MAGAZINE

Tour Designer Will Cooper's Manhattan Home

Culling through the history of the decorative arts, the ASH NYC partner gives new life to his space

By Sam Cochran

Photography by Ngoc Minh Ngo September 11, 2020



process. "I have to be in a place and get the vibe—visiting all the museums, poring over books, and unpacking everything from there. Ideas come and go. They blend together

with discoveries from my travels. It all becomes this convoluted mix."

Research, research," says designer Will Cooper, musing about his creative



references, styles, and finds—the result of both his professional peregrinations and deep dives into the annals of the decorative arts.

In this particular instance, he is referring to the hit hotel projects he has shepherded as

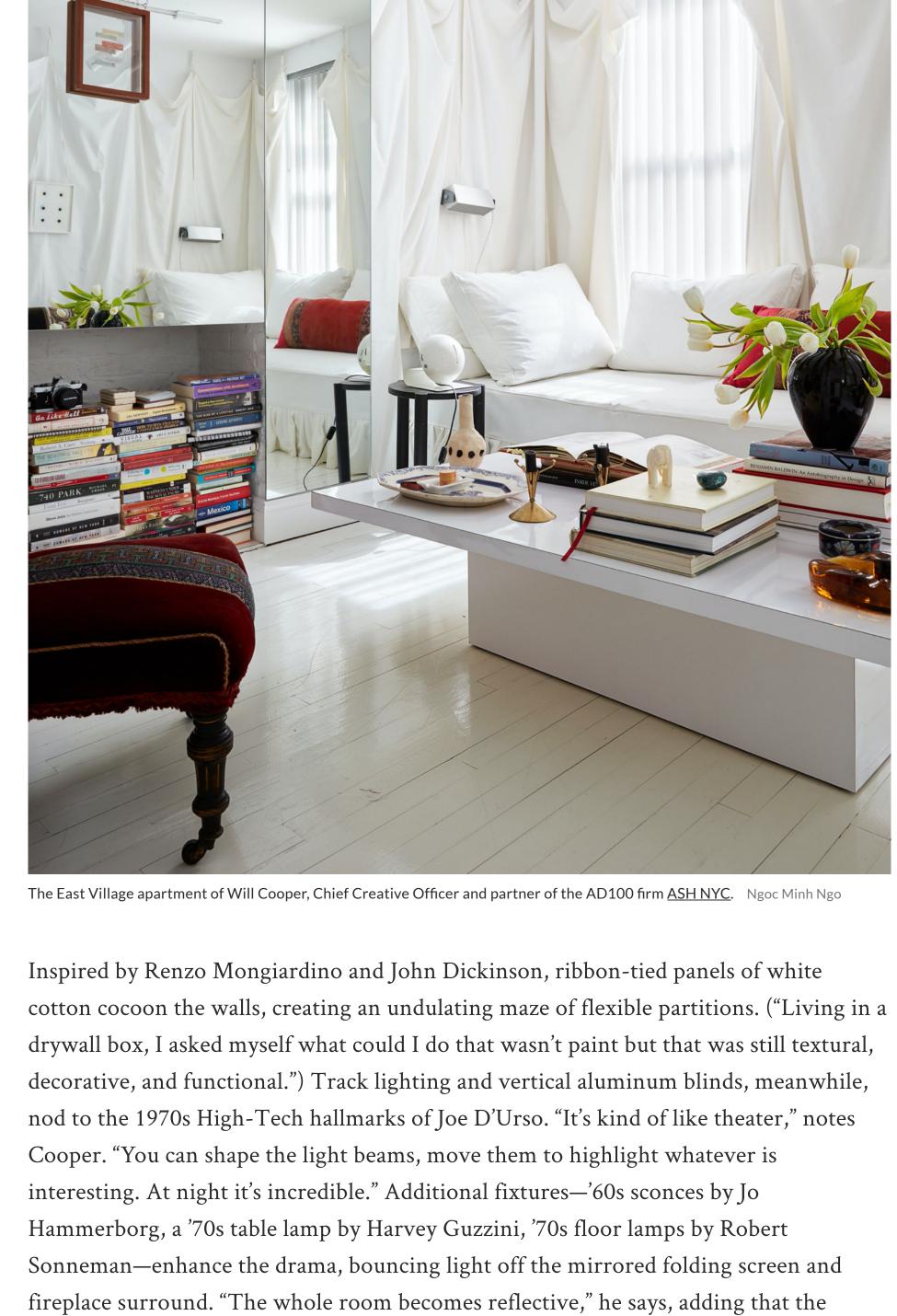
chief creative officer and partner of the <u>AD100</u> firm <u>ASH NYC</u>, from the terrazzo-tiled

