

A stylized, hand-drawn map of a city grid. The map features a grid of streets with various blocks colored in shades of blue and green. The streets are labeled with names in a handwritten style. The central text 'GOLD COLLECTIVE' is overlaid in a bold, orange, sans-serif font.

GOLD COLLECTIVE





FOUNDER'S LETTER

"Call it a clan, call it a network, call it a tribe, call it a family. Whatever you call it, whoever you are, you need one." American journalist and author Jane Howard wrote these insightful words in 1978. Over four decades later, her wisdom has never felt truer or more urgent.

I'm excited to introduce our 2023–2024 Gold Collective members, a cross-section of Bay Area entrepreneurs and nonprofit leaders who are passionate about their work and seek a platform for building genuine community. Together we're about looking out for one another and paying it forward.

The stories shared here remind us that our partners, collaborators, and crews—whatever you call them—are what matter most. Dive into their stories, and come away filled with inspiration.

Warm regards,

Cherie

Cherie Slane



GOLD COLLECTIVE

Gold Collective is a curated collective of San Francisco Bay Area-based businesses and philanthropic institutions. Membership is by invitation only.

The Collective provides like-minded leaders with opportunities for partnership and collaboration. Our goal is to support and elevate our members and Bay Area-based business and philanthropic communities.

The name Gold Collective is a nod to the California Gold Rush and pioneers like Levi Strauss, whose entrepreneurial and philanthropic spirit helped build the foundation for a new San Francisco.

GOLDCOLLECTIVE.COM / [@GOLDCOLLECTIVESF](https://www.instagram.com/GOLDCOLLECTIVESF)



GUEST ARTIST
CLAIRE PETITT

A New England transplant with European roots, Bay Area artist Claire Petitt makes luminous watercolor illustrations, drawings, and collaged works on paper that celebrate everyday life. Dogs, people, maps, patterns, urban vignettes, and iconic places in San Francisco—they all provide equal fodder for her imagination. “I walk my dogs on the beach every morning and bike through the city with sketchbook and iPhone in hand,” says the artist. She often works from photos, layering multiple views and elements to create an entirely new image, and she also enjoys working collaboratively to express others’ ideas and stories. “There are so many cultures in proximity here—I love watching people and observing them go about their lives. And I always try to stay open to seeing something new.”

“MUCH OF MY INSPIRATION COMES FROM LIVING IN SUCH A
VIBRANT CITY, SURROUNDED BY EXPANSIVE HUMAN AND
NATURAL ENERGY.” — CLAIRE PETITT



GOLD COLLECTIVE MEMBERS

ARCHITECTURE, ART, AND INTERIOR DESIGN

Richard Beard Architects
Bjørn Design
William Duff Architects
Lotus Bleu
Marrow Gallery
Niche Interiors
Park Life Store and Gallery
Paulina Perrault Interiors
Mead Quin
Suzette Smith Inc.
Amy Weaver Design

CUSTOM BUILDING AND SERVICES

Amplified Lifestyles
Centric General Contractors
Da Vinci Marble
FORMA
Mansoori Inc.
Peak Projects
Peninsula Custom Homes
Techlinea
Upscale Construction
West Coast Architectural Millwork

REAL ESTATE AND PROFESSIONAL SERVICES

Arjun Mortgage
Bowman Real Estate Group
Changing Places
Jak Churton, Commercial Real Estate
Golden Gate Lending Group
Kim Hancher Style Coach
Jackson Square Financial
Nigella Floral Boutique
Pettinelli Financial Partners
Neal Ward Properties

PHILANTHROPY AND NONPROFIT PARTNERS

Access Institute for Psychological Services
Headlands Center for the Arts
Make It Home
Salesian Boys and Girls Club
San Francisco Decorator Showcase
The San Francisco Fall Show

ADVISORY BOARD

Mike Albanese
Moustafa "Mous" ElBialy
Louise Englehart
Heather Hebert
Nish Nadaraja
Alf Nucifora
Zahid Sardar
Melissa Wagner
Stacy Williams





ARCHITECTURE, ART, AND INTERIOR DESIGN

Richard Beard Architects

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Amy Weaver Design



RICHARD BEARD ARCHITECTS

Architect Richard Beard's enduring, light-filled homes are particularly connected to their settings. This is a feature of his firm's interest in site-specific design and how architecture can integrate with landscape—urban or wild—to achieve a unified whole that is both stylish and sustainable. "Designing a home that could not be translated anywhere else or for any other client is what motivates us," says Beard. Every project draws from the land as well as the client's values and aspirations over time, envisioning a home that's meant to last a generation or two and promote well-being: "If a home is sited and functions well, it brings a sense of peace and contentment," Brett Moyer notes. The firm is also a believer in right-sizing and making materials king: "Choose them early and let their character lead—they're integral to the design."

"EVERY CLIENT RELATIONSHIP IS ITERATIVE, CREATIVE, AND
TAILOR-MADE. EVERY SOLUTION IS SITE-SPECIFIC."
— BRETT MOYER





BJØRN DESIGN

Rooted in modern design principles and appreciation for form, authentic materials, and meticulous detail, the design practice of David Bjørngaard prioritizes essential beauty and human experience. His expert team partners with architects, builders, and homeowners to create interiors suited to each client. "Color, texture, function, and art play roles in all the interiors we bring to life," says Bjørngaard, the firm's creative principal. From renovations to new builds, Bjørn Design balances tailored, modern beauty and traditional quality to deliver timeless design every time.

"INSIDE EVERY HOME, THERE LIES A STORY. AS THE INTERIOR DESIGNER, MY PASSION IS TO SET THE STAGE FOR YOUR STORY."

— DAVID BJØRNGAARD



WILLIAM DUFF ARCHITECTS

Rejecting trend in favor of building in harmony with site and program, William Duff Architects is a firm devoted to customized, modern design. "Architecture that lives well is our hallmark," says William Duff, founding principal. With Jim Westover, head of residential projects, Duff is responsible for some of the most notable homes across the Bay Area. "We work in many vernaculars, but good design is good design," Westover adds. "For us that means warm, contemporary spaces that are attuned to the client's lifestyle." Their team approaches architecture with deep respect for process. Duff says, "Communication—specifically listening and encouraging dialogue—is a signature of our practice."

"EQUAL TO THE END PRODUCT IS THE EXPERIENCE OF GETTING THERE—THAT PIECE MATTERS TO US." — JIM WESTOVER





LOTUS BLEU

Design lovers, take note: No visit to San Francisco is complete without a trip to the delightfully curated Lotus Bleu, home to the showroom—featuring rare and one-of-a-kind décor for the home—and offices of interiors professional Jeannie Fraise and her associate designer, Kaoru Hudachek. Gorgeous textiles are often the starting point for their projects. Since launching her multidisciplinary design practice more than 20 years ago, Fraise has earned a following for her well-traveled, genre-bending aesthetic: “Whether we are handpicking vintage suzanis from Central Asia in Istanbul, vintage rugs from the Atlas Mountains in Morocco, or handloomed blankets and towels in Ethiopia and South Africa, we’re drawn to objects that tell a story and infuse spaces with soul.”

“MY PASSIONS ARE INSPIRED USE OF COLOR AND PATTERN AND SHOWCASING CONTEMPORARY ARTISANS WHO ARE KEEPING TRADITIONAL CRAFT ALIVE.” — JEANNIE FRAISE



MARROW GALLERY

The Bay Area art scene receives regular doses of vitality from Marrow Gallery in San Francisco’s Inner Sunset neighborhood, where owner Marissa Patten curates an intelligent, welcoming program of contemporary painting, sculpture, and works on paper by a national roster of notable figures at work today in diverse genres. Likewise, her art consultancy offers the total package—from hanging existing pieces and commissioning new ones to visiting museums and galleries for inspiration—and brings focus to the process of building a well-rounded collection. Patten’s word of advice? “Really go out and look and find out what you like, but don’t go with the first thing you see or try to get it all from one source. You want to develop depth as well as breadth in themes and motifs.”

