

# SCHARLY DESIGNER STUDIO



DESIGN | INTERIORS



# OUR APPROACH

We are a team of architects, designers, and engineers working together to build a more sustainable future.

SCHARLY DESIGNER STUDIO+ is our award-winning design branch based in Miami that has earned an extensive client list for their flexible and diverse range of work in the design industry, including engaging design for Brands, Manufacturers, or Cultural institutions.

The studio is focusing on climate change, technological innovation and artificial intelligence dedicate to advanced manufacturing.

SCHARLY DESIGNER STUDIO+ brings contemporary design and innovation to its projects through the use of Generative Design with Autodesk technologies and PNY / NVIDIA solutions.

Design projects in the studio are designed with the latest collaborative technologies, and are 'ISV Certified' in the design industry.

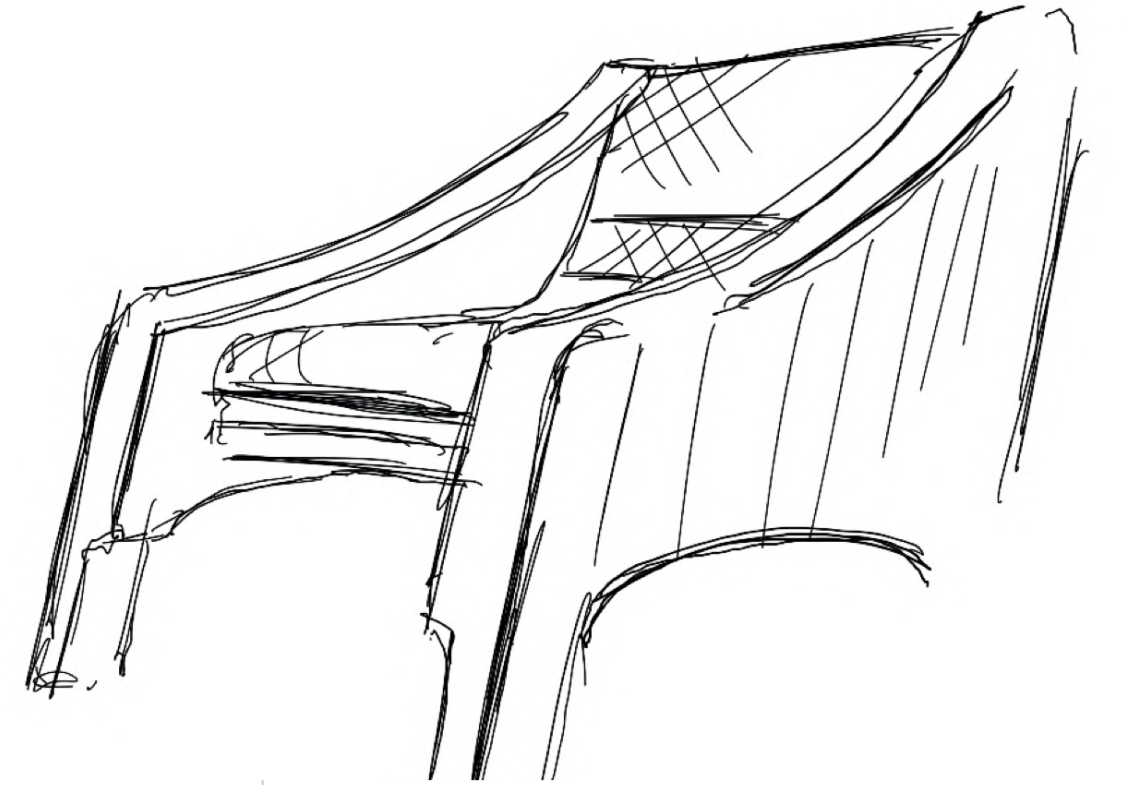
We also understand the accountability creators must take on during the design process in order to protect the environment from further toxicity, for this reason, the company has shown consistent focus on eco-friendliness and Montreal 2030 agreement since its start up in 2007.

The studio works on 3D Printing and advanced manufacturing solutions for its prototypes to support and advance the design community.

