

DESIGN + DECOR

CONNECTICUT
NEW JERSEY
NEW YORK

THE DESIGNER ISSUE



\$7.99 US/\$8.99 CANADA

0 9 >



7 25274 23559 9

DISPLAY UNTIL 12/20/21



Jonathan Gordon likes to describe his design firm, Design by the Jonathans, as a chameleon with expertise in all styles and no particular niche.

His talents allow him to create stunning spaces and even bend the rules when it comes to stylistic choices. For one project, he was asked to blend Art Deco with the classics and modern. No problem; being adept at various styles enabled him to do this. Jonathan and his team mixed mid-century color palettes with Art Deco textures and a modern layout and shapes. “We did it successfully throughout the entire house,” says Jonathan, adding that the house garnered media attention after its completion.

Jonathan’s unique ability to combine any styles developed out of necessity. When entering the design business, he came in cold with no reputation or publicity to fall back on. He knew that if he was going to make it in the industry, he had to do what was essential to accommodate his clients. “I had to adapt and study quickly,” he says. “Within a couple of years, I was proficient in 15 to 20 styles. Today, I can mimic and cross boundaries. I love Studio McGee, but I also love neutrals. I’ve developed the ability to create styles based on the clients—something very personal to them. We’re not selling them something we do, we’re selling them something they want. This came from necessity, and we’ve gotten very good at it.”

While his design firm decidedly steers clear of obsessions, he says his personal taste can be summed up as “an obsession with old brown furniture, tongue in cheek.” In

JONATHAN GORDON

THEJONATHANS.COM

Photos by Robert Norman



designing his own home, he chose the heavily ornate and dramatic style of the Paris Opera House, designed by Charles Garnier and steeped in France's Beaux-Arts period. That period used classic motifs, gilding, sparkles, glass and crystal—entirely separate from Jonathan and his firm, and what he likes to give his clients.

"From a business standpoint, my clients love what they have in their home, just as I love what I have in mine," he says. "We're a scrappy, young firm, and we all love what we do. Our team's goal is to make people happy and, at the end of the day, that's why we do what we do."