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COHLER ON DESIGN

Cohler on Design

By Eric Cohler (The Monacelli Press, 2012), 240 pages, 200 illustrations, \$50.00

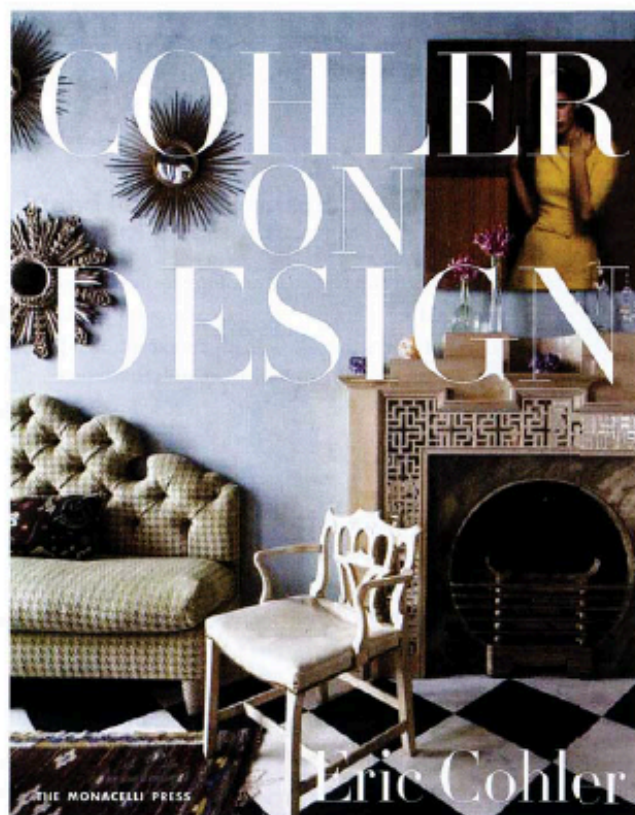
It is with great pleasure that we greet Eric Cohler's new book, *Cohler on Design*. Cohler began writing for us in issue one of *American Art Collector* and continues to do so with *American Fine Art Magazine*. His understanding of art and design as well as his uncanny ability to speak with collectors and discover their passions about art and collecting has made his column quite popular with our readers. And now, in his new book, one can read Cohler's thoughts firsthand.



Eric Cohler

Cohler on Design exemplifies how to live well by integrating one's personal tastes and passions into the interior spaces we inhabit. This truly beautiful book includes 200 illustrations of his own work along with images of similar historic interiors, artwork, style icons and architectural masterpieces that have influenced Cohler's designs and encouraged him to look at a space in a new way. Cohler hopes that this will all teach readers "to define what inspires them and how to incorporate that inspiration into their homes in a meaningful way." Cohler writes as he designs—from the heart. As he states in the book, "remember that nothing is proper if you're not passionate about it, if it doesn't suit you or make you happy."

The first chapter of *Cohler on Design* is titled *Passion* and that perfectly fits the person and designer who Cohler is. "Passion is more than an urge; it's an inner burning fire within that propels you. It's a longing. It's something you become so excited about that it consumes you. It's about actively educating yourself about



an era, hunting for facts about a piece's provenance, or going after a rare item..." And this idea and understanding of passion—in himself as well as within others—is what Cohler is best known for.

This lavishly illustrated volume is a visual tour of Cohler's work, from luxurious penthouses to quaint country homes to glamorous pool houses; from the bright, clean lines of contemporary design to the rich, intricate detailing of classic architecture.

Cohler, a perennial name on *Elle Decor's* A-List, translates his extensive education in art and architecture into an

uncomplicated, modern approach to interior design. He presents each project not as a merely aspiration *fait accompli*, but as a real example of a design idea that you can try in your own rooms, whether you're hanging your collection of original Andy Warhol prints or your child's finger paintings. With vivid, dynamic text detailing Cohler's experiences in the world of interiors, *Cohler on Design* is a guide to making the fantastic possible, and the commonplace extraordinary. ■