

Style, Taste & Culture on the North Shore

SHERIDAN ROAD

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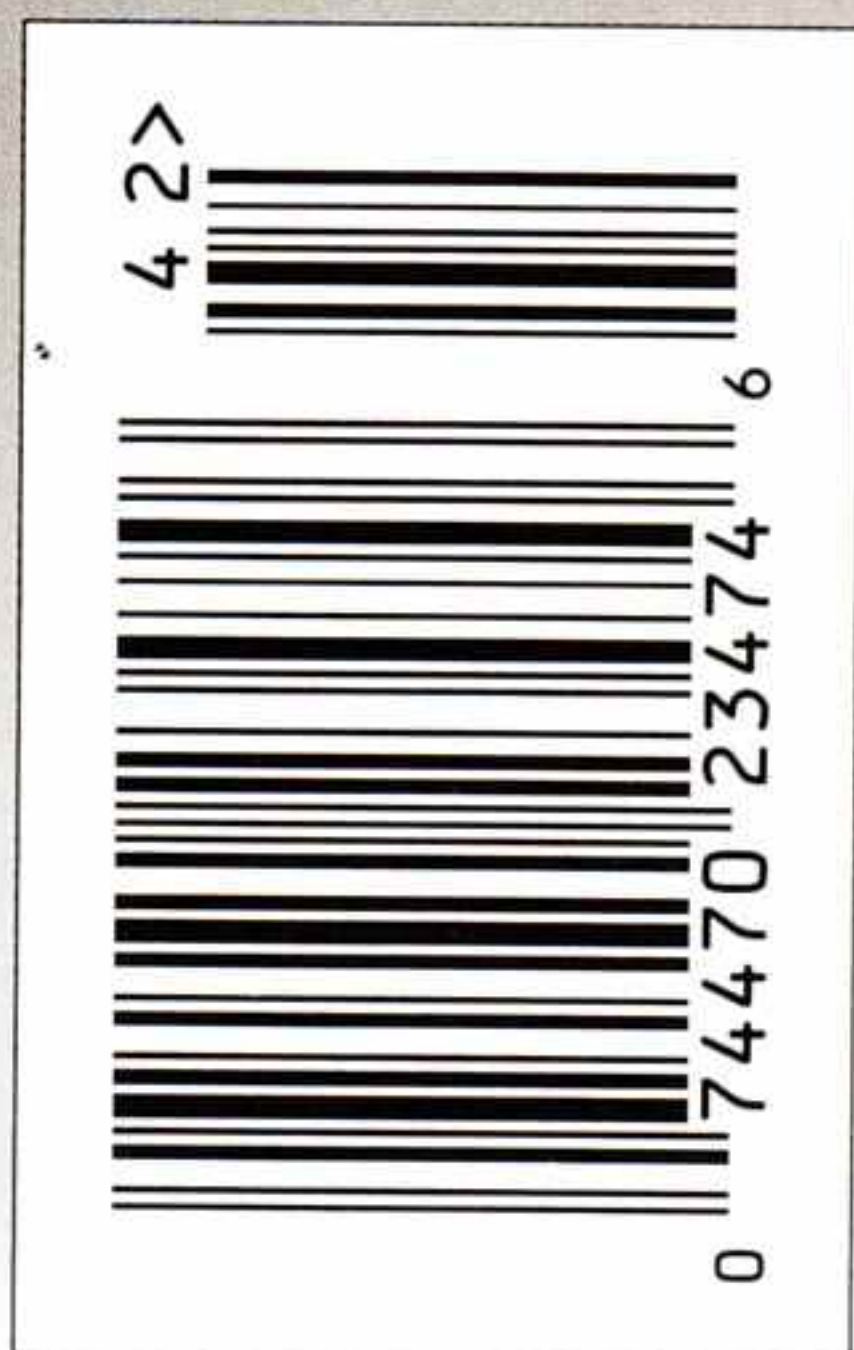


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"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening."
-Coco Chanel

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Distinct DESIGN

Frank Ponterio Interior Design offers clients the opportunity to tailor their homes to their own unique tastes and lifestyles, transforming each property into a place where the owners can live exceptionally well. **BY ASHLEIGH MARTINEZ**

“**D**esign is very much about authenticity, artistry, and individual style,” Frank Ponterio shares. This philosophy is evident in Frank Ponterio Interior Design’s stunning portfolio of work, which features properties in Chicago and the North Shore. Ponterio’s commitment to stay true to the artistry of design, explore innovative concepts, and embrace his surroundings make his work truly remarkable.

While growing up, Ponterio spent summers traveling to destinations around the world, including Rome and Florence. His experience visiting cities like these, both rich with history and architecture, inspired him to follow a career in design and influences how he approaches projects to this day. “Seeing years of history and interacting with it, I came to understand that much of what stands today was built by true craftsmen and artists,” he explains. “This is why I believe so strongly in authentic materials and craftsmen who take great pride in their art.” Ponterio continues to travel, bringing one-of-a-kind pieces and innovative ideas back to his clients.

“Travel in itself allows your mind to be creative,” Ponterio says. “Exposure to different places, people, and cultures opens up your thought process as to what you can create.” Working with his team, Ponterio prides himself on bringing new ideas to the table to fit the individual needs of his clients. “We do not have anything that is formulaic,” he shares. “We just try to understand exactly what it would take to help our clients live well.” Two things that remain constant with Ponterio are his admiration for fine architecture and his sharp attention to detail.

“Good architecture as a backdrop is key to good interior design,” Ponterio insists. He considers himself privileged to be able to work in a community that possesses an abundance of beautiful properties and talented professionals within the framework of design and building. “Many of the homes we’ve worked on are truly world-class examples of beauty.” Ponterio adds, “The talented professionals we collaborate with are simply the best at what they do, offering the highest level of expertise and craftsmanship.” Ponterio is one of those especially talented professionals, approaching each project with a keen attention to detail. “It is not that little detail; it is the sum of all the little details together that really impacts the final product of design,” he explains. Ponterio has an eye for recognizing



FRANK PONTERIO

unique attributes of a home and identifying methods of bringing attention to those details while keeping a steady balance. “Sometimes the design does not need to speak very loudly, it can be secondary to the surroundings.” He adds, “Not forcing your interiors to be the star sometimes makes it just that.”

Ponterio’s designs embrace the properties’ surroundings and allow homeowners to do the same. “If there is a beautiful view outside, it would be a shame for me not to create a place to sit and enjoy it,” he says. Ponterio and his team even made a custom sofa, with the center partially cut out, so that the piece could be placed in front of a window without obstructing the view. After creating furniture pieces to fit his clients’ individual needs, Ponterio released a furniture collection inspired by the designs he had sketched over the years. “We have an assortment of designs that we are chipping away at and are working to put some of our favorite pieces out there,” he shares. When he isn’t working on his clients’ homes or creating custom furniture, Ponterio channels his talents into projects that benefit the community.

Ponterio recently hosted the 2011 Lake Forest Showhouse & Gardens Preview Party, which benefited The Infant Welfare Society of Chicago. Ponterio’s efforts to give back to the community have exposed his talent to a broad audience, and he was recently selected to be one of the designers for the new Ritz-Carlton Residences’ “Simply Magnificent Showcase.” Proceeds from this event will benefit the Art Institute of Chicago. “This event promises to represent why Chicago is truly a world-class city in architecture and design,” Ponterio shares. “I could not be more proud and am honored to have been chosen as one of the Showcase’s designers.”

For more information, visit frankponterio.com or call Frank Ponterio Interior Design at 847-234-5704 (Lake Forest office) or 312-464-1133 (Chicago office). □