The studio is award-winner and was presented in a variety of exhibitions, including: the 2010 World's Fair in Shanghai 'Better City, Better Life,' the 2016 Architectural Biennale of Venice 'Nouvelles Richesses, MoMa Shanghai, and in Centre Pompidou or Palais de Tokyo in Paris.



01



# PROJECTS



# 01.1

An old barbershop on Madison Ave was transformed into the high-end French retailer Atelier Jean Rousseau. Here, owners wanted to preserve the historical wooden cabinetry while incorporating them into the new store design.



## Retail Design

Location: Manhattan, New York

Budget: \$1M

Client: Atelier Jean Rousseau

Try Pitch

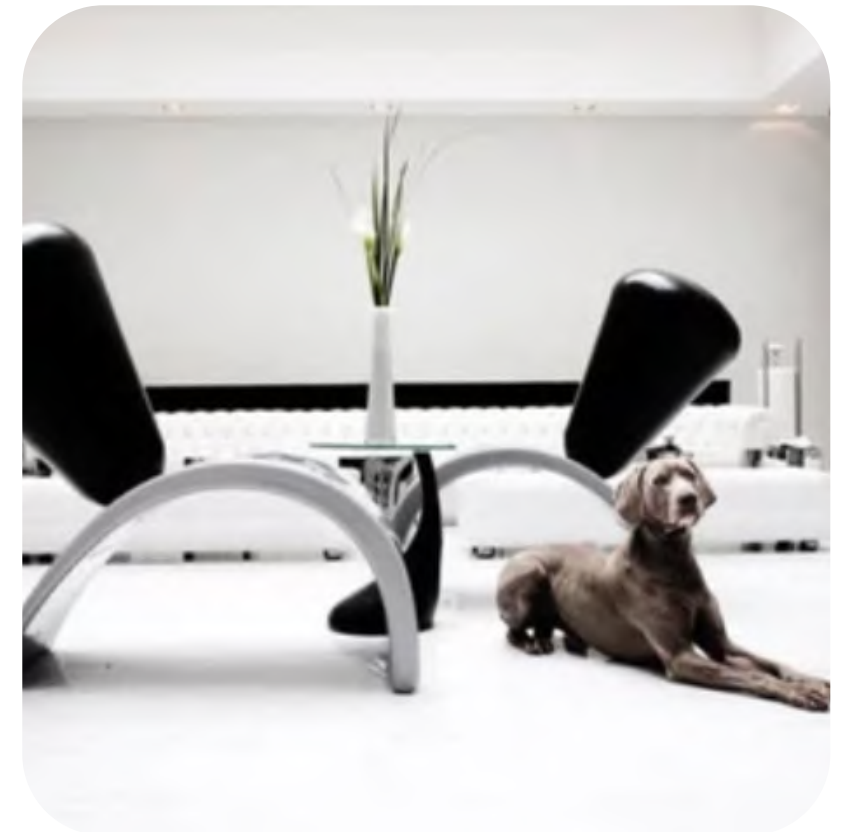


# 01.2

## Interior Design

Location: Paris

Client: Murano Hotel





# 01.3



## Contemporary Residential

Location: Williamsburg / Brooklyn

Budget: \$ 100K

Client: Private Owner

[Try Pitch](#)