“ART IS THE OPPORTUNITY TO REALLY SHOW WHO YOU ARE. IT ADDS IMPORTANT MULTIDIMENSIONALITY TO SPACES, SO AVOID THE AD HOC APPROACH AND GO FOR THOUGHTFULLY CURATED.”
— MARISSA PATTEN





NICHE INTERIORS

"Sophisticated yet livable, highly personalized spaces are what we strive for in every project," says Jennifer Jones, principal of Niche Interiors. Serving residential clientele in the Bay Area and wine country since 2007, her boutique, women-led firm is known for its meticulous attention to detail, expertise in custom furnishings, and knack for layering materials to create warm, contemporary homes. Jones's award-winning team also has a passion for creating family-friendly spaces and upholding environmentally responsible design, serving as a local ambassador to the national Sustainable Furnishings Council and a founding member of the Good Future Design Alliance.

"HIGH DESIGN, DOWN-TO-EARTH APPROACH, AND STREAMLINED PROCESS ARE PILLARS OF OUR DESIGN PRACTICE."

— JENNIFER JONES



PARK LIFE STORE AND GALLERY

Superbly curated art and design objects, editioned prints, rare books, and homewares may be the original draw to Park Life's Inner Richmond hub, but the gallery's formal exhibition program of contemporary art is what keeps you lingering there. "We're proud to be an access point for emerging talent in the Bay Area who often move on to bigger venues," says cofounder Jamie Alexander, citing a who's who of past collaborators that includes Clare Rojas, Tucker Nichols, Alicia McCarthy, and Michael Jang. Recently, the brand added staging services to its enterprise, curating art and libraries for those who value local sources of creative inspiration.

"WE SUPPORT SAN FRANCISCO'S GROUND-LEVEL ARTIST COMMUNITY, WHICH HAS ALWAYS BEEN STRONG AND KEEPS GETTING BETTER." — JAMIE ALEXANDER





PAULINA PERRAULT INTERIORS

Chances are one of Paulina Perrault's interiors—vibrant, alluring spaces with the perfect balance of beauty and serviceability—has made you smile. In practice for more than 25 years, Perrault's firm has garnered a reputation for her warm, considered take on environments for modern life. "Our mission is to bring the highest level of creativity, precision, and sense of legacy to every project," says Perrault of her full-service interior design firm. She and her team guide the transformation of homes, articulating clients' visions and infusing every space with tailored aesthetics that not only delight the eye but maximize service to lifestyle.

"BECAUSE OUR ARSENAL OF TALENT REMAINS ULTIMATELY
NIMBLE AND HIGHLY INFORMED, WE EXCEL AT LARGE-SCALE,
COMPLEX PROJECTS." — PAULINA PERRAULT



MEAD QUIN

Mead Quin and her impressive team bring more than 75 years of collective experience to the client who appreciates beauty and mindful design. She began her career as a portrait artist before establishing her Oakland-based interior design firm in 2013. "I use the same elements of design to compose space as I did when painting on canvas," the southern native says of her artistic approach. Known for creating timeless environments infused with serenity, restraint, and grace, Quin's full-service studio values gorgeous results as much as thoughtful process.

"OUR PASSION IS DESIGNING SPACES THAT CELEBRATE
BEAUTY, ELICIT HAPPINESS, AND ENHANCE WELL-BEING."

— MEAD QUIN





SUZETTE SMITH INC.

Every home tells a story, and architect Suzette Smith considers herself a visual storyteller. Her rising-star firm collaborates with clients to set the plot and craft rich, layered narratives that honor their individuality and lifestyles. Smith honed her design vision working alongside revered classicist Andrew Skurman, and since establishing her own practice in 2022, the forward-thinking architect continues ushering traditional style into the 21st century, keeping the category fresh. “Proportion, scale, art—I appreciate the history that backs classical design principles,” Smith says. “These elements have shaped San Francisco’s architectural vernacular, where traditional and modern coexist in enduring ways.

We strive to add that kind of depth to contemporary environments.”

“WE WORK ABOVE TREND BECAUSE BALANCE, SYMMETRY,
AND TIMELESS CRAFTSMANSHIP NEVER GO OUT OF STYLE.”

— SUZETTE SMITH

AMY WEAVER DESIGN

A trailblazer with a background in fashion, Amy Weaver creates timeless, tailored interiors that make home a happy place to be. Her eponymous interior design firm—recognized for its inspired mix of new and vintage furnishings and sophisticated use of color and pattern—puts the client’s lifestyle in focus, ensuring formal spaces remain inviting and casual ones exude both polish and approachability. With 20 years of experience in the design industry and clients on both coasts, Weaver’s firm has developed breadth of experience as well as focus: “Our firm takes on every scale and type of project, but we specialize in historical renovations that honor the integrity of a home’s original architecture.”

“WE HAVE GREAT WORKING RELATIONSHIPS WITH ARCHITECTS, BUILDERS, AND CONSULTANTS AND BELIEVE THAT HAVING A STRONG TEAM IS THE KEY TO A SUCCESSFUL PROJECT.”

— AMY WEAVER





CUSTOM BUILDING AND SERVICES

Amplified Lifestyles

Centric General Contractors

Da Vinci Marble

FORMA

Mansoori Inc.

Peak Projects

Peninsula Custom Homes

Techlinea

Upscale Construction

West Coast Architectural Millwork



AMPLIFIED LIFESTYLES

Hidden speakers and TVs. Smart security systems. Optimized Wi-Fi networks. Lighting that adjusts to your biorhythms throughout the day. These are just a few of the home automation features Amplified Lifestyles flawlessly executes throughout the Bay Area, blending electronics purposefully and beautifully with their surroundings. "For so many of us, robust technology has become a part of daily life," says Managing Partner Kevin Cook. "To integrate technology gracefully in a home, you need someone who understands the philosophy of the design team and the values of the entire experience in a space." Since its establishment in 2015, Amplified Lifestyles has challenged the status quo regarding home automation through its leading-edge knowledge base and elevated process.

"THE ENTIRE AMPLIFIED TEAM IS FOCUSED ON BEING OF SERVICE, KEEPING THE BAR HIGH, AND PROVIDING POSITIVE EXPERIENCES FOR OUR CLIENTS AND PARTNERS."

— KEVIN COOK





CENTRIC GENERAL CONTRACTORS

Responsible for some of the most architecturally important custom residences and wine estates in California, Centric General Contractors sets the bar for competitors—especially when it comes to its leadership role as advisor, interpreter, and sounding board to clients. The firm's ideals of quality, precision, and gracious business relationships have made it a favorite among the most exacting architects and homeowners across the country. "We've streamlined every kind of building project, but all our work shares common ground in its appreciation of the details and collaboration," says Centric's president and CEO, Tim McDonald, whose business is based in St. Helena, San Francisco, and the Peninsula. At every building phase—from programming decisions to budget development to design team selection—Centric's expert team smooths the process and delivers perfect results.

"WE'RE COMMITTED TO BUILDING BEAUTIFUL,
ENVIRONMENTALLY RESPONSIBLE STRUCTURES THAT
POSITIVELY IMPACT BUSINESSES AND COMMUNITIES."

— TIM MCDONALD



DA VINCI MARBLE

Close relationships with sought-after quarries worldwide are the foundation of Da Vinci Marble's success in the building trade. The Peninsula-based importer of fine stone, glass, and both field and decorative tile deals in nature's geologic works of art—granite, quartzite, travertine, limestone, and of course, pristine white marble, which is hand-selected in colossal blocks from the same prized Italian quarries that served the architects of ancient Rome. Led by founders Joe and Leslie Concilla, Da Vinci's exceptional showroom experience is another key to the company's legacy status. Joe says, "Every hue, vein, and texture is personally curated for a specific client so we can help them push creative boundaries."

"IN ADDITION TO OUR WIDE SELECTION OF IN-STOCK MATERIALS, WE SPECIALIZE IN CUT-TO-SIZE AND CUSTOM-CARVED ELEMENTS FOR BOTH INDOOR AND OUTDOOR APPLICATIONS—FROM FIREPLACE SURROUNDS AND FOUNTAINS TO EXTERIOR CLADDING AND WALL TREATMENTS." — JOE CONCILLA





FORMA

Victor Mezhvinsky, founder and president of residential building firm FORMA Construction, attributes his company's success to respect for craftsmanship, attention to detail, and technical expertise. "We love to tackle challenging design projects that require innovation on our part," Mezhvinsky says. This approach has earned him a portfolio of high-end new builds and remodels executed in partnership with the area's top architects, among them Cass Calder Smith, Feldman Architecture, and John Maniscalco. Mezhvinsky says of his team's drive and passion, "For us, satisfaction comes from knowing we've helped create homes that will become the epicenter of people's lives and family memories."



