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MODERN LUXURY™



BACK TO NATURAL:
The seasonally attuned palette shifts into neutral, with clothes that play off skin's subtle shades, like this layered look from Prada. See page 98.



Left: The Infinity has become an icon on the San Francisco skyline. Right: Interior designer Joel Robare creates a colorful space for an Infinity penthouse.

THE INFINITY

The dual clover-shaped towers of The Infinity have quickly become landmarks on the San Francisco skyline. The elegant structures are known for their spectacular water views—and with the eagerly anticipated opening of Tower II in February, new residents have unrivaled San Francisco Bay vistas from their homes. “Tower II is the second phase of The Infinity,” says Alan P. Mark, president, the Mark Company. “Like Tower I, it will feature high-end amenities. However, this tower is closer to the water and, at 42 stories, is five stories taller than Tower I. You can imagine the 365-degree views from the upper units. It’s like being in your own ship.”

Mark has been involved with the development and marketing of downtown properties for many years. He notes that the rise in luxury housing and the opening of restaurants and museums have given the neighborhood vibrancy. Now, a new breed of downtown dweller is joining the young singles and empty nesters seeking a new lease on life: families with kids. “This is no longer a neighborhood where residents of high-end buildings are pioneers,” he says. “This is an established address. Now that we have luxury properties with three bedrooms, we are seeing young people with children move here. This is a neighborhood where people of all ages and stages who appreciate the diversity and cultural offerings of the city might choose to make a home.”

Another exciting feature comes along with Tower II: a new restaurant from Nancy Oakes, Pamela Mazzola, Kathy King, and Ravi Kapur—the culinary team behind Boulevard, one of the most esteemed restaurants in San Francisco. Mark says the 10,000 square-foot restaurant will be a culinary and cocktail connoisseur’s dream come true. This restaurant may be the latest (and the closest) addition to the gourmet scene, but the building is located in close proximity to other institutions dear to the food-lover’s heart, including the Ferry Building and the fantastic restaurants lining the Embarcadero.

In both Towers I and II home owners enjoy residences with luxury finishes as well as the services of a concierge team, a state-of-the-art fitness center, and an elegant courtyard.

AN INTERIOR DESIGNER’S VIEW:

Joel Robare, owner of JR Studio Design, notes that a modern open floor plan makes for a light and airy interior. He also notes that it’s important to create distinct seating areas so the space doesn’t overwhelm. Here, in a living area designed for a couple of empty nesters, Robare worked to keep the sightlines open and the plan completely flexible. “We made sure that nothing blocked an amazing view or created a barrier in the open plan,” he says. “The couple would likely be using this space for entertaining, so the furniture is lightweight and easy to reconfigure for formal or informal gatherings. For more formal events, we created a screen for the kitchen island, which would allow the work area to be hidden.”

Another trick to designing for an open plan is to make sure that every angle is good looking. “Here you see and move around every side of the furniture,” says Robare. “So it has to look as good from the back as from the front.”

For his hypothetical client, Robare chose to use a mix of contemporary and vintage furniture to give the brand-new space character. “Not only is vintage furniture smaller in scale, the juxtaposition of old and new makes the space dynamic.”

JOEL ROBARE
JR Studio Design
117 Lower Terrace
San Francisco
877-577-8346
jrstudiodesign.com