

CS

CALIFORNIAHOME+DESIGN

THE 10 MOST STUNNING PROJECTS IN THE STATE

2013



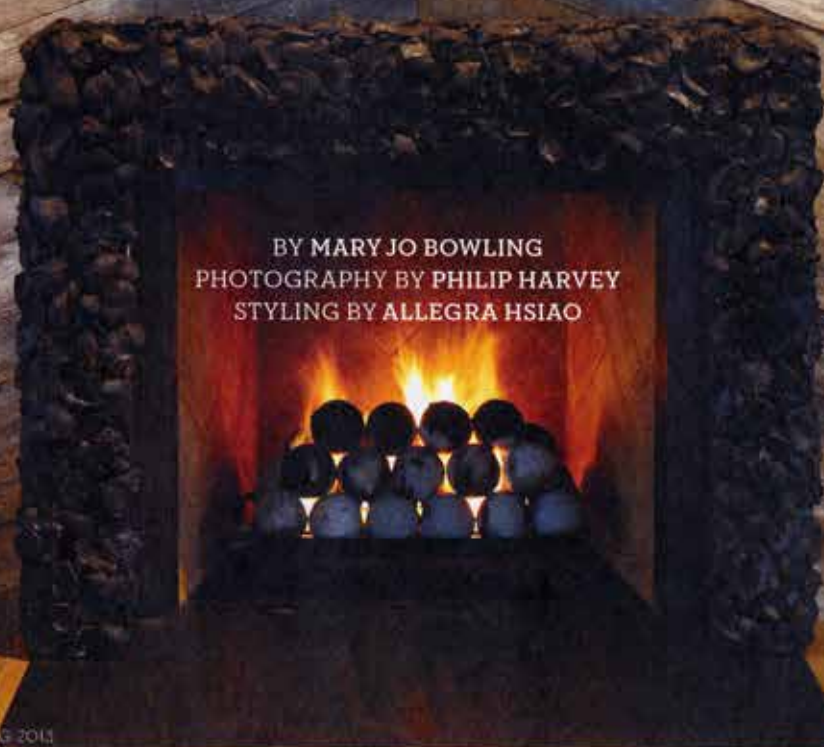
INSIDE DIANE KEATON'S HOME
JEFF LEWIS ON LIFE, LOVE AND DECORATING
SEXY LIGHTS FOR EVERY ROOM

DIVING IN

WHAT HAPPENS WHEN TWO STYLE-SAVVY CITY BOYS DECAMP TO THE COUNTRY? FOR JAY JEFFERS AND MICHAEL PURDY—WHO OWN AND OPERATE ONE OF SAN FRANCISCO'S CHICEST DESIGN OUTPOSTS—IT SPURRED A FREE-RANGE REMODEL FIT FOR AN URBAN COWBOY.



BY MARY JO BOWLING
PHOTOGRAPHY BY PHILIP HARVEY
STYLING BY ALLEGRA HSIAO









SAN FRANCISCO INTERIOR DESIGNER JAY JEFFERS AND CREATIVE DIRECTOR MICHAEL PURDY HAD BEEN TOGETHER 10 YEARS, BUT LOOKING AT THEIR AGENDA FOR 2012, ONE MIGHT HAVE WONDERED IF THEY WOULD MAKE IT TO 11.

Last year, the pair decided to tackle two of the most stress-inducing (and relationship-ruining) activities there are: completely remodeling a home (a modest ranch-style house in St. Helena) and starting their own business (Cavalier by Jay Jeffers, a fine home-goods store in San Francisco).

The St. Helena house had been purchased three years ago, and the decision was driven by the weather. "I was working on Wine Country houses for clients," remembers Jeffers, "and I couldn't help but notice how, as I drove north, it warmed up considerably—sometimes by 30 degrees. I loved the scenery and I started craving a place of my own up there."

