

# PRIVATE AIR

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## LUXURY HOMES

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INVESTING IN  
ALTERNATIVE ENERGY

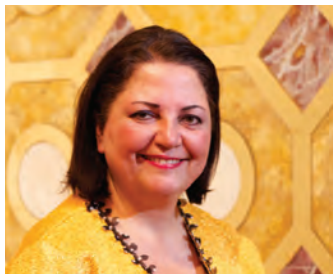
TOM FORD INSPIRED  
RESIDENCE IN AUSTRALIA

VERSACE HOME  
RESIDENCES IN LONDON

THE INIMITABLE TROPICAL  
ELEGANCE OF ST. BARTH'S

## DESIGN FROM WITHIN

*Architects Jon Sparer and  
John Klai Create An Luxury  
Oasis Called CAVU*



OPPOSITE TOP: Josephine Homes' interior designers, architects, carpenters, and upholsterers put their experience and manual skill to work in order to offer you one-of-a-kind furnishings and interior design. Their love for the classic and desire for new designs are two aspects that push Josephine Homes to create new combinations that are in tune with the finest furnishing traditions and interior designs. The Josephine Homes' collection sets itself apart by the exclusive home furnishings and interior architecture designs, along with the historical research behind each interior design project. All finishes and upholstery are fully customizable according to their clients' specifications.

OPPOSITE BOTTOM: Josephine Homes is devoted to offering their clients a unique value-add proposition by combining beautiful Italian designs with one-of-a-kind Italian artistry.

*Most successful experiences of living with custom designed furnishings and accessories come about because of an emotional or aesthetic connection to the materials used in the making of those pieces. Private Air chatted with Natalie Shaheen, Co-Founder and Executive Vice-President of Josephine Homes, Inc. in San Francisco, about her company, its vision, and what makes Josephine Homes' pieces so special.*

# BREATHING NEW LIFE INTO OLD WORLD DESIGN

By: E.J. Webber

Most successful experiences of living with custom designed furnishings and accessories come about because of an emotional or aesthetic connection to the materials used in the making of those pieces. *Private Air* chatted with Natalie Shaheen, Co-Founder and Executive Vice-President of Josephine Homes, Inc. in San Francisco, about her company, its vision, and what makes Josephine Homes' pieces so special.

## What is the hallmark of Josephine Homes' business?

Since Josephine Homes is the producer of distinctive and inspiring original European collections, all handmade in Italy, the hallmark is our unparalleled quality and full customization services including hand painted ceilings, wood, and marble inlay work to deliver a fully curated estate or home.

## What are the main products you feature?

Our exquisite Italian furniture, lighting, and accessories collections distinguish us from other companies and our lines are cherished throughout the world as priceless antiques of tomorrow. Everything is hand made, mouth blown, hand painted, or fitted to the client's exact specifications.

**There are many firms that offer design services, but you present a client with something more that sets you apart – full customization. Explain what you mean by this.**

In addition to our rich product line, we offer full customization and comprehensive interior design services that meet your personal needs and desires, melding the past with the present to create one-of-a-kind elegance. Our products are housed in some of the finest homes, estates, and palaces around the world. What is most striking about our collection is the symbolic value that these works of art can instill to any room by creating





## OPPOSITE:

Josephine Homes is a company that offers the finest products from Italy, with a careful selection of exclusive accessories, lighting and furnishings that are housed in some of the finest homes, villas and palazzos in the world.

## RIGHT:

Sophisticated inlays, created with polychromatic wood types, an expression of our perfect understanding of this technique. You can find the utmost pleasure in beauty and performance in this beautifully inlaid custom-made Josephine Homes' piano. The hand selected antique pianos that were made before 1950s in Germany are taken back to Italy and are completely restored. Then completely refurnished in masterful Italian inlay, wood carving and gilding.



perfect harmony. Our showroom in San Francisco also carries in-stock items to fulfill your immediate needs.

**From customized walk in closets to furnishings exquisitely inlaid with marvelous wood designs, has there been an example of a more expensive or unusual piece you have completed for a client?**

Should Emperor Napoleon Bonaparte and his Josephine awake in Château de Malmaison, to find this piano they would no doubt be thrilled with the beauty of our inlaid custom-made, hand selected, antique German one. We brought this piano back to Italy where it was completely restored, inlaid and carved with the finest of wood, then gold gilded. Should you wish one, we can also inlay your initials or family crest onto the musical instrument. Of course there is also the rare table we masterfully studded with genuine diamonds, rubies, and emeralds finished with a beveled glass top for a client.

**How did you begin your passion for this very classical line of work? When did you start the company?**

I have always been interested in history and art history in particular. When my husband and I built our own home, we simply could not find the quality of craftsmanship we were looking for - evocative of a quiet, soft elegance - and didn't wish to have used antiques, so a trip to Europe landed us in Italy, where we recruited master Italian artisans whose remarkable tapestry of life contribute to their equally remarkable talents. Our company sprang from such a visit in 2002.

**The focus is ultimately on craftsmanship - and the materials that are used. Can you tell us what is the special connection that Italian craftsmen have to the materials they use?**

Josephine Homes has taken it as its mission to revive interest in Neoclassic

OPPOSITE TOP:  
A taste for beauty, in-depth knowledge of wood, and a whole lot of passion, come together to give Josephine Homes the skills to work with the highest level of creativity and craftsmanship. These are the secret ingredients to create sophisticated furniture collections: the finest workmanship and the highest-quality materials, crafting skills that are passed down generation to generation, where attention on details is a must.

OPPOSITE BOTTOM:  
Josephine Homes' line of bedroom furniture is dictated by time, where design from the yesteryear blends perfectly with the renewed desire for classic furnishings in order to rediscover the art of carving, the art of gilding and lacquering. All finishes and upholstery are fully customizable according to their clients' specifications.

styles, preserving, reviving, and restoring historical techniques of the old masters of decorative and visual arts of a bygone era. Although blood is no longer added to varnishes as was done in the 1600's, what our select artisans do add today is deep emotion and love to the pieces they create for our clients. We feel honored to be able to help continue the tradition of family artisans in Italy.

**Are you or your team able to travel to far away places to install your work for clients?**

Absolutely, we have travelled to many states and to other countries to meet with clients and to install their custom pieces.

**Is it possible to combine the classic with the contemporary in design?**

We create many instances of pieces for clients who like the juxtaposing of contemporary fine art with a kiln fired wood inlaid pair of Empire chairs in an

entryway for example; the mixing and matching process is exciting for me as a designer. Our hand-made pieces are truly stunning works of art that fit easily into any elegant space.

**Why is lighting so important and can you tell us a little about some unusual installations of lighting?**

Illumination must fit the environment and gives a home its ambiance. For instance, we create the best in super-sized chandeliers; only made of mouth blown glass, crystal, Murano glass, or porcelain. We customize with details such as special color requests or additions such as initials, butterflies, cherubs, or other custom details asked for by our clients. Our showroom is always available here in San Francisco for a visit. ➔

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