SHIMMERING SURFACES, lush textures, and intriguing artwork that characterize designer Eric Roseff's work are evident in the entry, dining area, and kitchen of the condo he designed at the W Boston Residences. Hand crafted rich brown Venetian plaster in a faux-crocodile finish on the hallway walls contrasts with the white lacquer ceiling and dining table. The light fixture is a Roseff original.





**TURN OBSTACLES INTO INNOVATION** A lesser designer than Meichi Peng, of Meichi Peng Design Studio in Boston, might have retreated in distress when faced with 20J, an awkwardly shaped 1,100-square-foot one-bedroom unit that backs up to elevators and mechanical closets. Peng's response: "Utilize the entire square footage by reconfiguring." The master stroke is a corridor with spectacular city views that is now lined with custom floor-to-ceiling bookcases, and a 90-inch-long desktop surface tucked along the opposite windowed wall. Peng even turned the condominium into what the W Boston Residences sales office now describes as 1-bedroom plus study when she transformed a closet into a Murphy-bed alcove. "I like simple clean lines," says Peng. "Less is more."



- 1 ENTRY
- 2 POWDER ROOM
- 3 KITCHEN/DINING AREA
- 4 LIVING ROOM
- 5 STUDY/LIBRARY
- 6 SLEEPING ALCOVE
- 7 MASTER BEDROOM
- 8 MASTER BATH
- 9 WALK IN CLOSET

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The odd footprint of 20J (FACING PAGE, TOP) originally had the entry to the bedroom midway along the long corridor. Meichi Peng removed the doorway to create a corridor-cum-study and a seating and sleeping alcove where a closet once stood. Highlights of Peng's design (CLOCKWISE, FROM ABOVE): The master bedroom has a soothing neutral palette; the dining table has a glass top in keeping with Peng's vision of a "translucent" space; a striped runner accentuates the long corridor; artwork throughout the unit draws on botanical elements; a banquette quickly converts to a guest bedroom by removing cushions, and pulling on the shelf to reveal the Murphy bed.