02

# INTERIOR DESIGN

Residential + Retail



02.1



Kitchen  
Try Pitch



Large Hall





Public Space Lounge

Try Pitch



Art Exhibit



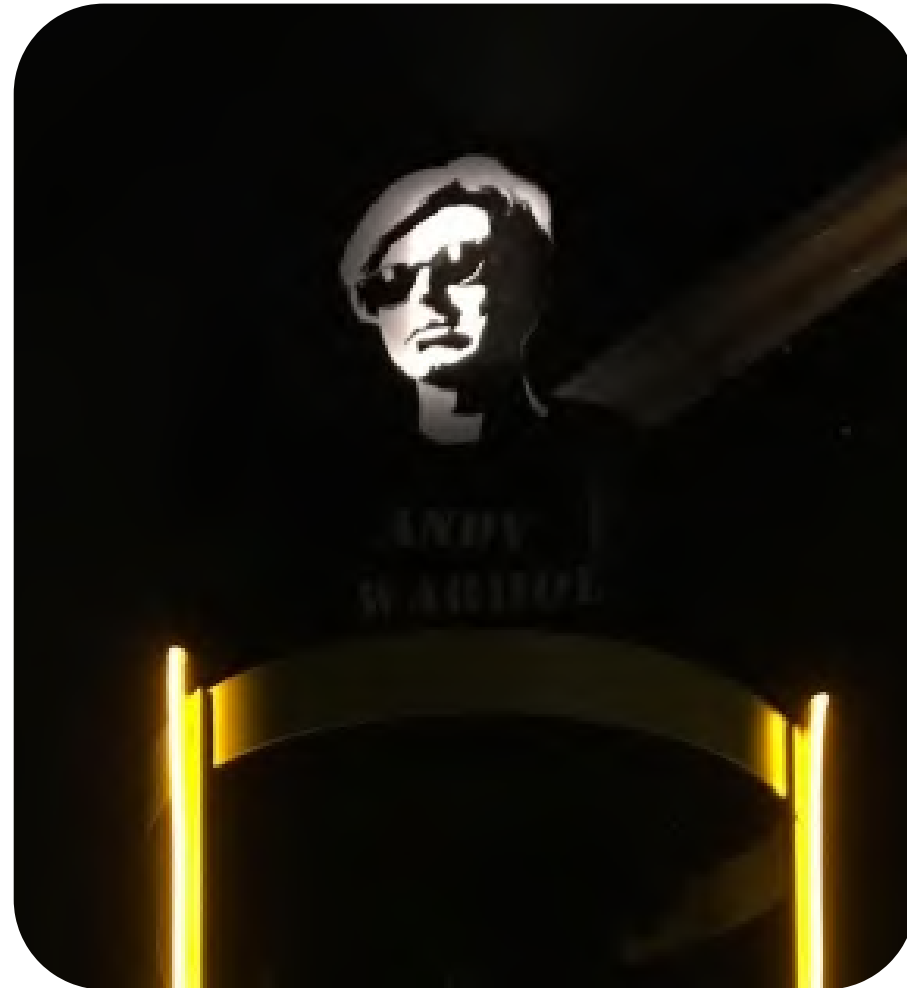
# 02.2

## Art Exhibits

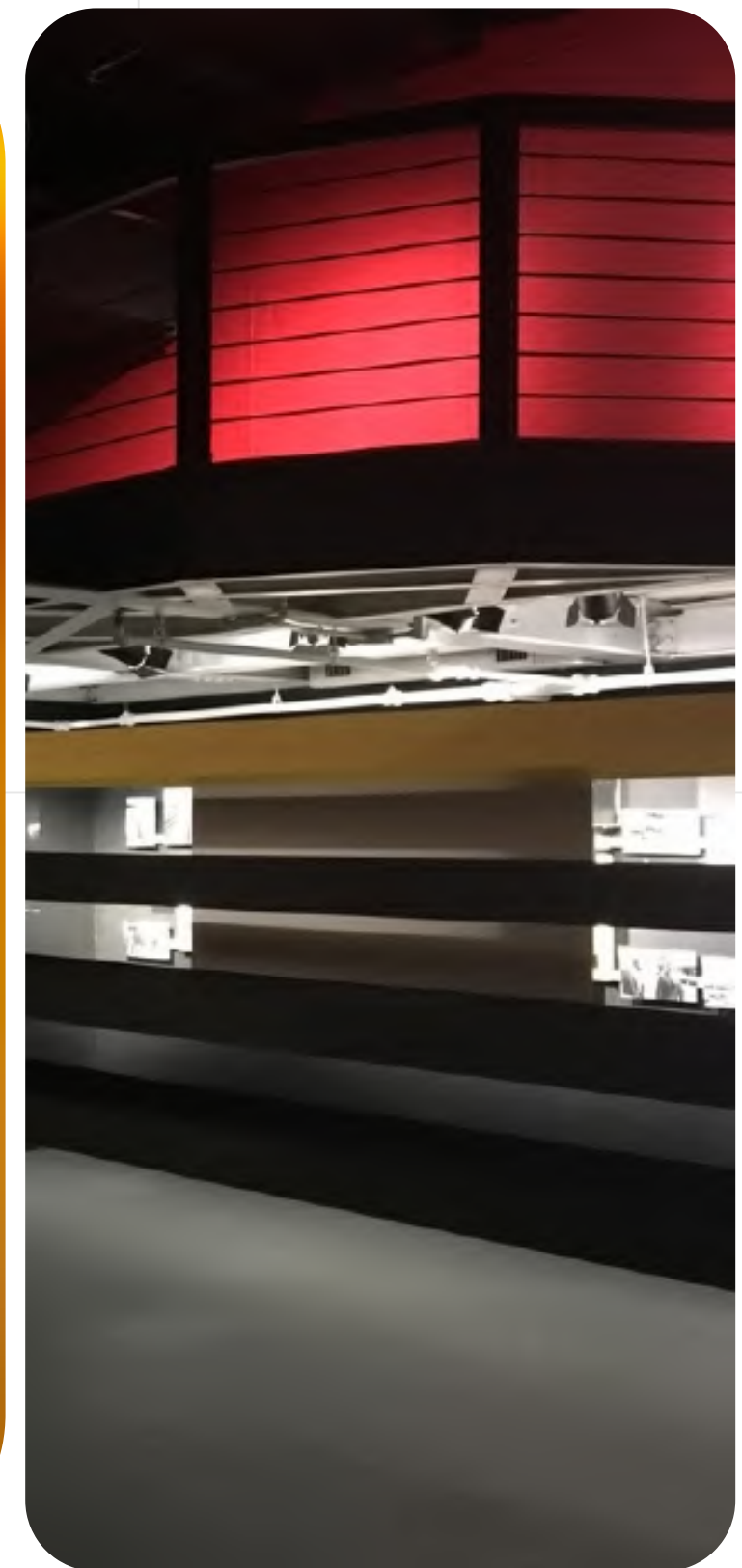
## Pop-Up Museum

Location: Manhattan, New York

Client: Velvet Underground







Conference Room





Signage

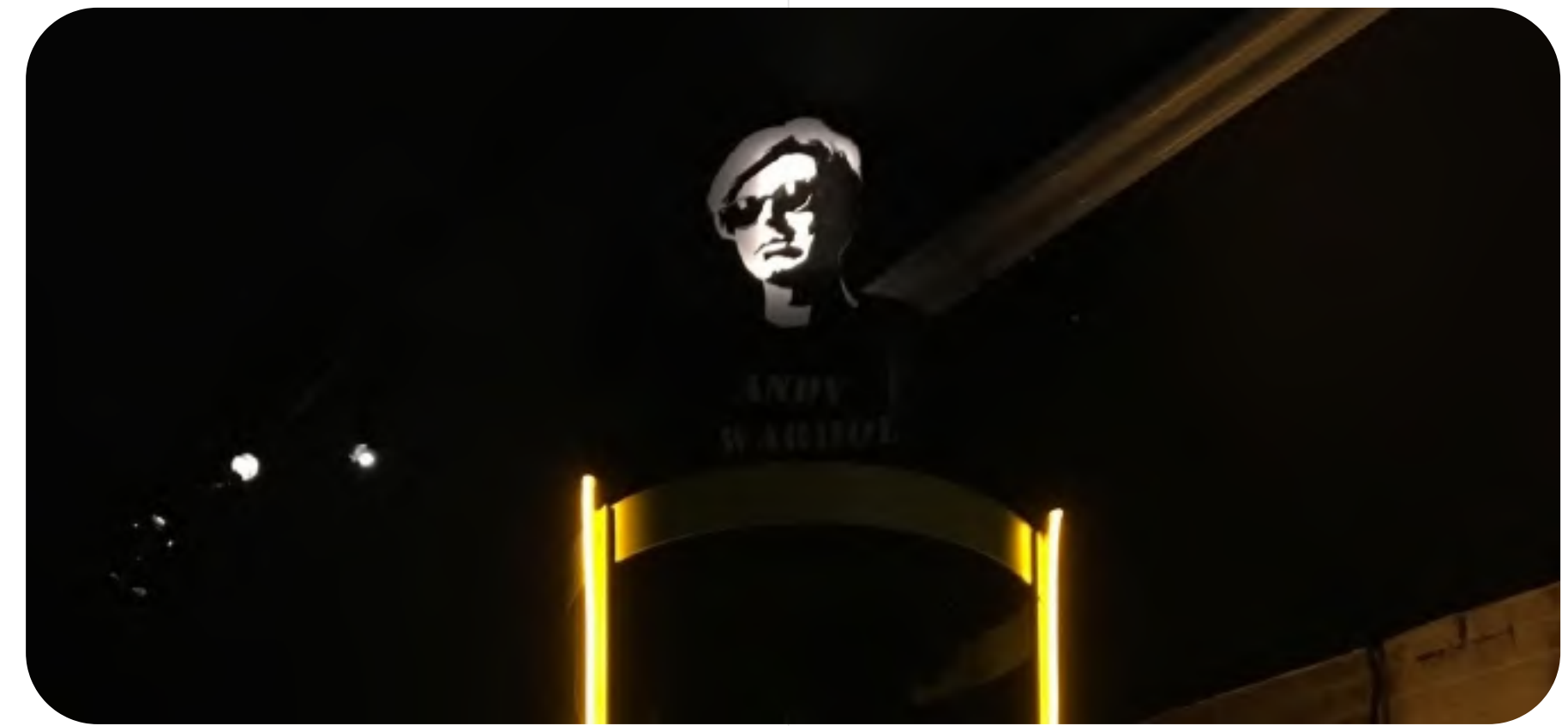


Storefront



Scenography

Try Pitch



Totem



# THE VELVET UNDERGROUND EXPERIENCE

718 BROADWAY  
NEW YORK, NY  
OCTOBER 10TH – DECEMBER 24TH, 2018

PEEL SLOWLY AND SEE

SL  
SUMMERLIGHT  
P  
PHILHARMONIE  
DE PARIS

Bandsintown









Interior



Window Display

# RETAIL



Shelving



Entrance  
Try Pitch



Custom Furniture



This project was done under the supervision of SCHARLY DESIGNER STUDIO® as the head of design and final decision-maker. In this commercial project, an existing barbershop on Madison Avenue was transformed into a high-end French leather goods store.

This was first showroom in the United States, but the third showroom to be designed right after Paris and Japan. Here, part of the existing millwork was reused in the new design to preserve the history of the space and the identify of the building. New modern finishes, such as new custom millwork for the new counter and window units, were added contrast the existing millwork.