With Purdy on board with the plan, they started searching in Sonoma and Napa counties. "Our goal was simple," says Jeffers. "We wanted a place where we could completely relax and where we could walk or ride our bikes to bars

"I WANTED TO MAKE A STATEMENT ON THE FIREPLACE WALL," SAYS JAY JEFFERS, WHO ARRANGED RECLAIMED WOOD IN A CHEVRON PATTERN. THE OYSTER-SHELL FIREPLACE SURROUND IS BY HOWL INTERIORS, ARTISANS REPRESENTED AT CAVALIER. THE ARTWORK ABOVE THE FIREPLACE IS A FLEA MARKET FIND. "I'M A SUCKER FOR A DAPPER GENTLEMAN," SAYS JEFFERS.





and restaurants." They found these things in a 1962 ranch house close to the St. Helena shopping district. It was the kind of place only an interior designer looking for a big project could love. "I didn't think it had much to it, but Jay had a vision," says Purdy of the then-dated home. "But it did have room for a pool, which was on my wish list. While we were still looking, our real estate agent started calling it the Pool House, and the name stuck."

"The original house didn't have a lot of character," says Jeffers. "But it was in our price range, and it had a big yard and a vineyard view—of someone else's vines, which was great because we didn't want a lot to take care of." Within weeks the couple sealed the deal, cleaned up the place, performed some minor cosmetic improvements ("putting lipstick on a pig" as Jeffers describes it) and started enjoying their weekend digs. But 24 months later, their lives were about to take a change for the challenging.

"I QUESTIONED THE TIMING. AT FIRST, IT SEEMED A BIT CRAZY TO UNDERTAKE ALL OF IT AT ONCE."

They were already planning on opening Cavalier, which they envisioned as a haven for luxurious and uncommon items, when they spotted a recently remodeled house while walking their dog Kingsley in the neighborhood. Jeffers was struck by the beautiful simplicity of the project. "That is exactly what we should do to our house," he said to Purdy as he took photos with his phone.

Several months later, while he was having lunch with Shay Zak of Zak Architecture, Jeffers was astounded when the architect started describing a remodel in St. Helena. Whipping out his phone, Jeffers showed Zak the photos he had taken of the very same project. He decided to hire him to help transform another house just blocks away—his own. "I have redecorated many homes for myself, including a Eureka Valley place I redid three different times," says Jeffers.

CLOCKWISE FROM LEFT: "I COOK A LOT, SO I HAD MORE TO SAY ABOUT THE KITCHEN," SAYS MICHAEL PURDY, WHO WANTED A CLEAN, OPEN SPACE; THE COUPLE LOVE LIVING JUST A BIKE RIDE AWAY FROM TOWN (PURDY IS ON THE LEFT, JEFFERS ON THE RIGHT); JEFFERS WAS DRAWN TO THE BATHROOM MIRRORS BECAUSE THEY ARE ETCHED WITH CROWNS.

"But I had never undertaken the challenge of remodeling my own home down to the bones," Purdy was dubious. "I questioned the timing," he says. "At first, it seemed a bit crazy to undertake all of it at once."

Doubts cast aside, they jumped in with both feet. "We had the standard eight-foot-high ceilings," says Jeffers. "I wanted to open those up and have them follow the roofline." The effect, paired with new—and bigger—windows and doors, is of a space that is large and full of light. That feeling is enhanced by the neutral color palette, which might surprise those familiar with Jeffers' work. "If my practice is known for anything, it is the use of color," he says. "In this house, I wanted to use largely white and challenge myself with a restrained palette."

For the overall aesthetic, Jeffers designed a look he calls rustic modern. "I wanted to create an industrial feeling, but I didn't want anything too heavy," he says. "I wanted it to look new and modern but also to have soul."

Earlier this year, after the home was completed and Cavalier opened, the couple found themselves on the other side of the personal and professional storm. And, in fact, it wasn't much of a strain on their relationship. "I did have my doubts, but the whole thing was pretty seamless," Purdy says. "We love the house. I get chills when we arrive for the weekend and walk through the door." And, like Jeffers and Purdy themselves, the once modest home is proving it can stand the test of time. "At first we weren't sure if we were going to hang on to this house," Purdy says. "But it's starting to feel like a forever thing." Up next: groundbreaking for the new pool, which will allow the place to live up to its name.