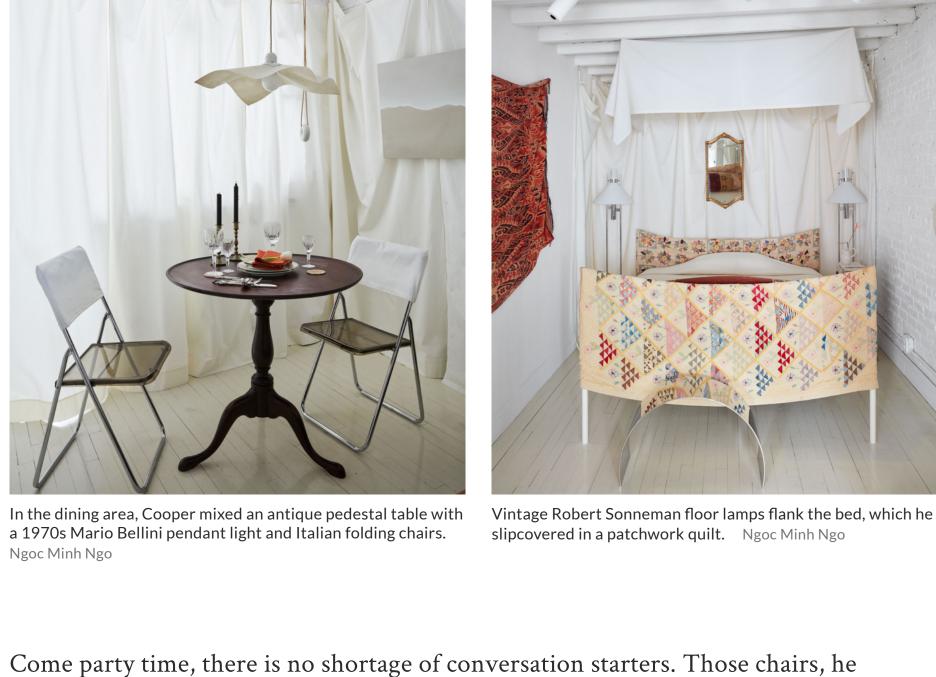
baths at The Siren in Detroit to the gingham-bedecked boudoirs at Hôtel Peter & Paul

Manhattan home, a one-bedroom rental in Alphabet City. Just 550 square feet, with a

railroad-style warren of rectilinear rooms, the apartment reveals a masterly mix of

in New Orleans. Still he might as well be describing his own recently redecorated

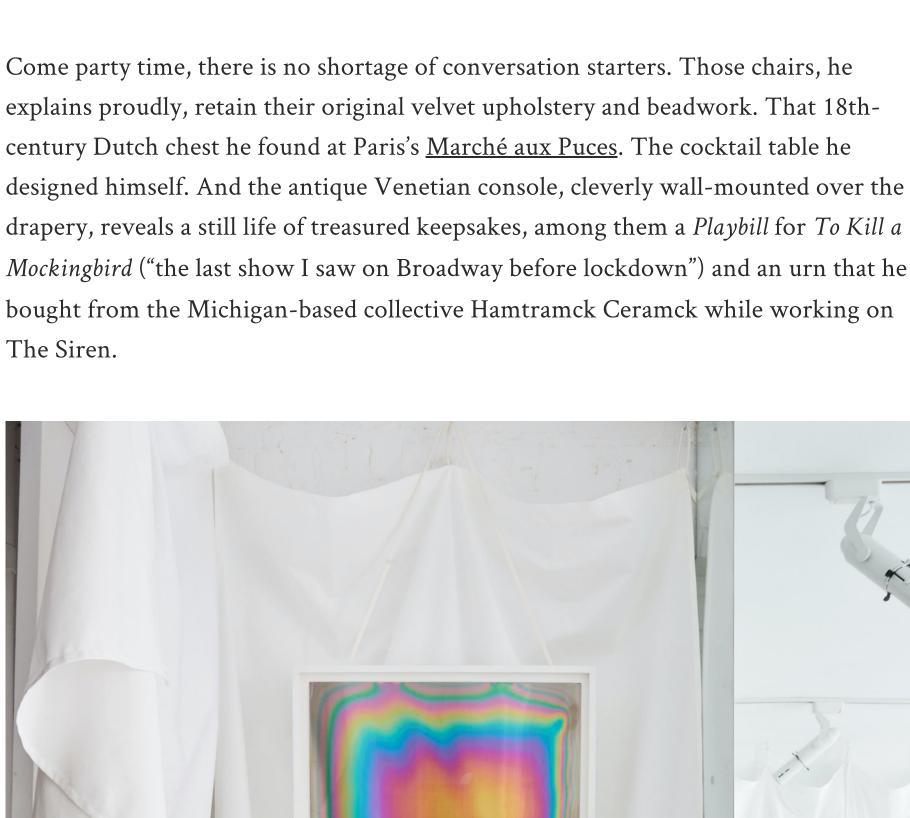




amply cushioned daybed and Aesthetic Movement chairs regularly welcome friends for

cocktail hour (albeit not during the pandemic). "I can fit 15 people comfortably, just

lounging around Turkish-style."



Consider Casa Cooper a scrapbook of life and work. White slipcovers offer his take on

summer dress, a New Orleans tradition he fell for designing Peter & Paul. Fitted over

his bed, meanwhile, is a quilt that belonged to his great-grandmother and hints at the

quilt program to come at ASH's new Baltimore hotel. ("The city has this historic, very

specific pattern," notes Cooper.) Remarkably, in his hands, all these many ideas yield a

breath of calm, not some mad laboratory. "All day I create intense fantasies," he reflects.

A framed artwork by Aleksandar Duravcevic hangs above the 18th-century chest. Ngoc Minh Ngo

"At home, I need some clarity."



Wall-mounted, an antique Venetian console appears to float against the white cotton drapery. Ngoc Minh Ngo