

DYER-SMITH FREY

INTERIOR AND BRANDING

Located on the top floor of Hard Turm Park in the upcoming West of Zurich, Design-Duo Dyer-Smith Frey creates luxurious Penthouse on 120 square meters.

Hard Turm Park

Penthouse Loft, 120 sqm

Located on the top floor of Hard Turm Park in the upcoming West of Zurich, Design-Duo Dyer-Smith Frey creates luxurious Penthouse on 120 square meters.

This exquisite maisonette-loft combines aesthetic effortlessnes, elegant design and extraordinary proportions. Based on a classic penthouse layout the designers used different woods, brass and new custom made furniture from their own DSF COLLECTION. Dyer-Smith Frey has created a highly detailed and light-flooded concept for an extravagant living experience at highest level.

A golden floor leads to the apartment with its impressively large window front, overlooking Limmat Valley. The petrol blue entrance area merges into the living and dining room with its panoramic view and remarkable proportions.

A clear design-language, light and subtle sand tones, materials such as oak and brass and custom-made walnut furniture shape the interior. The generous living space is completed by a loggia with a patterned concrete floor and colourful lounge furniture from the DSF collection.

Bright quartz stone and indirect lighting systems have been used to create a small but classy kitchen from "Varenna" combining modern technology and warm elegance at the same time. An arrangement of Tom Dixon's large brass ball lamps emphasizes the adjoining dining area with a generous table from the DSF COLLECTION and black upholstered chairs from "Poliform".

The rhomb is a very important and recurring design element in the work of Dyer-Smith Frey. As a pattern on a spacious, turquoise blue wall it is linking both apartment floors and leads to the mezzanine bedroom and bathroom.

A large glass façade in the bedroom area makes an impressive visual impact. Taupe-Grey walls, dark curtains and a bed with a variable, integrated bookcase made of walnut provide pleasant ease - a window lounge with fantastic views invites to relax.

The entire penthouse apartment at Hard Turm Park has oak parquet flooring by "Bauwerk". Easy to use by smart phone, the intelligent lighting system from "DigitalSTROM" generates different room atmospheres.

Renate Janner
Image Consulting + PR
Bornstrasse 3
D-20146 Hamburg
+49 40 533 083 46
www.renatejanner.de
renate.janner@renatejanner.de

DYER-SMITH FREY AG
Interior and Branding
Forchstrasse 234
CH-8032 Zürich
Switzerland
+41 44 380 08 04
info@dyersmith-frey.com



