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FOR DESIGNER MARA SILBER, HOME IS WHERE THE STORY IS

30 Nov 2016



(http://godesigngo.com/series/rapid-

fire/interior-designer-mara-silber/)

Five years before opening her own firm in 2015, **Mara Silber** worked as a senior designer at AD100 company *Mark Cunningham (http://markcunninghaminc.com/)*, and her designs were featured in *Architectural Digest, Elle Decor, Interior Design* and more. Today, New York City-based *Mara Silber Studio (http://www.marasilber.com/)* services both residential and hospitality projects across the globe. Get better acquainted with this talented designer as she answers our 19 *Rapid-Fire (http://godesigngo.com/category/series/rapid-fire/)* questions...

What is your chief characteristic? Resourcefulness

Your favorite design motto? Less is more.

What makes a house a home? Anything with a story. I love when something as simple as a ceramic bowl becomes a conversation piece. Maybe it was found on a street corner, or maybe someone interesting made it—with a story, a piece can take on a whole different meaning.

What is your most treasured possession? This is so cliché, but my wedding ring. It belonged to my great-grandmother, and then it was passed to my great-aunt, then my grandmother, and finally my mom. There's a steady undercurrent of anxiety running through me at all times now that it's in my possession. I have nightmares about losing it.

If you hadn't gone into interior design, what would you be doing? I think I'd be a graphic designer. I love technology. My friends call me the geek squad.



Who is your design hero? Either Jacques Grange, Joseph Dirand or Jacques Adnet

Your favorite author? Ronald Balson, author of Once We Were Brothers, Saving Sophie and Karolina's Twins

What is your favorite season? Summer. I love the beach and hate the hassle of a winter coat.

Your favorite food and drink? Buffalo wings and pizza. Basically, I'm a frat boy. My favorite drink is called Ranch Water, which is tequila with lime juice and sparkling water.

What is on your nightstand right now? My Kindle, a picture from my wedding, Labello chapstick, a Sonneman reading light, a small framed print by Alain Biltereyst, and an Astier de Villatte candle

What natural talent would you like to be gifted with? Public speaking. My husband is so incredibly articulate and captivating when he speaks—he lights up a room—and I constantly struggle to verbalize my thought process. I just get so nervous! I'm much better on email—does that make me the ultimate millennial?

What is your present design state of mind? I think my present—and permanent—design state of mind consists of neutrals on neutrals. Whether it's gray, beige or taupe—to me, neutrals are totally timeless.



Your idea of happiness? Beach and family

When are you most content? I love weekend mornings when I hit the gym early and can look ahead to a day of being productive (or justify being completely lazy).

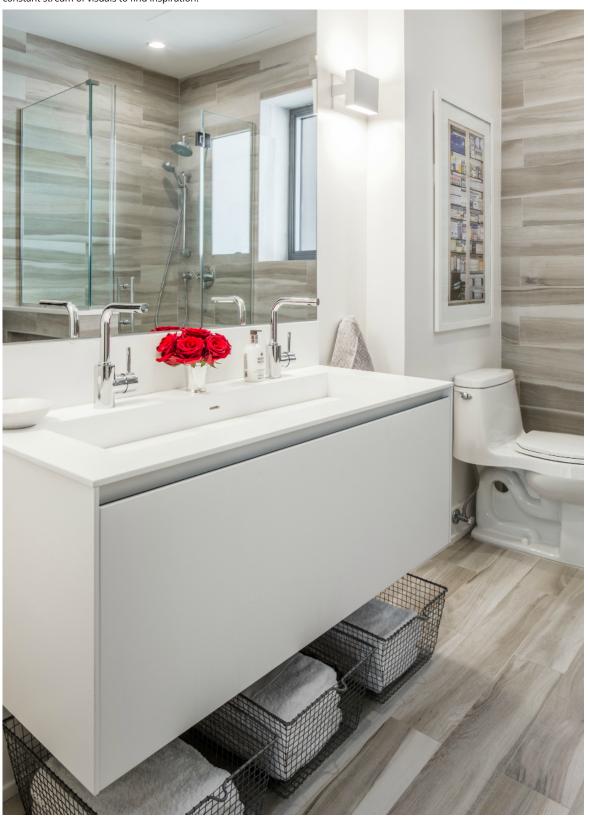
What was your favorite journey? I love visiting places that are authentic. To me, Africa and Marfa, Texas, top my list. I know—these are completely opposite trips, but the authenticity of both places is what I love about them. In Botswana, for example, it's such a beautiful thing to watch wildlife in their natural habitat. In Marfa, you have a small town that has evolved into an art mecca, but is still holding on to its roots and out of reach from big chains and corporations.

What historical design period would you most like to visit? Art Deco! It feels so glamorous and sophisticated.

If you could change one thing about yourself, what would it be? I often get so wrapped up in a project that I tend to ignore the business elements, but the reality is that running your own firm requires a mix of being an artist and an entrepreneur.

One goal you hope to accomplish over the next year? I'm hoping to plan a trip to Sweden next year.

In your opinion, how is design evolving? Instagram and Pinterest! I'm finding that my clients are more and more open to pursuing out-of-the-box ideas because I'm able to find relevant inspiration images to convey the vision. In addition, I can learn about a client's taste just by visiting their social media page. At the same time, these platforms give me a constant stream of visuals to find inspiration.





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