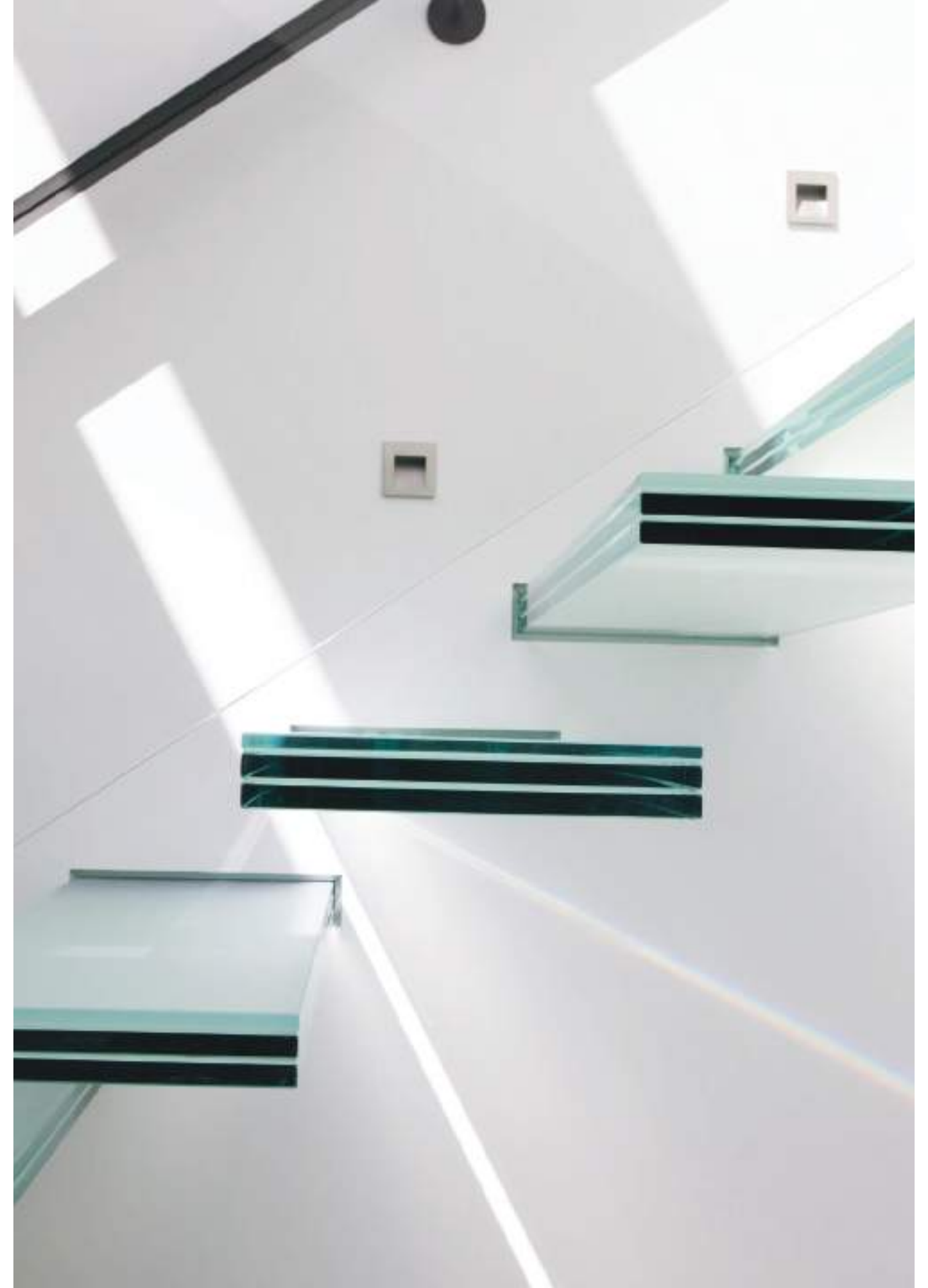
"WE CREATE LASTING RELATIONSHIPS BUILT ON INTEGRITY,
PARTNERSHIP, AND CRAFT." — VICTOR MEZHVINSKY

MANSOORI INC.

Sarah Mansoori's construction management firm, Mansoori Inc., is a testament to its owner's trained eye as a designer and the breadth of her experience in the building industry. A trusted owner's representative, she makes it easy to navigate complex matters of schedules, cost, safety, scope, quality, and accuracy—and she does so with exceptional grace. Her core company principals focus on adding value to a project through effective, informed communication and supporting the entire project team. "It's about guiding clients so they can make great decisions and translating their vision to the rest of the team to ensure best results," she says. Whether Mansoori is shepherding commercial developers through permitting labyrinths or matching homeowners with the perfect designers, her problem-solving expertise and ability to simplify the process remain consistent.



"WE DON'T HAVE A FORMULA. ADAPTABILITY IS OUR ONLY BLUEPRINT BECAUSE EVERY PROJECT DESERVES TAILORED SUPPORT." — SARAH MANSOORI





PEAK PROJECTS

Let world-class owner representative and project management firm Peak Projects help your next project, and peace of mind will be just the first of many benefits. “We’ve built a reputation as a trusted advisor to some of the best projects in the world,” says founder and principal Grant Bowen, who started the company in 2014. Leading with kindness, teamwork, and creativity, Bowen has steadily grown the company to include a team of 40 advisors overseeing exceptional residential projects throughout North America. “Our goal is to make designing and building a home an enjoyable experience,” he adds. Peak brings its clients confidence by ensuring the proper setup, management, and close-out of each project. “We provide a holistic view of projects and inspire optimal performance from the rest of the team.”

“BY TAILORING EVERY ASPECT OF THE CLIENT EXPERIENCE, WE BRING CLARITY TO THE PROCESS, REDUCE BUDGET AND RISK, AND SAVE THE HOMEOWNER A MEANINGFUL AMOUNT OF TIME.” — GRANT BOWEN



PENINSULA CUSTOM HOMES

When it comes to understanding the client's needs and the architect's intent, few builders compare to Peninsula Custom Homes. Throughout its 45-plus years in business, the trusted firm has been helping preeminent architects, designers, and craftspeople realize their visions. Building a new home on a challenging slope or an awkward lot? No problem—custom designs that require feats of engineering or unique skill are the firm's forte. "If you can design it, we can build it," says principal and master builder Bryan Murphy. "And if someone says it can't be done, we're even more determined. We're in it for a delighted client at the end of the day, and we continue to support homeowners with ongoing maintenance and service long after the last nail is set."

"FROM THE DAY WE OPENED IN 1978, OUR MISSION HAS BEEN CUSTOMER SATISFACTION. THAT'S WHY WE DON'T JUST TALK. WE LISTEN, AND THEN ASK QUESTIONS." — BRYAN MURPHY





TECHLINEA

Architectural lighting and integration consultant Alfredo Zaparolli is refreshingly humble about the achievements of his San Francisco–based firm, Techlinea. “People typically notice lighting and integration only when it’s bad,” he says, “so if our work goes unremarked, we feel proud. But we do love hearing from clients that they enjoy the convenience of living in a house that keeps their family entertained, comfortable, and secure.” Thanks to Techlinea’s renowned expertise, the 35-year-old company has earned a constellation of fans in the international building community, engineering great designs throughout Europe, the Americas, and China. Zaparolli adds, “We stay dialed in to our clients’ needs, let them know we hear them, and focus on solutions that address their lifestyles.”

“WE DESIGN, SPECIFY, AND DOCUMENT EVERY LIGHTING ELEMENT OF A PROJECT SO THE ELECTRICIAN CAN BUDGET ACCURATELY AND INSTALL THINGS BEAUTIFULLY.”

— ALFREDO ZAPAROLLI

UPSCALE CONSTRUCTION

Over the past two decades, custom home builder Upscale Construction has put its mark on an admirable collection of Bay Area projects. Lauded for their cutting-edge practices and personal touch, co-owners and principals Danny Bernardini, Brian Gianinno, Brad Hayes, and Tony Kelly take a craft-led approach. The firm's ability to meticulously execute on design intent has made them builders of choice for discerning homeowners and architects across the Bay Area. "Well-designed and thoughtfully sited homes are what we're all about," says Hayes. "And our lead estimator is a licensed architect, so our estimates are accurate. We're proud to have so many repeat clients."