Interior  
Try Pitch



Countertop





Salvaged Wooden Cabinetry



Retail Space

Try Pitch



Storefront





Merchandise Display



03

# INDUSTRIAL DESIGN

Furniture + Product

# Furniture Design





# FURNITURE 03.1



FURNITURE DESIGN



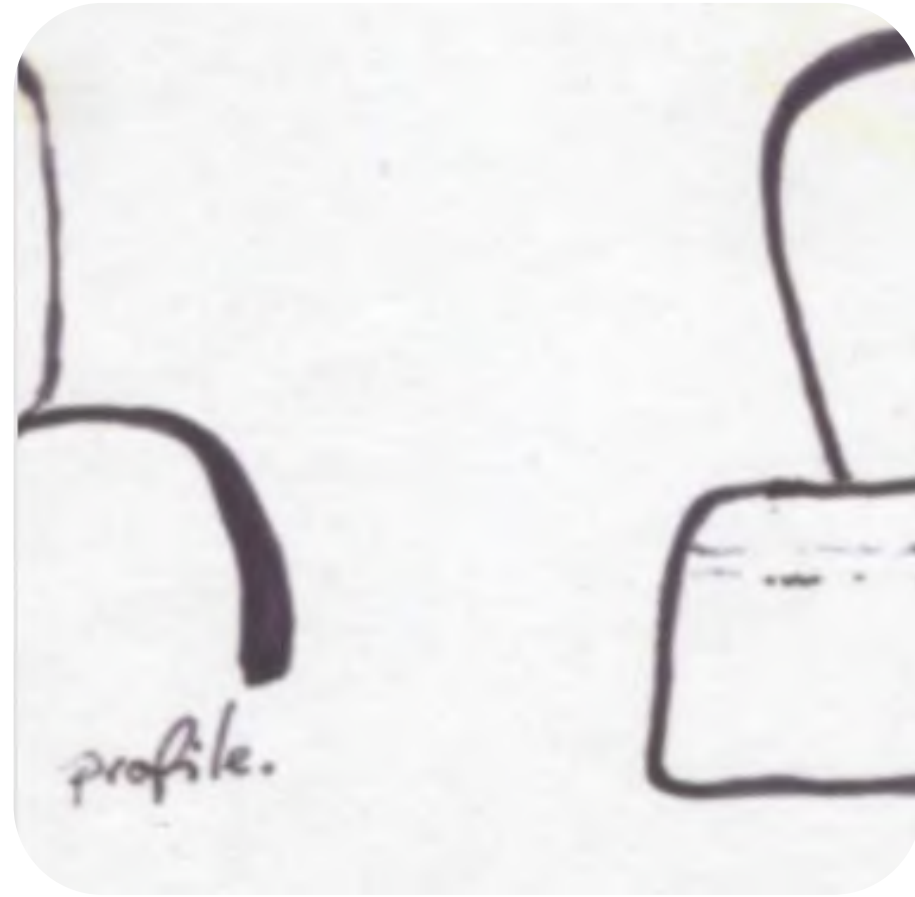
Try Pitch  
Design Chair





# 03.2

Creation + Production:  
Frankfort Factory Chair





# FURNITURE 03.3



FURNITURE DESIGN



# PRODUCT 03.4



ARTEMIDE

# Artemide



# PRODUCT 03.5



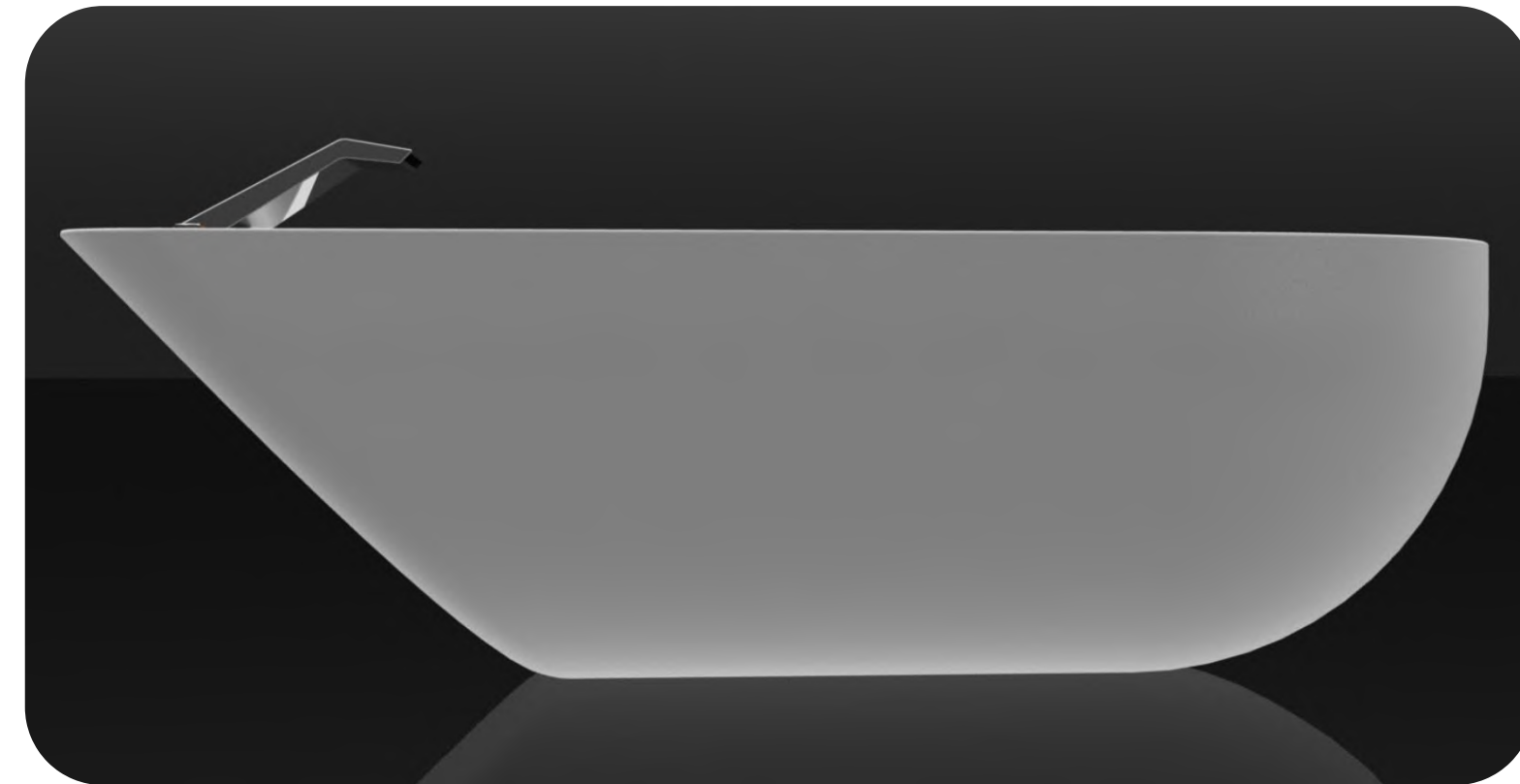
RIVA BOAT

*Riva*





# PRODUCT 03.6



BATHROOM DESIGN

**b Boffi**





# ABOUT LIONEL SCHARLY

Lionel Scharly is an Architectural designer living & working in New York City he has founded SCHARLY DESIGNER STUDIO® in 2007.

He graduated from Arts Decoratifs and obtained an Advanced Master Degree from the Ecole Nationale Supérieure des Beaux Arts de Paris (CGE) He obtains a degree of Harvard Graduated School of Design in Architectural Criticism and History, and certified by Princeton University in The Art of Structural Engineering, and in Urban Planning at MIT.

