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# Giorgetti condo building a chic addition to Upper Kirby District



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The front lobby of new Giorgetti mid-rise condo building in the Upper Kirby District offers elegant seating areas, such as this one off of the front lobby.

Photo: Divya Pande

The new Giorgetti-branded residential midrise in Houston's Upper Kirby District could be one of the most stylish condo buildings in the city.

Spouses Jerry Hooker and Jacob Sudhoff were inspired to create a building with the more than 120-year-old Italian furniture brand from a single chair that they owned — the Progetti, a work of art in leather and wood.

Hooker is an architect by trade and principal at Mirador Group, while Sudhoff is CEO of Douglas Elliman Texas property firm.

This project has been in the making for several years, with its sales center opening in the fall of 2016 and construction starting in the spring of 2018. Though half of the Giorgetti's 32 units are sold and residents have moved in, the formal unveiling of the building waited until well into October because of the coronavirus pandemic.

A block that once was filled with nondescript postwar beige buildings, now has the chic, seven-floor Giorgetti, a close neighbor to the 40-story Hanover River Oaks apartment building.

"We wanted the DNA of the company woven into the building and its materials," Hooker said, explaining that the unusual brick pattern on the building's exterior spells out "G-i-o-r-g-e-t-t-i" in binary code, and the shape of the building is inspired by its Origami sideboard. The black bricks of varying thicknesses were chosen for their resemblance to the black basalt pavers used in many streets in Italy.

Inside, the public spaces impress with Giorgetti furnishings and features designed by its artisans. Triangles of walnut, with different finishes — from matte to glossy — are laid together for a three-dimensional effect on the floor, up a back wall and then crawling back over the ceiling in the lobby seating area.

Giorgetti couches and chairs are clustered around a generous coffee table, giving this space the feel of a living room. A second public space is covered in veiny Italian marble and decorated with a bespoke wall of art niches that display Giorgetti-made art glass.

The brand only in recent years rolled out a line of kitchen cabinets, and they are featured in the kitchens in each of the 32 units, finished out as owners make their selections.

The two- and three-bedroom units range from 2,700 square feet to 6,700 square feet and cost from \$1.9 million to \$4.3 million, each has its own covered loggia, ranging from 500 to 2,000 square feet.



The model unit, one of the 2,700-square-foot condos, is decorated fully in Giorgetti, to show how their sleek European-style cabinets look in the kitchen, including slender Giorgetti pendants dangling over the long island.

The bedrooms, dining room and living room are all filled with Giorgetti furnishings, such as the Drive sofa in its sectional form, with a sculptural Move rocking armchair around a cluster of low tables.

The Giorgetti brand may be less known in Houston, where traditional décor has given way to more transitional style only in the past few years. It's sold at CASA Houston, a shop — launched by Hooker and Sudhoff a few years ago — with a collection of other European brands that include Listone Giordano wood flooring, Rimadesio closet and cabinet systems, Poltrona Frau leather furniture and Voyage et Cie home fragrance.



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Diane Cowen has worked at the Houston Chronicle since 2000 and currently its architecture and home design writer. Prior to working for the Chronicle, she worked at the South Bend (Ind.) Tribune and at the Shelbyville (Ind.) News. She is a graduate of Purdue University and is the author of a cookbook, "Sunday Dinners: Food, Family and Faith from our Favorite Pastors."

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