"WE TAKE ON FEWER PROJECTS A YEAR SO WE CAN FOCUS ON
THOSE THAT ARE THE BEST FIT." — BRAD HAYES





WEST COAST ARCHITECTURAL MILLWORK

Since launching his custom window and door fabrication practice more than 30 years ago, George Topalian has added his artful touch to some of the most beautiful high-end custom homes and historical renovations in California and Wyoming. Gorgeous fenestration and associated millwork—all designed, engineered, and manufactured in-house—are the hallmarks of his full-service firm, which blends legacy craftsmanship with an understanding of today's building principles. "We're collaborators," Topalian insists, noting his work is often the brainchild of others. But his portfolio of feature windows, doors, and incredibly precise millwork for both new builds and remodels reveals an artistry distinctly his own.

"THE OPENINGS IN A HOME'S ENVELOPE ARE NOT JUST FUNCTIONAL BUT AESTHETIC OPPORTUNITIES TO MAKE A STRUCTURE TRULY DISTINCTIVE." — GEORGE TOPALIAN



REAL ESTATE AND PROFESSIONAL SERVICES

Arjun Mortgage

Bowman Real Estate Group

Changing Places

Jak Churton, Commercial Real Estate

Golden Gate Lending Group

Kim Hancher Style Coach

Jackson Square Financial

Nigella Floral Boutique

Pettinelli Financial Partners

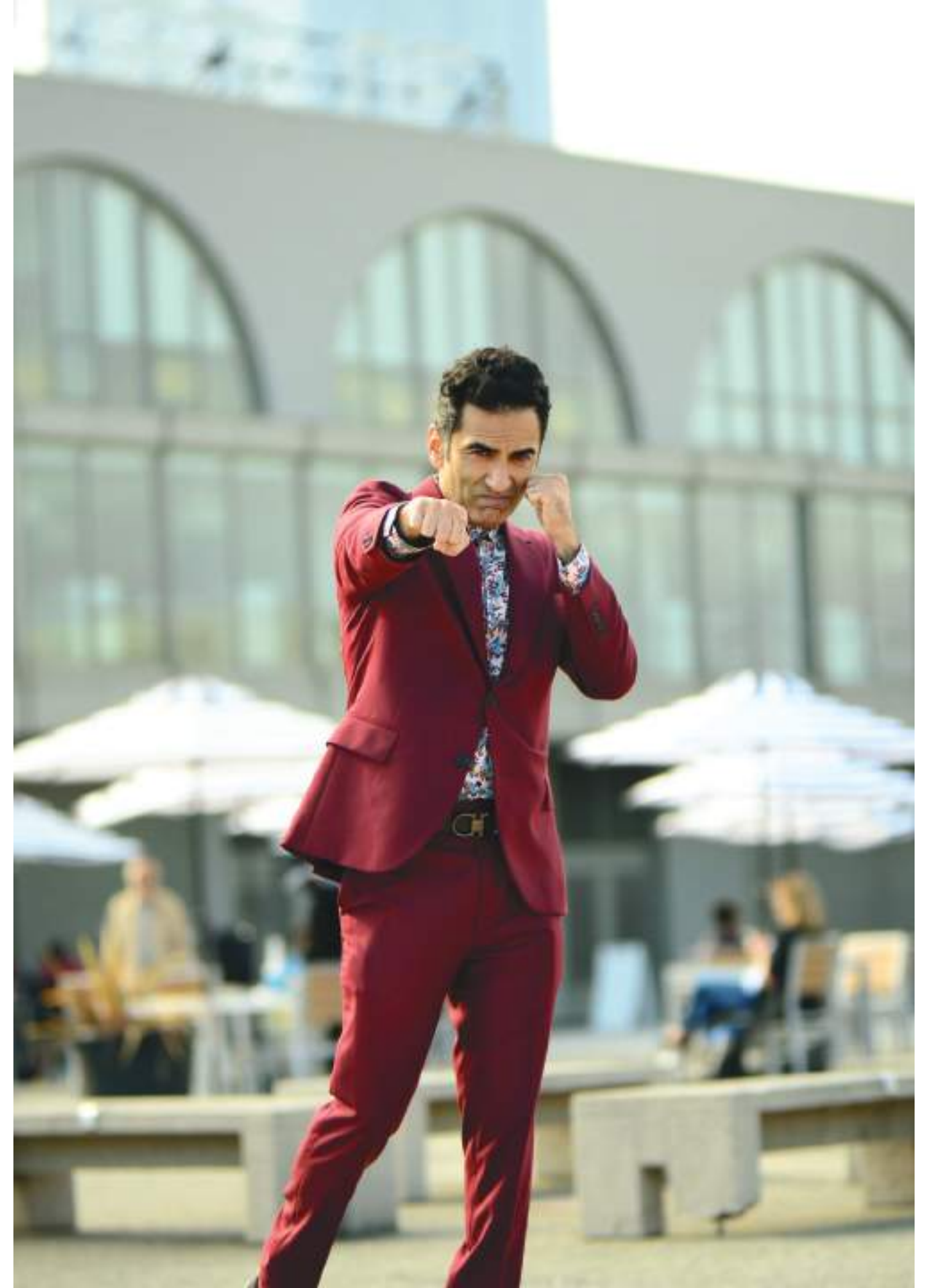
Neal Ward Properties

ARJUN MORTGAGE

It's little wonder why All Western Mortgage residential loan expert Arjun Dhingra has risen to the top of his trade. "We remain creative and adaptable in a challenging lending market and consistently provide the highest caliber of customer service," says Dhingra, who applies the same discipline to financing as he does to his tae kwon do career. "I am just as competitive in helping my clients win as I am with the professional athletes I coach for Team USA." Dhingra's reputation is defined by 22 years of market knowledge, his creative social media strategy, and his ability to help both first-time and seasoned borrowers succeed. "Our value to partners goes well beyond competitive interest rates and products—building relationships based on collaboration and market impact is what drives us."

"WE NEVER TAKE THE EASY ROAD, AND WE WORK
DILIGENTLY TO BRIDGE THE FINANCIAL LITERACY
GAP WHEN IT COMES TO HOME BUYING."

— ARJUN DHINGRA





BOWMAN REAL ESTATE GROUP

If you want to fulfill your Bay Area real estate dreams—especially in Marin or Sonoma County—look no further than Bowman Real Estate Group of Vanguard Properties. “Our strengths are negotiation and access to a highly experienced, tight-knit community of lenders, tradespeople, legal experts, and financial experts,” says top producer and *American Dream* TV host Jennifer Bowman, who, with husband Elliott Fink, leads a talented group of realty professionals. More than working in parallel, her all-star team truly collaborates to achieve success for clients. Bowman’s background in architecture, psychology, and marketing reinforces her winning style, while Fink’s expertise in building and construction lays the foundation for sound transactions every time.

“WITH INCREASING POLITICAL AND ECONOMIC UNCERTAINTY, YOU NEED A SKILLFUL NEGOTIATOR TO KEEP DEALS FROM FALLING APART. WE MASTER TODAY’S COMPLEX TRANSACTIONS TO GET RESULTS.” — JENNIFER BOWMAN



CHANGING PLACES

Founded in 1993 by owner and CEO Margaret Walsh, Changing Places is the go-to company in the Bay Area for complex relocation projects and home organization. "The number one scenario we hear from our clients before getting started is that they are totally overwhelmed," says Vice President and General Manager Katie Carr. "Our job is to solve the problem of time and stress and take the chaos out of relocation." Whether moving a family across the country, creating a dream walk-in closet, or clearing a family estate, the interior specialists at Changing Places will orchestrate the minutiae of planning and execution so clients can put their feet up and relax, knowing better home organization and quality of life awaits.

"DONE RIGHT, YOUR MOVE CAN TAKE YOUR HOME LIFE TO A
NEW LEVEL OF EFFORTLESS FUNCTIONALITY."