Beginning his career in Industrial Design & Architecture and founded Scharly Designer Studio in 2007, Lionel focused on the design & architecture on prestigious brands like Dior, Estée Lauder, Vichy, Coca-Cola, Anitibes Cityhall, Paris Cityhall, French Foreign Ministry, French Consulate in USA, Peugeot, Michelin, L'Oreal, and Veuve Clicquot.

Lionel's relocation to New York City in 2011 gave him a new life perspective. Today, Lionel and his team help clients bring their dream homes to life while undertaking a variety of projects, from design of retail spaces, synagogues, and residences, to tree houses.

- Winner of the A' Design Award.
- Specialized in Architecture, Interior Design, and Furniture Design.
- Member of the Le Lieu du Design & APCI in France
- Member of the American Institute of Architects "AIA New York Chapter - Design Excellence."



SCHARLY DESIGNER STUDIO®



# AWARDS

**2020** Best Contemporary Architecture Design Studio – New York

**2019** World's Best Boutique Design

**2018** BUILD Construction / Excellence Awards in Hospitality Architecture

**2017** Best For NYC Award – NYCEDC – New York City

**2016** A' Design Award-Winner

**2023** Best Design America

# GET IN TOUCH

Call us

Try Pitch **+1 305 477 762 5059**

Email

[studio@scharlydesignerstudio.com](mailto:studio@scharlydesignerstudio.com)



[scharlydesignerstudio.miami](https://scharlydesignerstudio.miami)

