

DISCOVERIES



SHOWROOMS

Miami Heat

Ralph Pucci's new Florida emporium captures the optimism and energy of Wynwood

Ralph Pucci is betting on Miami, specifically the burgeoning Wynwood neighborhood. "It's not as commercial as South Beach and not quite as polished as the Design District. It has the right vibe for Pucci," says the zeitgeist-surfing furniture impresario. Two years ago, after nearly a decade of doing business in the area, Pucci made a long-term commitment to Wynwood with the purchase of a 10,000-square-foot former warehouse, set to open as his Florida showroom during this year's edition of Art Basel Miami Beach. The new location, situated alongside the home of the Margulies Collection, won't be hard to find—a mural by designer Elizabeth Garouste, spanning the building's entire 100-foot-wide façade, announces Pucci's bold creative spirit in no uncertain terms. Next year, the ongoing mural program will feature the work of artist Ruben Toledo.

"We tried to keep the soul of the warehouse intact—a touch of cool, a touch of rough, a touch of elegance,"



Pucci says of the extensive renovation, in which sleek elements like high-gloss white epoxy floors mix with remnants of the structure's grittier past. "I love seeing the furniture—these incredible things by Hervé Van der Straeten, India Mahdavi, Patrick Naggar, and all the others—reflected in what looks like a mirror of white glass," he adds. "And I'm excited about the synergies with the Margulies, which is one of the great Miami cultural resources. I think many of our customers will be excited to discover it, and I hope their visitors will discover Pucci. I have high hopes for this street." ralphpucci.com —MAYER RUS

1. AN INSTALLATION OF ELIZABETH GAROUSTE DESIGNS AT THE NEW RALPH PUCCI INTERNATIONAL GALLERY IN MIAMI.
2. HERVÉ VAN DER STRAETEN'S LUSTRE CANDY PENDANT.
3. JOHN WIGMORE'S CHROMA #1 SCONCE.
4. THE FAÇADE'S MURAL BY GAROUSTE.

1. & 4. JUAN PABLO CASTRO. ART: ELIZABETH GAROUSTE/RALPH PUCCI. 2. & 3. COURTESY OF RALPH PUCCI.