— KATIE CARR





JAK CHURTON, COMMERCIAL REAL ESTATE

As the San Francisco managing director of Jones Lang LaSalle, a global commercial real estate firm, Jak Churton has negotiated millions of square feet of leasing transactions for clients in industries ranging from technology to professional services to healthcare. His diligent, caring style is proof positive that there's more to real estate than wheeling and dealing. "The most important aspect is the lasting relationships we build with clients," says Churton. As a fourth-generation San Franciscan, he leverages his intimate knowledge of the city to find the best location and structure for his clients. He lives in Marin County with his family and enjoys cooking, swimming, and cycling.

"THE FUTURE OF WORK IS NOW! IN A POSTPANDEMIC WORLD, THE HUMAN EXPERIENCE AND THE DESIRE TO CREATE ENVIRONMENTS TO COLLABORATE AND CELEBRATE ARE PARAMOUNT." — JAK CHURTON



GOLDEN GATE LENDING GROUP

"I love what I do every day—whether I'm helping a client purchase their dream home, ensuring a quick close, or assisting an investor in taking full advantage of a real estate opportunity," says Sofia Nadjibi of her role as broker and founder of Golden Gate Lending Group in Tiburon. Renowned for her personable nature and world-class network of strategic partners, Nadjibi is author of *The Power of Bridge Loans*, and she has more than 20 years of experience in customizing loan solutions that ensure her clients' dreams become reality. "We're boutique and tailored," Nadjibi says, "and we specialize in serving home buyers with temporary mortgage solutions that fit into their overall long-term financial plans."

"WE'RE ALL ABOUT INTEGRITY, HONESTY, AND TRANSPARENT COMMUNICATION, AND WE APPROVE BRIDGE LOANS IN LESS THAN 24 HOURS." — SOFIA NADJIBI





KIM HANCHER STYLE COACH

Want in on a secret? You can feel stylish no matter your age, profession, or body type. Just ask Bay Area stylist Kim Hancher, who has parlayed a lifetime of interest in fashion into helping women over 50 learn to love the way they dress. “By understanding a few style concepts and knowing how to dress your body type and curate the foundational elements of a wardrobe, all women can leave the house feeling great every day,” says Hancher. Whether it’s a closet cleanout, selecting outfits for special occasions, or assembling a capsule wardrobe, Hancher takes her clients’ style to the next level, identifying key ways to elevate their look and lift their spirits along the way.

“STYLISTS AREN’T JUST FOR CELEBRITIES. I EMPOWER EVERYDAY WOMEN TO MAKE GOOD CHOICES, EVEN WHEN I’M NOT THERE TO GUIDE THEM.”— KIM HANCHER



JACKSON SQUARE FINANCIAL

Leading Bay Area advisory firm Jackson Square Financial, known for its personal touch and exceptional, diverse team of experts, makes dealing with money matters less of a mystery and empowers its clients to live their best lives. With a heritage dating back to 1993, the firm is built on a foundation of integrity and concierge service. “We deliver a range of innovative solutions for individual households and small to mid-sized, closely held businesses,” says Christopher Owen, a partner. Offering help with wealth management, customized group benefits, retirement plans, and insurance services, Jackson Square draws on more than 30 years of experience in every transaction it makes, providing comprehensive strategies for investments, financial planning, and asset protection.

“WE PARTNER WITH CLIENTS TO DEFINE AND PURSUE FINANCIAL SUCCESS BY BRINGING OUR EXPERTISE TO THE TABLE.” — CHRISTOPHER OWEN





NIGELLA FLORAL BOUTIQUE

Those who have received a floral arrangement from Nigella know the joy of bringing an exquisite bit of nature indoors. The San Francisco boutique floral brand—named after a favorite wildflower and headquartered on Market Street—was founded in 2017 when longtime pals and industry colleagues Rubie Kade Campbell and James Russell Austin connected over a shared passion for botanical beauty. Today, their team of skilled designers handles requests ranging from large-scale events to plant installation in a style marked by “bold color combination, expert arrangement, and a touch of whimsy,” Campbell says, and they feature blooms from nearby, responsible growers whenever possible, enlivening clients’ spaces and their spirits.

“WE SPECIALIZE IN WEEKLY DELIVERIES, BUT OUR BIGGER MISSION IS CONNECTING PEOPLE WITH THE VITALITY OF NATURE.” — RUBIE KADE CAMPBELL



PETTINELLI FINANCIAL PARTNERS

There's no dearth of financial advisors in the Bay Area, but those with a holistic mindset are more rare. Enter Pettinelli Financial Partners, which manages money matters with a heartfelt concern that allows clients to enjoy more important things in life. "We focus on strengthening family relationships around financial priorities," says President Jon Pettinelli. Since founder Dennis Pettinelli established the firm more than 40 years ago, his team has been taking the long view with each client, protecting and growing assets while encouraging multigenerational planning. And, as a proponent of fee-based pricing over commission, the firm always keeps its clients' interests front and center.

"WE DEMYSTIFY LIFE EVENTS LIKE SELLING A BUSINESS,
ESTABLISHING A COLLEGE FUND, OR MANAGING AN
INHERITANCE SO WEALTH CAN FIND YOU."
— DENNIS PETTINELLI





NEAL WARD PROPERTIES

Personalized service is what drives the realty practice of Neal Ward Properties. After establishing himself in the world of interior design at Knoll, Ward moved into real estate and finally found his true passion. Three decades later, the top agent remains a leader in his field, known for his market savvy and authenticity. "We constantly challenge the real estate status quo and push for greater levels of excellence," says Ward of the vision behind his best-in-class team at Compass in San Francisco. "For us, all transactions are personal, so it's easy to achieve meaningful collaborations with every client."

"RELENTLESS DRIVE, OPTIMISM, AND INTEGRITY ARE WHAT
MAKE US BOTH NIMBLE AND RELIABLE." — NEAL WARD



PHILANTHROPY AND NONPROFIT PARTNERS

Access Institute for Psychological Services

Headlands Center for the Arts

Make It Home

Salesian Boys and Girls Club

San Francisco Decorator Showcase

The San Francisco Fall Show



ACCESS INSTITUTE FOR PSYCHOLOGICAL SERVICES

“Finding high-quality mental healthcare can be a challenge, even if you have the means,” says Bart Magee, PhD, executive director of Access Institute for Psychological Services. The Bay Area nonprofit he leads provides a safety net for those with the greatest need and least access to care, offering low- and no-fee treatment to people of all ages. The institute is also addressing the ongoing shortage of qualified mental healthcare providers in California by providing rigorous clinical training to the next generation of therapists dedicated to helping our community. Dr. Magee says, “Our independent model means we can be flexible and responsive—both in services and training—and we remain independent due to generous volunteer and donor support.”

“SECURING PSYCHOLOGICAL CARE FOR THOSE MOST IN
NEED CREATES A RIPPLE EFFECT OF HEALING THAT EXTENDS
THROUGHOUT SAN FRANCISCO AND BEYOND.”

— BART MAGEE





HEADLANDS CENTER FOR THE ARTS

A cluster of artist-rehabilitated military buildings located just north of the Golden Gate Bridge in Marin County, the Headlands campus has been a place to explore the creative process and generate new ideas in a range of disciplines—such as visual art, performance, music, film, and writing—for more than 40 years. Its renowned residency, fellowships, exhibitions, and public programs nurture meaningful engagement with artmaking in real time and promote greater appreciation for art's role in society. “We’ve grown from an artist-run, grassroots organization into a fully articulated fellowship with international reach,” says Executive Director Mari Robles. “Looking ahead, we plan to double down on ongoing support for Bay Area artists and their conversations.”

“FOR ARTISTS, WE PROVIDE RESOURCES, TIME, AND
RECOGNITION TO FURTHER THEIR CAREERS. FOR THE PUBLIC,
WE OPEN A WINDOW ONTO THE CREATIVE PROCESS.”

— MARI ROBLES



MAKE IT HOME

The concept of furniture poverty may not sound like a critical problem, but Carolyn Rebuffel Flannery, founder of the nonprofit furniture bank Make It Home, knows better. “For those transitioning out of homelessness or aging out of the foster care system, even basic household goods are unaffordable,” says Flannery, whose donation-based organization curates gently used furnishings and redistributes them throughout the Bay Area. “Even when people gain access to subsidized housing, there’s typically zero furniture and no money to get any after groceries and bills,” the interior designer adds. “More than just a table to study at or a bed to sleep in, we offer people pride of place.”

