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SAN FRANCISCO

# STAYING POWER

After two decades of creating furniture, a design innovator has no plans of slowing down.

By Joanne Furio | Photography by Jen Siska

Inspired by the curvy lines of an old-fashioned cradle and how it comes to a rest, Ted Boerner's Crescent bed was the first product introduced by his San Francisco-based company when it was founded in 1988. The piece is a good example of where Boerner has ended up after rocking the furniture world for 25 years. The talented tastemaker is known for simple pieces with a clever inventiveness, incorporating the Midwesterner's love of wood and his background as a theater production designer. "I want to create entire environments," he says. As Ted Boerner Inc. celebrates its silver anniversary this fall, his wish is close to being fulfilled.

Boerner, a Wisconsin native, ended up in the City by the Bay in 1985 and has been moved by its creative culture ever since. "There is so much innovation here, a lot of design to look at, a lot of designers to engage with and a lot of people who want to acquire the design," he explains. Boerner is also drawn to the raw beauty of the city and says that his favorite spot to recharge is Heron's Head, a waterfront swath of parkland between Hunter's Point and the deteriorating docks. "I love the tension between nature and the built environment," he says.

Such contrasts, like his rustic-modern aesthetic, have been a muse for the designer, whose line has grown to 60 pieces, among them wooden tables and chairs, upholstered furniture and accessories like a table lamp and mirror. And he's not done yet. Future plans include creating a lower-priced collection and bringing other designers under the Ted Boerner umbrella. He also hopes to create lighting, tableware and ceramics, essentially expanding into every room of the house—and beyond.



**Boerner's HOTS** Japanese sencha green tea, Moooi, being in my mid-50s, riding to work on my bicycle, printed reading material

**Boerner's NOTS** Worrying about the economy, "tasteful" design, faux antlers and logs, kale chips, Edison bulbs, traffic