

# Notebook

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PHOTOGRAPH BY JEFF HENRY

## *SF Interior Designer Paul Wiseman*

Celebrating Forty Years Of  
Success And Fine Design

BY DIANE DORRANS SAEKS

IT'S A TRIBUTE TO THIS DESIGN FINESSE and business acumen that San Francisco interior designer Paul Vincent Wiseman is celebrating a vibrant fortieth year in business-- and The Wiseman Group is having its best year ever.

"Yes, in this challenging time, with my wonderful staff all working remotely, we are deeply immersed in some of our most complex projects, and we are busier than ever, even hiring," said Wiseman, from his home office in Belvedere.





PHOTOGRAPH BY JOSE MANUEL ALORDA

**LEFT** An updated modern interior in association with architect Richard Beard. **BELOW** An entertainment space on the 61st floor of the Salesforce Tower in San Francisco. **OPPOSITE TOP** For an apartment in San Francisco, The Wiseman Group designed a custom table. **OPPOSITE BELOW** An aircraft interior is residential in style. Seats become beds.

(2) PHOTOGRAPHS BY ROGER DAVIES



Among his current projects are a large-scale private residence in Atherton designed by Frank Gehry, and a dramatic modern house near Lake Tahoe designed by Peter Bohlin. Wiseman's firm of thirty-five designers, architects and specialists continue to work in an impressive range of designs and architecture.

"We always love traditional design, and interpret it in an array of styles," said Wiseman. On a recent project for Anglophile clients in Hillsborough, a sunny breakfast room was inspired by distinctive bold colors of the Omega Workshop, and the Bloomsbury bohemian artists of that coterie.

"We loved the unexpected color combinations, the Englishness of it all, and it makes our clients very happy," said Wiseman. "The homes we design are always a reflection of the deeper psyche, and that world of depth is where my true interest lies," noted Wiseman.

The firm was founded by Wiseman in San Francisco in 1980 and is known for attention to detail and highly customized, elegant interiors. The senior design team push forward with a precise approach that results in interiors that are sensual and emotionally engaging.



PHOTOGRAPH BY MIKE KELLEY

The Wiseman Group stays highly relevant by working closely with high-level technical specialists, using VR and 3D printing and other emerging systems to communicate prototypes and proposals for their clients, and to refine and clarify specifications.

Wiseman notes that in his world, his clients believe deeply in a modern form of luxury, living casually and informally but surrounded by great quality and craftsmanship and unique furnishings and art.

"We are also deeply immersed and aware of all ecological issues regarding materials and self-sustaining architecture," said Wiseman. "We work in an environmentally pure way, leaving the least footprint."

Glancing back at his forty years of design, Wiseman observes that traditional styles and antiques still have great appeal, but always with a light touch, a contemporary and fresh feeling.

Six years ago, The Wiseman Group started working on the new Salesforce high-rise headquarters in San Francisco, his first corporate client. The design concept is residential/commercial with a colorful Hawaiian vibe.

Today, with architect Mark Cavagnero, Wiseman and his team are designing Salesforce offices in Dublin, Tokyo, Paris and Sydney, all very customized, upbeat and versatile.

Paul Wiseman said that one reason for his success is that he engages fully with his clients to create interiors that are life enhancing, relevant and never trendy.

Is the phone still ringing after forty eventful years? "Off the hook, with new clients and large projects," said Wiseman. "And even working remotely, we are more productive than ever, with very exciting projects around the world."

Wiseman glances forward to the future of design, with more and better fine-tuned tech capabilities.

"We are looking forward also to working with fine artists, weavers, gilders, cabinetmakers, carvers, as well as technicians and specialists to create beautiful and exciting interiors for many more years to come," he said.

For Wiseman, the constant goal is to help his clients to have a personal space that is reflective of who they are... in a way that is personal to them.

"We use tech and our intuitive experience to enrich their world, in every possible detail," said Wiseman. ❧

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