“DONATING QUALITY USED FURNISHINGS IMPROVES LIVES
AND KEEPS FURNITURE WASTE OUT OF LANDFILLS.”
— CAROLYN REBUFFEL FLANNERY





SALESIAN BOYS AND GIRLS CLUB

"We provide a safe place for kids to have transformational experiences that help them learn, grow, and thrive," says Randal DeMartini, executive director of Salesian Boys and Girls Club. The beautiful North Beach facility, a nonprofit enrichment resource that offers a range of athletics, arts, and tutoring for youth ages 8 to 18, has been offering refuge and extracurricular opportunities for children after the school bell rings for over a century—for only a \$10 annual membership fee. "It's wonderful to see us back up from pandemic restrictions and operating again at 100 percent—the kids' happy faces bring us so much joy," says DeMartini, who joined the club's staff as a teenager in 1979 and hasn't looked back. Today he proudly leads the beloved organization in one goal: giving youth the love and guidance they need to succeed in life.

"GENEROUS SUPPORT FROM THE COMMUNITY, ESPECIALLY FOR OUR TEEN SCHOLARSHIP PROGRAM, IS WHAT ALLOWS US TO CONTINUE BUILDING POSITIVE FUTURES AND FACILITATING DREAMS." — RANDAL DEMARTINI



SAN FRANCISCO DECORATOR SHOWCASE

BENEFITTING SAN FRANCISCO UNIVERSITY HIGH SCHOOL

The San Francisco Decorator Showcase, which transforms a magnificent Bay Area home each year with unbridled interior design from the region's top firms and emerging talents, has become the local design industry's premier happening. Its story began in the late 70s, when design-minded members of San Francisco University High School's parents' association conceived a way to raise funds for the school's financial aid program. Since then, the event has raised more than \$17 million for student aid. Jenny Bittner Borden, operations director of the popular showcase, says, "It's a joy to give talented designers free rein while enabling better futures for local students."

"WE'RE HONORED TO GALVANIZE SAN FRANCISCO'S SUPPORTIVE
DESIGN COMMUNITY FOR THIS EXTRAORDINARY CAUSE."

— JENNY BITTNER BORDEN





THE SAN FRANCISCO FALL SHOW

For more than 40 years, this prestigious art and design fair—once referred to by interiors icon Bunny Williams as “magic and a feast for the eyes of anyone interested in decorative arts”—has been bringing collectors top-tier finds, both contemporary and antique. The 2023 rendition, which will open with a gala event on October 11 and continue through October 15, benefits the Fine Arts Museums of San Francisco and is sure to draw design luminaries from near and far with its legacy of beautifully curated art, furnishings, and rare objects.

“IT’S AN OUTSTANDING SHOPPING EXPERIENCE AND NEVER-ENDING TREASURE HUNT!” — SUZANNE TUCKER,
CHAIR OF THE SAN FRANCISCO FALL SHOW



ADVISORY BOARD

Experts in their respective fields, Gold Collective's esteemed advisors are among the brightest minds in business today—from digital media to venture capital—and offer the collective invaluable knowledge about the current marketplace, the demands of the modern consumer, and the scalability of small enterprise.

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Heather Hebert

Nish Nadaraja

Alf Nucifora

Zahid Sardar

Melissa Wagner

Stacy Williams



MIKE
ALBANESE

Formerly the publisher of SPIN Media and president of Observer Media, Mike Albanese began his San Francisco–based publishing career at 7x7 and now lives in New York City and Miami. As CEO of Galore Media, a women-focused online hub for young, creative professionals, his expertise in publishing and consumer behavior informs his approach to storytelling across all platforms. Albanese also cofounded GRAND, a financial technology company that was acquired in 2020, and is now a partner at Show Ventures, a startup studio focusing on gaming and financial technology.

GO-TO DINING DESTINATION?

When not ordering Galore Arepa, a built-for-delivery food brand, my favorite spots in San Francisco are Liguria Bakery and Café de la Presse.

LAST MOVIE THAT BLEW YOUR MIND?

Parallel Mothers was fantastic, and I loved the documentary *The Beatles: Get Back*.

LAST GREAT BOOK YOU READ?

Les Misérables from the classics shelf, and *The Idiot* by Elif Batuman was a lot of fun.

PREFERRED WAY TO UNWIND AND RECHARGE?

Beach and a book, yoga, or dinner with friends.



MOUSTAFA “MOUS”
ELBIALY

Mous ElBialy is the chief information officer at Kleiner Perkins, where he leads all technology efforts. Before that, Mous was the director of technology at Social Capital and the technology services manager at Sequoia Capital. He is an active board member for VCPEIT, a nonprofit community for forward-thinking technology executives, CIOs, CTOs, and key decision makers from private equity, venture capital, and leveraged buyout firms.

A GREAT BOOK THAT YOU’VE READ RECENTLY?

Measure What Matters by John Doerr.

YOUR FAVORITE LOCAL HIDDEN GEM?

The corner of Francisco and Hyde Streets and the San Francisco Art Institute campus.

A BAY AREA CULTURAL EXPERIENCE THAT YOU FIND YOURSELF REVISITING?

An urban hike around Telegraph Hill. So much history, architecture, and stunning scenery to take in.

GO-TO DINING DESTINATION?

Rich Table or Kokkari.

IF YOU HAD TO DESCRIBE YOURSELF AS A BAY AREA NEIGHBORHOOD OR CITY, WHICH WOULD IT BE?

Jackson Square: the mix of heritage San Francisco and modern San Francisco. Between the historic brick buildings and boutiques, it’s a piece of SoHo in SF.



LOUISE ENGLEHART

Curious, supportive, and a teacher at heart, Louise Englehart shines among top-echelon business consultants in the Bay Area. Her hybrid approach marries the formal principles of business management with the accountability, discipline, and planning techniques of professional coaching. “It’s a fantastic combination for getting powerful results,” says Englehart, who has vast experience in the building sector and specializes in helping design industry clients strategically grow their companies. About her motivation she remarks, “Success is when my clients begin to implement strategic business principles and surpass their goals.”

A GREAT BOOK THAT YOU’VE READ RECENTLY?

I absolutely loved *Lessons in Chemistry* by Bonnie Garmus. It’s an impressive debut novel about women’s empowerment struggles during the 50s and 60s, but it’s done with lightness and humor. And a very smart dog is involved, so there’s that.

PREFERRED WAY TO UNWIND?

A walk with my husband and our dog, Bodhi, or gathering in our front yard with our neighbors, their kids, and the dogs. I also hit the beach or call a friend for a leisurely chat.

YOUR FAVORITE LOCAL HIDDEN GEM?

Mavericks Surf Company’s auxiliary store in Half Moon Bay. You can walk in and be outfitted with everything needed to enjoy a few delightful hours of surfing, kayaking, or paddleboarding.

A BAY AREA CULTURAL/OUTDOOR EXPERIENCE THAT YOU FIND YOURSELF REVISITING?

I have a deep connection to the architecturally significant Filoli Historic House and Garden, which, features 654 acres of beautiful gardens, orchard, and wildlands.

WHAT HOOKED YOU ON THE BAY AREA AND MADE YOU DECIDE TO MAKE A HOME HERE?

Relocating from Southern California, I was awestruck by the diversity of people and geography in Northern California. Within a three-hour radius, you have beaches, mountains, sprawling vineyards, and ski slopes.



HEATHER HEBERT

A Bay Area native, Heather Hebert’s career has centered on the intersection of design, wine, and writing. For over 25 years, she directed marketing for an international architecture firm specializing in hospitality design, where she guided the firm’s brand identity, wrote about the firm’s projects, and worked with their clients to develop their early brand concepts. In 2017, Heather left to pursue her love of storytelling and now works with numerous design, hospitality, and winery clients to develop and convey their stories. Her first book, *The New Architecture of Wine*, was published by Gibbs Smith Publishing in 2019. Her second, *At Home in the Wine Country* (Gibbs Smith), was released in 2021.

A GREAT BOOK THAT YOU’VE READ RECENTLY?

Everybody Matters by Bob Chapman.

YOUR FAVORITE LOCAL HIDDEN GEM?

