

Interiors

SERIOUSLY FUN DESIGN

Maloos Anvarian of DWM Interiors uses bright colors, a mix of materials and green thinking to create a modern, historical, sleek collection



Tony Metvas, far left: DWM, left

By Beth Hughes
SPECIAL TO THE CHRONICLE

In the tasteful taupe-creme-gray-beige world of the San Francisco Design Center, Maloos Anvarian's DWM Interiors showroom stands out like a rainbow snow cone at afternoon tea.

The temptation is to list each color vibrating in her white-walled showroom with an exclamation mark: Pink! Lime Green! Electric Orange! Turquoise! But that would underweight the accessories, updated antiques and playful contemporary furniture.

While all those colors make for a showroom with a happy vibe, there's a serious side to Anvarian's sensibility. She embraced the notion of reuse and recycle early on, seeing potential in well-made, older pieces that needed a contemporary spark to bring them back to life.

"I see a lot of old pieces from clients. Most of the time, we revamp it or make it look more hip and new," she says. "But I was always interested in doing antiques in a different way. ...

It's kind of green thinking, to tweak it and make it fit. I was giving the pieces a new lease on life."

Anvarian, who has her master's degree in interior design and housing from California Polytechnic State University with a specialty in the psychology of color, evolved from re-vamping customers' pieces to creating her own line. It is the result of designing pieces for clients because she couldn't find what she wanted for their projects. "You don't think much of it, but when people see it in the portfolio, it becomes a collection," she says.

Rather than working in one material, Anvarian likes to mix several so a piece such as

her Omega Table might include metal, wood and plastic elements. She designs painted furniture, wood furniture and pieces that mix the two. Some riff on iconic designs, such as a striped Parsons table. Others, like the French Curve table, showcase exotic woods and the kind of artisanal techniques that are in danger of dying out unless a new gener-

Maloos Anvarian, above, has a master's degree in interior design and housing with a specialty in the psychology of color, which shows in the pop of her bright orange ABU chair, right, which stands for All Balled Up.

ation steps in.

The result is a collection in two parts, both made in San Francisco. There are 18th and 19th century antiques, transformed with modern materials. As befits her mantra, "modern furniture with a history," a delicate great grand-mère gilt settee morphs into 21st century glory by replacing upholstery with clear Lucite, which, as she points out can be recycled like glass. Armchairs, side chairs get the same makeover. Hunting chairs lose their forest gloom with pastel finishes.

Then there are the contemporary pieces such as a sleek tete-a-tete sofa that evokes Belle Epoque salons and live-

work South of Market lofts. In another nod to the past, a small, square, clear table has a thick glass top resting on ornate clear Lucite legs. Both the glass and the Lucite are hand cut and hand polished.

Furniture led her into working with other objects. Shimmering, sparkling vertical blinds turn out to be hundreds and hundreds of pull tabs from cans interwoven with antique crystals, one purchased by the bagful on eBay, the other by the pound in Paris flea markets.

Her chandeliers juxtapose old and new, smooth and rough, sleek and ornate. Her Glacier chandelier houses an over-the-top vintage crystal

piece inside translucent

shade. The Encased series is Lucite channels filled with vintage crystals.

Her glass collection became part of her design work. "Now I have clients call to ask for this color, that color," she says. Glass lamps from the '30s, '40s and '50s are taken apart and re-created. Danish glass, Swedish glass, Swiss glass, Czech glass, Polish glass, Italian glass, "they all kind of work together; there's a certain magic about them."

DWM Interiors, 2 Henry Adams St., Suite 349, San Francisco. (415) 864-3857. www.dwminteriors.com.

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