Hard Turm Park

Livingroom & diningroom with loggia

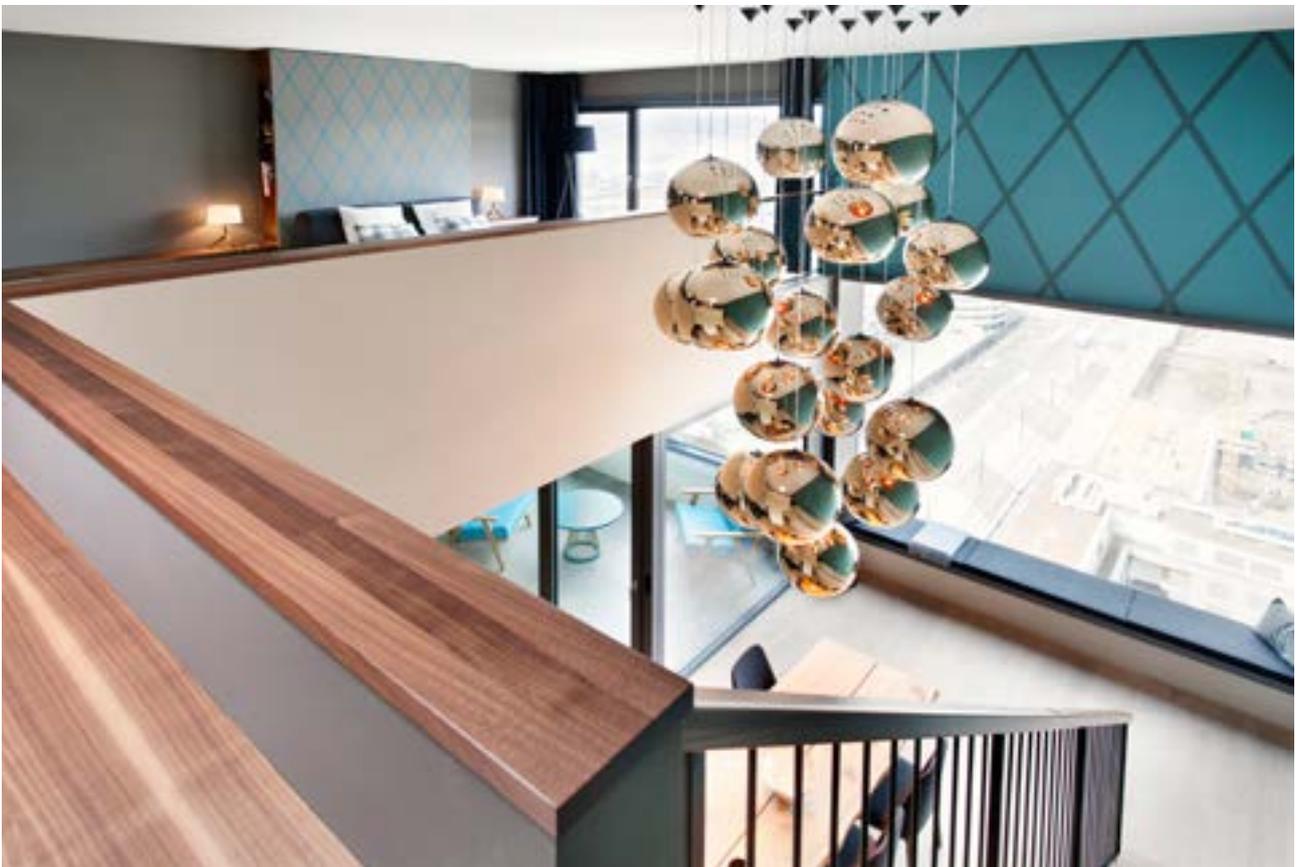


Hard Turm Park

Livingroom & diningroom with loggia



Hard Turm Park
Livingroom & loggia



Hard Turm Park
Bedroom & stairs



Quality, Emotion, attention to detail and a close cooperation with clientele, are of highest importance for Dyer-Smith Frey. Designer-Duo James Dyer-Smith and Gian Frey are creative masterminds in different design-areas: From Interior-Design to Corporate Branding, from Web-Design to an own furniture collection. Diversification is their strength.

The joy of creation, the enthusiasm for aesthetic shapes and outstanding quality is not limited to one discipline for the duo from Zurich. In fact, within the different parts of their work, Dyer-Smith Frey cultivates an own eclectic-solid and timeless style that is inspired by design languages and details of different eras.

As interior designers James Dyer-Smith and Gian Frey create room concepts that convinces with a significant and emotional character and with stylish and simple solutions. This design approach is reflected by the furniture collection "DSFCOLLECTION". The unpretentious furniture and objects of the collection themes «The Collection 01», «Playful Creation» and «Penthouse», are exclusively produced in Switzerland and stand for traditional craftsmanship and high qualitative material.

The furniture is exclusively available at: www.dsfcollection.com and in selected interior stores such as red Box, Einzigart and Zingg Lamprecht.

James Dyer-Smith und Gian Frey both studied at Zurich School of Arts Product and Industrial Design. Trained carpenter James Dyer-Smith worked at MACH Architecture in Zurich und for Tyler Brulé in London.

Gian Frey worked for Christophe Marchand Product Development in Zurich, at Architectural Digest Magazine (AD) in Munich and at Matteo Thun & Partners in Milan. DYER-SMITH FREY was founded in 2010, after having successfully cooperated for the project „Monkey Bar“ at Zurich Niederdorf.

www.dyersmith-frey.com