"IF MY PRACTICE IS KNOWN FOR ANYTHING, IT IS THE USE OF COLOR. IN THIS HOUSE, I WANTED TO USE LARGELY WHITE AND CHALLENGE MYSELF WITH A RESTRAINED PALETTE."

FROM LEFT: THE COUPLE DOES THE BULK OF THEIR ENTERTAINING OUTDOORS—JEFFERS AND KINGSLEY SURVEY THE AFTER-PARTY SCENE; ON A TRIP TO MOROCCO, JEFFERS FOUND A TROVE OF RUGS IN A TINY ROOM BEHIND A JEWELRY STORE, AND HAD ONE ABSTRACT STRIPED PIECE MADE INTO A HEADBOARD FOR THE MASTER BEDROOM.







ST. HELENA CYCLERY
"I LOVE THIS LITTLE SHOP ON MAIN STREET WHERE YOU CAN RENT BIKES TO CRUISE AROUND TOWN. I JUST WENT THERE TO BUY A GREAT BASKET FOR MY NEW BIKE."
sthelenacyclery.com

jayWALKING

FOR STAR DESIGNER JAY JEFFERS, OUTFITTING HIS NEW ST. HELENA HOME MEANS MAKING THE ROUNDS OF LOCAL DESIGN DESTINATIONS. HE SHARES A FEW FAVORITE STOPS NEAR HIS WINE COUNTRY HOME.

BY SARAH WHITE

CLOCKWISE FROM TOP LEFT: MATT TORRENS; COURTESY OF ARNE NORELL; COURTESY OF DOSHA DOG; ALL OTHERS COURTESY OF THE COMPANIES



**STEED FINE
HOARDING & TACK**

"WHEN YOU WALK DOWN MAIN STREET ON SATURDAY AND SEE A SIGN HUNG AT THE CORNER OF MAIN AND ADAMS, THEN YOU KNOW THEY'RE OPEN. OWNER DIONE CARSTON HAS AN IRRESISTIBLE TAKE ON RUSTIC BEAUTY AND SHE STOCKS FABULOUS FAUX HERMÈS LAMPS."
steedfinehoardingandtack.blogspot.com



MA(I)SONRY

"YOU CAN TASTE BOUTIQUE WINES AND DISCOVER FINE ART IN THIS TURN-OF-THE-CENTURY YOUNTVILLE MANOR. THE ILONA CHAIRS BY ARNE NORELL WOULD BE FABULOUS IN MY ST. HELENA HOUSE."
maisonry.com



WOODHOUSE CHOCOLATE

"THEIR YUMMY CHOCOLATES ARE HANDMADE IN THE VALLEY, BUT THE ST. HELENA SHOP SHIPS ANYWHERE IN THE UNITED STATES."
woodhousechocolate.com



FIDEAUX

"THIS IS A CHARMING LITTLE PET GOODS SHOP RIGHT ON MAIN STREET IN ST. HELENA. THEY PLACE TREATS AT DOG'S-EYE LEVEL, SO OUR CAVALIER KING CHARLES SPANIEL CAN MAKE HIS OWN EPICUREAN SELECTIONS."
fideaux.myshopify.com



DI ROSA FOUNDATION

"THIS 200-ACRE NAPA SITE IS HOME TO A PRIVATE MUSEUM OF 2,000 WORKS BY BAY AREA ARTISTS—INCLUDING THIS RICHARD SHAW SCULPTURE—AS WELL AS A WINERY AND WILDLIFE PRESERVE. PEACOCKS ROAM THE RETREAT, AND BRINGING HOME A PEACOCK PUPPET BENEFITS THE PUBLIC TRUST."
dirosaart.org



**MARTIN
SHOWROOM**

"ERIN MARTIN IS ONE TALENTED BIOTCH. BESIDES BEING A GREAT FRIEND, HER TASTE IS SPOT-ON. I CAN DROP INTO HER STORE AND BUY ANYTHING FOR MY HOME, THOUGH HER PENCHANT FOR OVERSIZE ITEMS MEANS I MIGHT NOT BE ABLE TO FIT IT THROUGH THE FRONT DOOR." (TO SEE MUCH MORE OF MS. MARTIN, GO TO PAGE 142.)
martinshowroom.com

