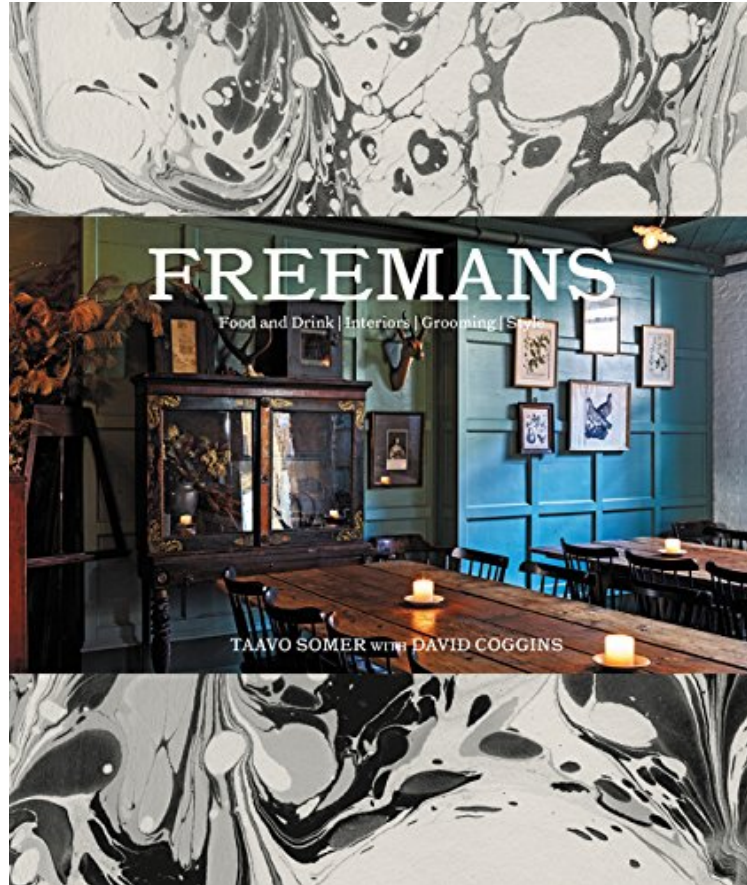


(Download) Freemans: Food and Drink \* Interiors \* Grooming \* Style

## Freemans: Food and Drink \* Interiors \* Grooming \* Style

*Taavo Somer*

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#113834 in Books Somer Taavo 2016-10-25 2016-10-25 Original language: English PDF # 1 12.00 x 1.25 x 10.251, .0 #File Name: 0062367897240 pages Freemans Food and Drink Interiors Grooming Style | File size: 37.Mb

**Taavo Somer : Freemans: Food and Drink \* Interiors \* Grooming \* Style** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Freemans: Food and Drink \* Interiors \* Grooming \* Style:

0 of 0 people found the following review helpful. Five Stars By Customer What a great book. 0 of 0 people found the following review helpful. Five Stars By Adrian N. Aeschliman Thoroughly enjoyed it. Great coffee table book. 0 of 0 people found the following review helpful. Five Stars By Customer Really beautiful book, good recipes. Good as a coffee table book and for gifts.

In this lavish full-color volume featuring 225 photographs, Taavo Somer, the creative mind behind Freemans, the iconic New York City restaurant, barber, menswear shop, and bespoke tailor, reveals the creative process behind the development and design of the "rustic-luxe" and holistic approach of this cultural phenomenon and pioneering brand. Nestled in a secluded alleyway off Rivington Street on Manhattan's Lower East Side, Freemans Restaurant is an oasis of calm, beauty, and exquisite food in a crowded, chaotic city. Founded by Somer one of the defining figures in

the New York social and design culture for more than a decade this one-of-a-kind eatery with rustic decor has redefined New York dining since its opening in 2004. A dozen years later, Somers' vision has extended to other eateries and bars such as his restaurant, ISA, in Williamsburg, which references 1970s California, and the Rusty Knot, a nautical-themed dive bar in the West Village, as well as a mens clothing line and bespoke tailoring services, a barbershop model that has been emulated the world over, and an organic approach to interior design that speaks to the soul. Somer was the first to establish the now popular "lumberjack chic" style; the interior of his bars and restaurants with furnishings handcrafted by the designer in his unique, signature style harken back to the beauty and simplicity of more rustic times. Now, in his first book, Somer opens the doors to the Freemans world. With an elegant, sumptuous design and dozens of color photographs shot specifically for the book, Freemans showcases the interiors of his numerous Freemans ventures, other restaurant spaces he's conceived and owns, as well as the classic, superbly tailored American-made mens clothing, bespoke suits, barbershop, and food and drink that comprise Somers' iconic and now much-copied style. Somer reveals the inspiration behind Freemans including the restaurant down the alley, acclaimed menswear store Freemans Sporting Club, and the pioneering Freemans Sporting Club Barbershop sharing the story of his evolution as an architect, designer, and tastemaker, from his rural Pennsylvania childhood to his architectural apprenticeship in Minneapolis to his arrival in New York, where at first he designed t-shirts and threw parties in a Financial District strip club. Freemans also takes fans into the nineteenth-century farmhouse in upstate New York he renovated and landscaped, inside his restaurant ISA, and bar the Rusty Knot, and across the world to the Freemans Sporting Club store in Tokyo, the remarkable four-story townhouse he designed, which has rarely been seen by an American audience. A comprehensive exploration of Somers' singular vision, Freemans will appeal to the many devotees of the Freemans world, as well as lovers of fine living through its exploration of design, dining, architecture, gardens, and mens fashion.

bursting with beautiful photographs of all his work. (Benjy Hansen-Bundy, GQ) Tucked away in Manhattan's Lower East Side, Freemans provides a one-stop-shop for NYC's gentlemen. Capturing the spirit of the franchise, the hardcover work dives into the creative process behind the rustic restaurant, barber, menswear store, and tailor experience. (George Ocampo, High Snobiety) George Ocampo, High Snobiety v George Ocampo, High Snobiety George Ocampo, High Snobiety George Ocampo, High Snobiety George Campo, High Snobiety) Freemans explores the interiors of Somers' ventures; the fashion, food, and drink that define his style; and the remarkable architectural projects he has undertaken. (Jenny Xie, Dwell) Somer has masterminded a string of highly successful enterprises: restaurants, a dive bar, a barber shop, a mens boutique, and a clothing line, Freemans Sporting Club each of which manifests his design aesthetic and unending attention to detail. In his ... book, Freemans, Somer recounts his adventures along the way. (Max Blagg, Man of the World) Every page reveals the details of Taavo's many projects, ideas that every guy wants to re-create at home or dreams about for their one-day country house. (Cator Sparks, The Manual) About the Author Taavo Somer is a designer, architect, and creative co-founder of the iconic Freemans restaurant, which opened on Manhattan's Lower East Side in 2004. His projects now include bars, mens stores, a clothing line, and barbershops. He's been covered in the New York Times, GQ, Architectural Digest, Vogue, the Wall Street Journal, and Time. He lives in Manhattan and upstate New York with his wife and two daughters.