



# EXPAND *YOUR BOUNDARIES*

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# The New Traditional

## GREAT DESIGN TRANSCENDS TIME AND SPACE.

Being on the forefront of design, Douglas Riddle, president and COO of Bittners, is committed to the responsibility of leading in this ever-changing industry of home design. Trends come and go. Great design should be timeless and have no boundaries.

“I have always felt that the mission of Bittners is

to lead in the industry of design,” states Riddle. “It is our job to know the latest in design from fabrication in products to the latest ways our clients want to live. By expanding the boundaries in design, we innovate a space through creative planning, colors, textures and shapes all leading to a space that inspires and stirs the imagination.”

## TRENDS COME AND GO.

“When referring to architecture and design, we don’t like to use the word trend,” says Riddle. “We don’t want our clients investing in a trend; we want them investing in quality,

longevity and a lifestyle that complements the way they live. At Bittners, we create inspirational, timeless environments across the generations.”

## THE NEW TRADITIONAL.

Since lifestyles are always shifting, Riddle has discovered that many clients want the comfort of going back to a traditionally designed space but want that modern twist added to it. This return to a traditional feel seems to happen when events in our society are in turmoil or changing. People like to cocoon and feel comfortable, which leads to the return of a space with which they are most familiar.

Riddles relates, “Our clients are embracing the addition of modern pieces mixed into traditional spaces as well as traditional pieces mixed into modern spaces. We, at Bittners, started calling this ‘The New Traditional.’”

On these pages are a variety of items from

Bittners’ showroom selected by Riddle because they tell stories of what the possibilities could be. They don’t necessarily conform to the outlines of “traditional,” “modern,” “post-modern” or “antique.” Those terms, Riddle feels, bind people to preconceptions of how a room, or a home, ought to be furnished.

“I wanted to show a variety – a mix of modern and traditional – that can all work with one another or stand on their own merit,” Riddle describes. “I think the important thing is not whether you like a particular color or style – it’s a matter of scale and proportion, how everything works together in the design of the piece, the room and ultimately, the house.”

*So journey with Riddle through the Bittners showroom.*











PAGE

**68 THE NEW TRADITIONAL DINING TABLE**  
This custom handmade table by Bittners' master craftsmen is created out of reclaimed wood from historic Whiskey Row along with a tapered patina steel base. It's great to mix with modern chairs juxtaposing the two dissimilar styles.

**71 ROSS LOVEGROVE-DESIGNED WOODEN CHAIR**  
Ross Lovegrove is a visionary whose work is considered to be at the very apex of stimulating a profound change in the physicality of our world. This unique chair is his version of a typical American courthouse chair and a wonderful conversation piece to throw into a design mix.

**72 CHINESE-INSPIRED LINEN PRINT**  
This elegant fabric is inspired by traditional Chinese wallpaper from the historic Belton House, a British National Trust country manor in pastoral Lincolnshire, north of Cambridge. Riddle was drawn to its blending of birds, flowers and bamboo positioned with the modern Greek key design along the bottom.

**73 MODERN CHAIR AND FORTUNY PILLOW**  
This sleek chair features clean frame lines along with a rich white goatskin creating a very modern silhouette positioned with a classic Venetian hand-painted pillow.

**74 ANTIQUE BIEDERMEIER CHEST**  
This exquisitely handcrafted chest with rich, native woods is from the Biedermeier period of Central Europe in the second quarter of the 19th century, following the Napoleonic Wars. Its clean geometry along with gently curving features is indicative of that period.

**76 MIXED METAL CHAIR**  
This sophisticated chair features the mix of a pewter patina stainless steel frame with burnished bronze sleeves. The wraparound upholstery is a dark gray velvet. It's not only striking but, says Riddle, it's very comfortable. The fabric is cozy and feels good to the touch. He also appreciates the mixture of metals.

PAGE

**77 CENTER HALL TABLE**  
This modern table is composed of a solid wire-brushed cerused wenge African wood base and a reversed beveled edge of honed and sealed cosmic black marble with a blackened bronze edge.

**79 COWHIDE MODERN CHAIR**  
Here's a case of a natural, non-dyed hide fabric mixed with a frame made of a resin material. The artist made the mold to resemble bones on the chair's arms. This blends beautifully, for example, with the Biedermeier chest creating "The New Traditional" look.

**80 PUEBLO BLACK POTTERY**  
These one-of-a-kind, handcrafted Mata Ortiz Pueblo black pottery pieces came from a Riddle trip to Santa Fe, New Mexico. They're examples of an ancient Native American technique, handed down through the centuries, of meticulously hand-coiling each piece representing the vibrant spirit that lies within nature's hills and valleys.

**81 TANGERINE HIGH-BACK CHAIR**  
This is a traditional high-back chair, a take on the classic wing chair but with straight sides instead of flared. The cotton fabric is a modern tangerine color dyed in the Ikat technique. The legs are an ebony wood and on casters.

**83 PALISANDER DESK**  
This classically styled rosewood desk features unique inlays from Madagascar and a high-sheen surface. Interestingly, this particular wood is also used to make musical instruments such as violins, guitars and cellos. It's the opposite end of the rustic, reclaimed pieces of which we see so much.

**84 ORANGE LEATHER CHAIR**  
With a modern take on the traditional men's upholstered chair, this piece features an orange leather slipcover that's meant to look deliberately worn and comfortable. It's so traditional in feel but certainly not in look due to its great orange color.

*Be inspired by the new and expanding boundaries of design.*



















