



The Sky's the Limit

It's one of those sprinkly grey Springtime days in Dallas. On the far horizon, Fort Worth glitters and up close, the spectacular skyline of Dallas is so close you can almost reach out and touch it.

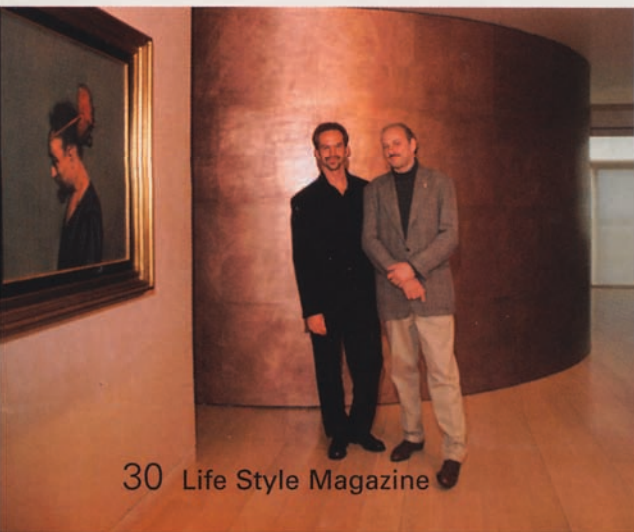
By Jocelyn White

This fourteenth floor, 3500 square foot apartment at The Centrum, may have a Texas-size view, but inside, it is a timeless contemporary cocoon for an international businesswoman. And that is exactly what she decreed to her interior designers, Raymond and Rick of Jurado-Rozas.

"She said she wanted to be able to walk in the door and not know where in the world she was," maintains Rick Rozas.

The latter was an easy assignment for the pair who have been designing for this particular wealthy family for over twenty years. "We have done projects in Paris, San Francisco, and Mexico. When our client said she wanted us to find her a new highrise apartment in Dallas, we had a pretty good idea of what she was looking for," Raymond Jurado explains.

"Then," Rozas picks up the thread of conversation and continues, "she said she wanted the feel of a loft. I found this space at The Centrum when it was nothing but a big empty box. In fact, it was being used as



storage for dry-wall for the construction crew. No one could believe this was the one I wanted."

His partner shoots him an amused glance and then it's his turn to weave the tale, "Rick convinced me of the potential, but our client wasn't so sure. She trusted us anyway."

"The first thing to go out the window," Rozas contends, "was the loft idea. Twelve pages of faxes of detailed requirements later we knew we had to regroup. Our client is a workaholic with international business interests. She likes accessibility...books...art. And with clothes she has the minimalist European boutique approach."

Jurado bottomlines the project, "She wanted the apartment to be sensual. A buffet we built for another of her apartments became the focal point. It has straight lines but fluidity which balances her femininity with a masculine edge. Sensuality and severity."

From the front door entryway the tone of the exquisite and minimal

apartment is set. Walls are plaster with tinted natural pigment and the floors are quarter-sawn oak, bleached and tinted, and then bleached and tinted again, two more times. Finally they were waxed and reflect a satin sheen.

What confronts the guest first, however, is the enormous copper wall that bisects the living area and kitchen from the entry and bedrooms. Its spectacular sweep and color are the first things a visitor will encounter.

The kitchen is another triumph of creative spirit and ingenuity. It was designed as theater because the owner loves to cook and entertain at the same time. Usually her guests number less than a dozen at a time, so she likes to have conversations while she cooks. Concealed sheets of glass can be rolled



out to close off the kitchen when entertaining large groups that require caterers. The kitchen is all-black steel cabinetry...also all curved and radiused to fit into the wall. The multi-purposed island, topped with black granite, is for buffet, eating and work space.

The pale walls and furniture in the living areas are all of a style and a mood and that should come as no surprise when you realize that Jurado-Rozas not only designs and builds the interiors of its projects, but custom-builds furniture as well.

Walls should be entertaining in addition to functional, according to Jurado-Rozas, and the copper bisecting wall and the wall separating the kitchen and entertainment area from the dining and living spaces are cases in point.

"The curve in the dining room wall allowed for a banquet and the whimsy of a chandelier that looks like it's crashed into the wall and half of it is missing," Rozas emphasizes. "Then on the other side, in the reverse curve, you will find drawers and shelves that hide the owner's CD's, videotapes, TV and stereo system. It's all user-friendly and yet hidden."

Whimsical designs occasionally surprise the uninitiated. The powder room concept came about as a take-off



on another client's private plane, the interior of which was also designed by Jurado-Rozas. Embossed leather floors and walls washed with 24-carat gold intrigue. The toilet is hidden handily under a vanity seat. Jurado



and Rozas laugh as they recall one

confused guest who helpfully wrote out instructions to future occupants on how to use it.

In talking to the apartment's owner, she raved about the duo of Raymond Jurado and

Rick Rozas. "First of all, they underestimate their value. They have an uncommon sense of space and really listen to their clients. Raymond does not imprint his style on you...he creates according to your spirit. He and Rick complement one another."

Raymond Jurado, a New Orleans native, had been in architectural and interior design in New York City for 23 years when he met Dallasite Rick Rozas in 1990. A client they had in common put the two together because, as she explains, "Raymond is the ultimate in creativity and Rick is the ultimate in organization."

Homes like this one in The Centrum are not all the pair will undertake. From office buildings in Mexico City, to the Brenda Schoenfeld store in Dallas' Preston Center Plaza to a New York City Trump Tower duplex with a major 20th century art collection, Jurado-Rozas stays busy. The multi-dimensional firm continues to expand its horizons, now moving beyond architecture and design with the upcoming debut of two new product lines: Furniture and textiles.

They jointly assert, however, that their work is not only for the rich and/or famous. "Creativity is not bound by money," Jurado explains.

Rick Rozas finishes his partner's sentence, "Good design is simply: Function, form, and fun!"



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