Muir Woods, as it’s hidden in plain sight. With most of my clients in the wine country, I make the trek from Marin up north often and love the drive through Carneros. The scenery changes with the seasons, from buds breaking in the spring to the vineyard leaves turning brilliant hues in the fall.

A BAY AREA CULTURAL EXPERIENCE THAT YOU FIND YOURSELF REVISITING?

Local playhouses such as Marin Theatre Company, Berkeley Rep, and San Francisco Playhouse.

GO-TO DINING DESTINATION?

We are fortunate to live in the tiny town of Larkspur, which has fabulous local restaurants, including Rustic Bakery, Picco, Roma Antica, R’noh Thai, Burmatown, DJ’s Chinese (our kids’ favorite), and Zinz Wine Bar.

IF YOU HAD TO DESCRIBE YOURSELF AS A BAY AREA NEIGHBORHOOD OR CITY, WHICH WOULD IT BE?

I think it would have to be Larkspur. It’s everything I aspire to be—friendly, community oriented, supportive, sustainably minded, locally minded, and globally aware at the same time.



NISH
NADARAJA

A branding and marketing consultant, Nish Nadaraja is deeply passionate about community management, brand evangelism, and customer loyalty. Nish is known for being one of Yelp’s first employees, serving as the brand and marketing director and original community manager. Today, he’s a restaurant investor (Foreign Cinema, Noosh) and a Commonwealth Club of California board member.

A GREAT BOOK THAT YOU’VE READ RECENTLY?

A sweeping read of American history is Jill Lepore’s *These Truths*. Really timely in understanding the context of our nation and current quagmire.

YOUR FAVORITE LOCAL HIDDEN GEM?

I never leave without buying something from Karl the Store in Sausalito. A favorite recent purchase was an original Walt Disney comic panel.

A BAY AREA CULTURAL EXPERIENCE THAT YOU FIND YOURSELF REVISITING?

My son, Dash, and I enjoy meandering through the Exploratorium. Pro tip: it’s dog-friendly.

GO-TO DINING DESTINATION?

I’m an investor in Foreign Cinema and Noosh, so I’m biased toward those two. I also love Kokkari and Cotogna, as we live in Jackson Square.

IF YOU HAD TO DESCRIBE YOURSELF AS A BAY AREA NEIGHBORHOOD OR CITY, WHICH WOULD IT BE?

The Mission, of course. In what other neighborhood can you find a dive bar, trendy boutique, dispensary, and fine dining on the same block?



ALF
NUCIFORA

Alf Nucifora is chairman and founder of LuxeSF, an influential sales and marketing organization known for its thought leadership and trend foresight in the luxury marketplace. The Australian-born, Harvard-trained professional brings more than three decades of experience in multinational advertising and Fortune 500 strategy to the respected Bay Area group, which specializes in real estate, wine, travel, home, style, and design. Additional expertise in brokered relationships, top-tier networking, and event programming have made LuxeSF a model in the industry.

FAVORITE BOOK AUTHORS?

Anything by John le Carré and the work of entertaining and articulate business authors such as Michael Lewis. Stephen Covey also remains a mentor in spirit.

FAVORITE EXPERIENCE UNIQUE TO THE BAY AREA?

My weekly visits to Napa and time spent with winery cohorts. My fealty to the Golden State Warriors is well known among my friends.

PREFERRED WAY TO UNWIND AND RECHARGE?

My daily walk around Cavallo Point and under the Golden Gate Bridge leaves me a new man and a better person.

GO-TO DINING DESTINATION?

I always return to Slanted Door in San Francisco’s Ferry Building. My favorite lunch spot is Farmstead in St. Helena—the ham sliders and meatballs never disappoint.



ZAHID
SARDAR

Zahid Sardar is a San Francisco–based editor, writer, educator, and curator specializing in architecture, interiors, and design. Currently, he coproduces a webcast series, *Spotlight with Zahid Sardar*, featuring West Coast design personalities. In addition to serving as an editor at *SPACES* magazine and the *San Francisco Chronicle*, Zahid has written several books and taught design history at the California College of the Arts. His work has appeared in the *New York Times*, *Dwell*, *Elle Décor*, and *House Beautiful*.

A GREAT BOOK THAT YOU’VE READ RECENTLY?

Season of the Witch: Enchantment, Terror, and Deliverance in the City of Love.

YOUR FAVORITE LOCAL HIDDEN GEM?

The bar terrace at EPIC Steak.

A BAY AREA CULTURAL EXPERIENCE THAT YOU FIND YOURSELF REVISITING?

Zuni as a gathering place.

GO-TO DINING DESTINATION?

Foreign Cinema.

IF YOU HAD TO DESCRIBE YOURSELF AS A BAY AREA NEIGHBORHOOD OR CITY, WHICH WOULD IT BE?

North Beach, for its global influences.



MELISSA
WAGNER

Melissa Wagner, founder of Wagner Creative, is a marketing and business development professional who has found her niche in the architecture, design, and construction industries. An important part of her bicoastal practice, she says, is “crafting an integrated, purposeful brand strategy for each client and promoting women in design.” Her full-service agency combines creative vision and intelligent networking and values the potential of collaborative promotion. Originally from Detroit, Wagner is also a fine artist, maintaining her creative practice at the Brooklyn Navy Yard.

YOUR FAVORITE LOCAL HIDDEN GEM?

The eucalyptus forest at the Presidio is home to two Andy Goldsworthy installations.

FAVORITE MUSEUM, GALLERY, OR CULTURAL INSTITUTION?

Alonzo King LINES Ballet and the Whitney Museum of American Art.

GO-TO DINING DESTINATION?

San Francisco has so many great restaurants known for their food and architectural design—Foreign Cinema and Rintaro are at the top of my list. In New York City, you can find me at the bar at Balthazar!

PREFERRED WAY TO UNWIND AND RECHARGE ON THE WEEKEND?

Time in nature, like a run or hike outdoors, followed by creative time in the studio.

LAST FILM THAT BLEW YOUR MIND?

Jane Campion’s *The Power of the Dog*.



STACY WILLIAMS

A true authority on the Bay Area's design community, Stacy Williams serves as the executive director of AIA San Francisco and the Center for Architecture + Design. Over the past nearly 20 years, she has directed architecture and design initiatives by partnering closely with city agencies, public utilities, and numerous professional groups. Stacy believes in harnessing the power of community and civic engagement and implements policies and programs to create better environments through design.

A GREAT BOOK THAT YOU'VE READ RECENTLY?

An eye-opening read is *Factfulness* by Hans Rosling. A statistician with a sense of humor is such a rare thing.

YOUR FAVORITE LOCAL HIDDEN GEM?

Samovar Tea in Yerba Buena is my downtown oasis. Sitting in its glass box restaurant with a perfect pot of sencha tea is a much-needed respite from a busy day.

A BAY AREA CULTURAL EXPERIENCE THAT YOU FIND YOURSELF REVISITING?

Café 5 at the SFMOMA Sculpture Garden, designed by Jensen Architects.

