

ZEST

HOME

'The first home offered as a piece of art'

Italian furnishings maker Giorgetti to outfit luxury mid-rise

By Diane Cowen

Giovanni del Vecchio was on a whirlwind trip to the city, visiting Internum and launching the sales portion for Giorgetti Houston, a new mid-rise planned for the Upper Kirby District.

The CEO of the 18-year-old Italian luxury-home-furnishings maker visited potential buyers and the project's Houston team.

The project's 32 condos and penthouses, starting at 2,400 square feet, will cost \$1.4 million to \$3 million, about \$500 per square foot, said Jacob Sudhoff, of the Sudhoff Companies real estate consulting firm.

Stok Partners, the project's builder, won't break ground until next summer. But the idea for this unusual collaboration — a seven-story building with Giorgetti branding inside and out — was hatched some time ago, when Jerry Hooker, a principal at Mirador Group, and Sudhoff were in Italy and saw Giorgetti furniture up close.

They had already purchased an armchair from the company's iconic Progetti collection. When Hooker saw its Origami sideboard, he fell in love.

Its overlapping doors intrigued the architect/interior designer. Wouldn't it be a beautiful exterior for a building or a home?

Back in Houston, Hooker and Sudhoff visited Internum, a contemporary-modern furniture store that carries Giorgetti's products and will serve as the project's sales office. He wondered again — out loud this time — if Giorgetti executives would consider being part of a project that brings their entire aesthetic to every detail: flooring, cabinets, lighting, closet details and even their color palette.

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An artist rendering depicts Giorgetti Houston, a luxury mid-rise that is a collaboration of Italian furniture maker Giorgetti, architecture and interior-design firm Mirador Group, real estate consulting and marketing firm Sudhoff Companies and real estate developer Stok Partners. Courtesy photos



Sales offices for the Giorgetti Houston mid-rise are at Internum, which carries the Giorgetti contemporary furniture line.



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TRENDING

It's easy being green

By Diane Cowen

Malachite has been mined all over the world for more than 3,000 years, so it's hard to call its decorative presence new. Still, the green mineral is popping up everywhere in home design, from brassy bar carts to candle holders and vases.



Octagonal vase

This funky vessel recalls art deco but fits perfectly into 2016 sensibilities — its malachite-inspired pattern looks glamorous against the luster of 24-karat trim. Available at Jonathan Adler, 2800 Kirby; \$118.



Candle holder

The Malachite Collection from L'Object includes this candle in a round container topped with a cabochon amethyst and trimmed in gold. Available at Kuhl-Linscomb, 2424 W. Alabama; (\$135)



Maddox bar cart

You'll want to host a cocktail night every night of the week with this sleek, modern bar cart, made of rich malachite and gleaming brass. Available at High Fashion Home; \$1,099.

High Fashion Home