

all started eight years ago when design impresario Adrian Duenas and his partner, architect Marcelo Saenz — co-owners of the international Homeldentity brand — touched down in Houston as cultural tourists. Duenas, who halls from Ecuador (as does Saenz), remembers their first time driving by the Menil: "We didn't know it was there, so we parked, got out and were surprised to see Renzo Piano's first work [in America]. Then, visiting restaurants and feeling the vibe of the city ... We just looked at each other and said, 'We will have a business here.'"

The design-sawy business and real-life partners (the pair married in New York in 2014) acquired a prime West Alabama tract of land and its teardown building. From the ashes of the former palm-reader space, a new modernist structure housing BeDesign arose. The gleaming two-story 4,400-square-foot building designed by Saenz serves as a showcase for a curated perspective on contemporary European home furnishings, beginning with the signature Paola Lenti collection, a Houston exclusive for an Italian brand heralded for its understated lines and restrained perfection. (Lenti is farmed for a forward-looking show presented in a monastery during a recent Milan furniture fair). At BeDesign, Lenti is joined by futuristic Vibia lighting and minimalist Elitis wall coverings; the three collections hold court on the expansive first floor. Above is a Kartell shop-within-shop, designed by the brand's Ferruccio Laviani. More Houston exclusives includes sculptural Spanish Nanimarquina rugs (Little Field of Flowers won

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WEST ALABAMA'S NEWEST DESIGN DESTINATION SPEAKS WITH A SPANISH AND ITALIAN LILT.

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our hearts) parent company Homeldentity Italy's smart settees and sleek chrome coffee tables shaped like intersecting orbs, and a sinuous, functional illuminated room divided by Canadian house Molo, which, surprisinaly is made from cardboard (a steal at \$1 200 and perfect for sky-rise living)



During a tour of the upstairs gallery, Duenas singled out design names never before in the Texan market: Driade (boasting designers including Philippe Starck and Patricia Urquiola), Cierre (quintessential Italian leather furniture), CasaDesús (Spanish sofas), Marset (Spanish lighting) and DB Barcelona Design (inspired by Salvador Dalí, Gaudí and other artful luminaries).

We also sighted small treasures: Pop collages by Houston artist Curlis Gannon, salvaged from vintage comics (from \$1,800) and withy candles with a mid-century stance by Jordi Labanda, which double as table sculpture and make perfect hostess gifts for the architecturally inclined (\$60 to \$120).

BeDesign, 2016 W. Alabama St., 713.623.1177, be-design.us.