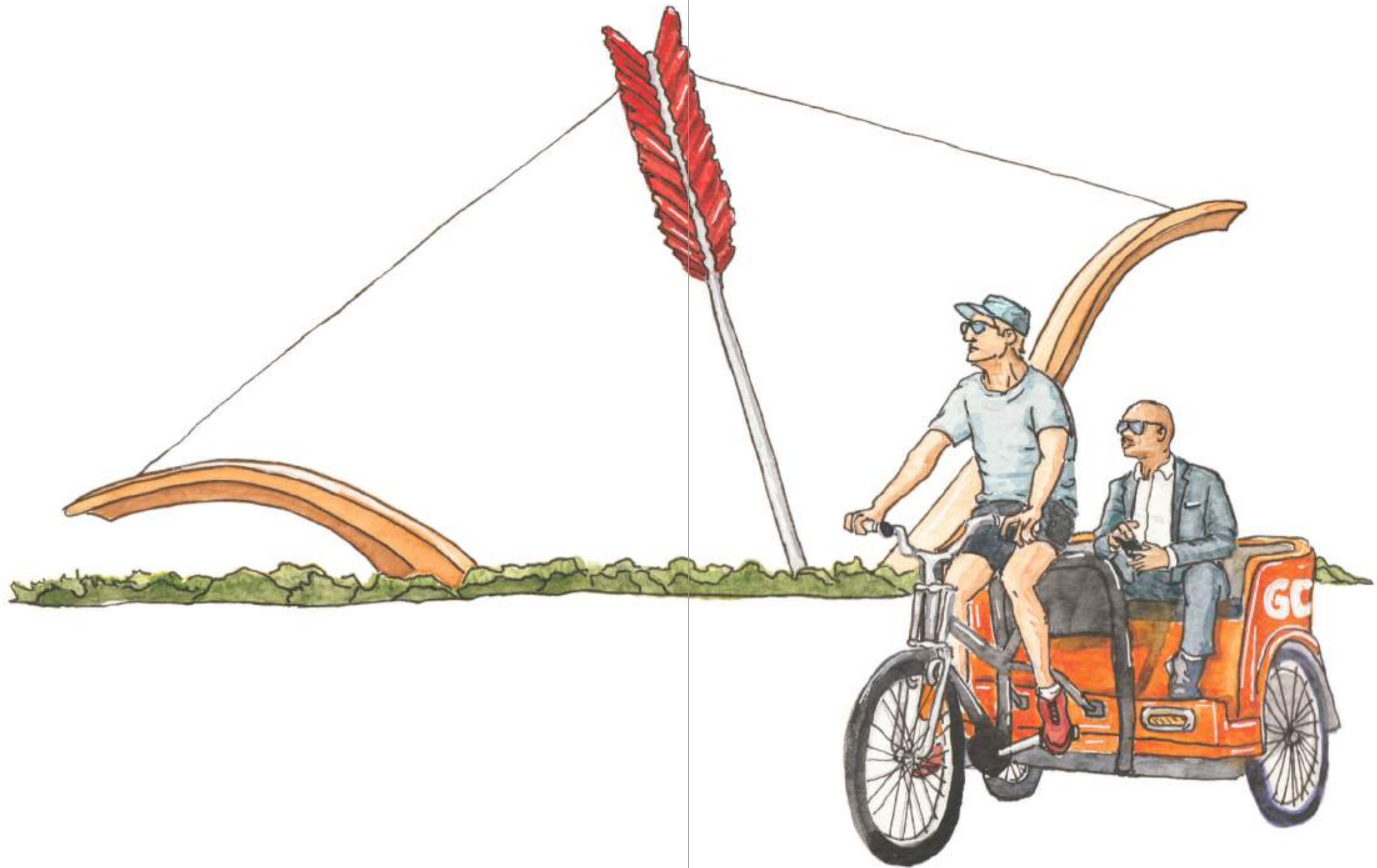
GO-TO DINING DESTINATION?

Foreign Cinema in San Francisco, Buckeye Roadhouse in Mill Valley, and Sushi Ran in Sausalito.

IF YOU HAD TO DESCRIBE YOURSELF AS A BAY AREA NEIGHBORHOOD OR CITY, WHICH WOULD IT BE?

If I had to choose, I would pick Valley Ford in Sonoma. I can be a bit of an introvert and need a rural setting to recharge. Living in the city is energetic, but the beauty and solitude of the valley is revitalizing.







CONTRIBUTORS



Robyn Wise is a San Francisco-based freelance writer, editor, and content strategist who specializes in art and design. Her byline has appeared in *Dwell* magazine, *Luxe Interiors + Design*, *California Home + Design*, and *HENRY* magazine.



Originally from Australia, Bay Area-based creative Belle McClain is a freelance graphic designer with over 16 years of experience in industries ranging from travel and hospitality to science and technology.



Marin-based business development specialist Lisa Churton is a lover of travel, design, and all things Italian. Her passion for locally owned businesses comes from her own experience launching a children's textile line.



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Portrait: Photo by September-Days Photography
Staircase: Photo by Matthew Millman Photography

BJØRN DESIGN

Portrait: Photo by September-Days Photography

LOTUS BLEU

All photos by Vivian Johnson

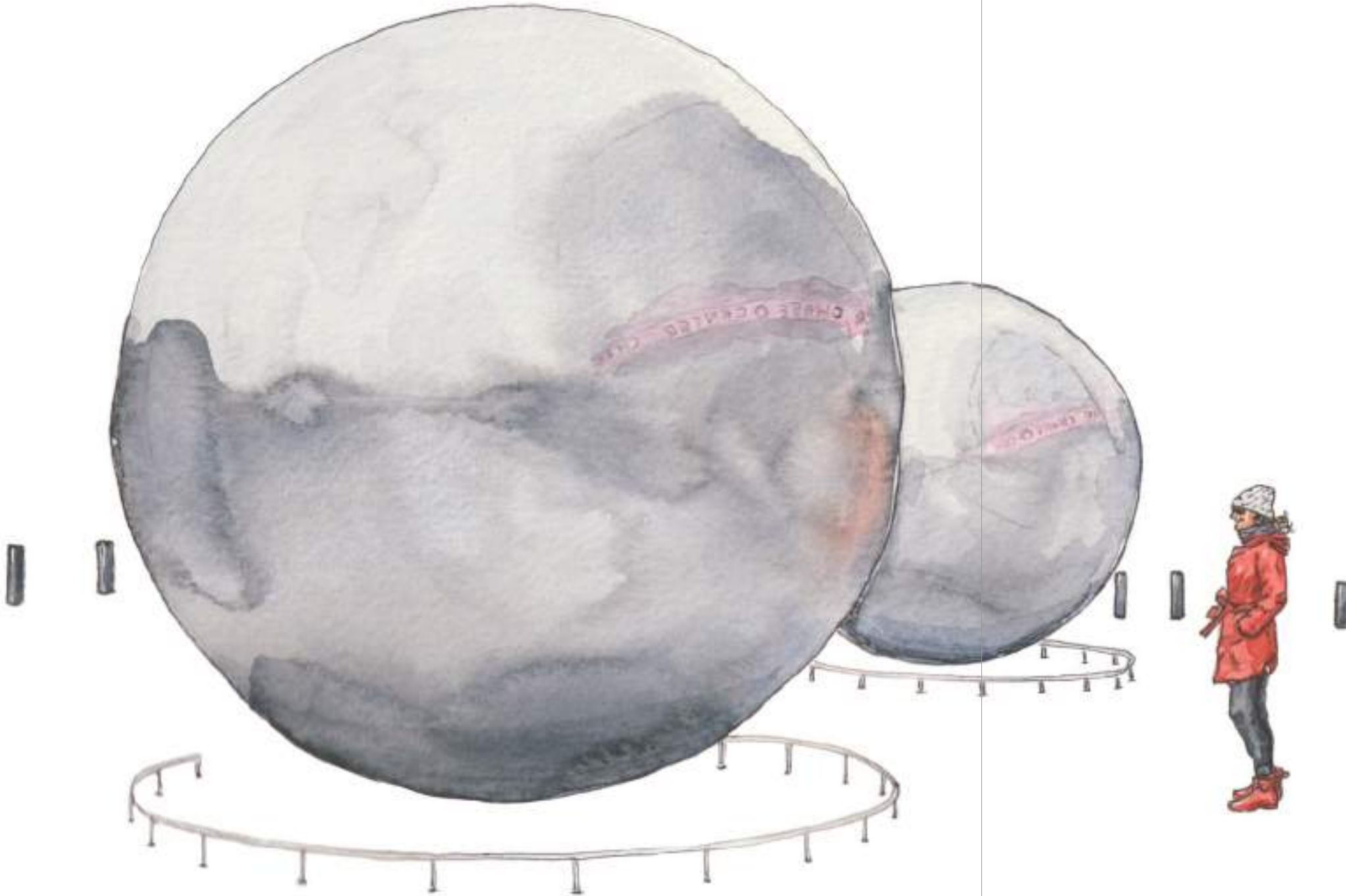
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Team photo by Finerthings.com

AMPLIFIED LIFESTYLES

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Executive Director Mari Robles: Photo by Douglas Zimmerman, courtesy of Headlands Center for the Arts

SALESIAN BOYS AND GIRLS CLUB

Photos by Matt Montaña

THE SAN FRANCISCO FALL SHOW

Photos by Drew Altizer

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Photo of Louise Englehart by September-Days Photography

Photo of Zahid Sardar by Aubrie Pick

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