

about **US**

Sarah Baderna Studio has evolved into a dynamic multidisciplinary studio, transcending traditional boundaries to encompass not only high-end and luxury interiors but also creative partnerships and collaborations.

With offices in both New York and Milan, our studio combines cosmopolitan flair with an authentic Italian spirit, infusing each project with a distinctive blend of sophistication and creativity. Our approach to design is characterized by an organized process that prioritizes clear communication, ensuring that designers and clients are aligned every step of the way.

Born and raised in Castell'Arquato (Italy), surrounded by the beauty of the timeless Italian architecture, Sarah was always fascinated by the design of buildings and the attention to details. Italian Craftsmanship has always been internationally celebrated: there's no doubt that Italians are talented craftsmen and creative designers.



*our***SERVICES**





interior design **CONSULTATION**

A focused, two-hour, one-on-one session designed to bring clarity to your space and refine your vision. Whether in person or virtual, the **consultation** follows a simple, high-impact process: first, we explore your lifestyle, preferences, and goals to understand your vision; next, we assess your space and provide tailored recommendations on layout, finishes, furnishings, and lighting; finally, we outline clear next steps, whether you implement the suggestions independently, pursue an E-Design plan, or explore a full-scale collaboration.

Ideal for:

- Clients seeking professional insight
- Those at the early stages of a renovation
- Anyone wishing to discover the studio, our design approach, and how we work before a larger collaboration

You receive:

- Tailored advice for your space
- Refined suggestions on layout, finishes, or style
- A clear roadmap for next steps

[illegible][illegible]

- Mood boards and material selections
- Furniture and decor recommendations
- Detailed layout plans
- Step-by-step guidance for execution

*bespoke***LIVING**

Our **Bespoke Living** service is the ultimate in luxury, combining **full-service interior design** with a flexible ongoing **concierge experience**. Every detail is thoughtfully considered and expertly executed, so you can enjoy your home without concern—your only responsibility is approving our selections.

Ideal for:

- Clients undertaking renovations, new builds, or full-scale transformations
- Those seeking a seamless, stress-free, and highly personalized lifestyle experience

You receive:

- A meticulously curated design, fully executed by the studio
- Complete management of sourcing, custom furnishings, artisan collaborations, and installation
- On-site oversight and coordination with contractors
- Concierge Services, tailored to your unique needs:
 - Support: Assistance during renovations or installations, including coordinating packing, arranging temporary accommodations for you, your family, or pets.
 - Maintenance: Hiring and managing personnel for cleaning, lawn care, and contractor services to ensure your home is always in perfect condition, whether you are at home or away.
 - Events & Special Occasions: Planning and executing small or major events in your home, handling every detail from décor to staffing.
- Peace of mind: everything is handled with precision and care
- A home that is cohesive, timeless, and deeply personal



the **TIMELINE**

1. Getting to know our client

Conduct a thorough review of the client's questionnaire, detailed discussion of their aspirations, and gain a deep understanding of the project scope and potential challenges.

2. Kick off meeting

Review the contract and overall project investment. Explore the client's inspirations in depth—what they love, what they dislike, and the experiences they wish to create through the redesign. Collect all essential project measurements to inform the design process.

3. Concept development

(2+ weeks, depending on scope and complexity)

Translate the client's vision into a refined design concept, incorporating bespoke elements, material palettes, and a distinctive style that reflects both their taste and the project's unique character.

4. Strategic Planning

(2+ weeks, depending on scope and complexity)
Develop a detailed roadmap outlining design phases, timelines, key milestones, and potential logistical considerations, ensuring a seamless and elevated project experience from inception to completion.

5. Design Presentation & Refinement

Intermediate meeting: present the curated design concept through mood boards, renderings, and tactile material samples. Collaborate closely with the client to refine and perfect every detail to achieve a harmonious and luxurious outcome.

6. Procurement Phase

(4+ weeks, depending on scope and complexity)
Manage the implementation of the design with meticulous attention to detail. This phase includes coordinating and placing orders for all materials, furnishings, and bespoke elements, overseeing deliveries, and supervising contractors and artisans to ensure every aspect of the vision is executed flawlessly.

7. Project Completion Celebration

(1+ weeks, depending on scope)
Coordinate and conduct necessary on-site visits, oversee construction and installation, styling and adding final touches, photography, reveal and walk through, final celebration. Provide ongoing guidance as needed to maintain the integrity and luxury of the project.

ARCHITECTURE

We approach **architectural** projects through a carefully curated collaboration with a select network of trusted architectural firms. These partnerships allow us to deliver projects that are both technically rigorous and deeply aligned with our design vision. Rather than outsourcing or working in parallel, we operate in close dialogue with our architectural partners from the earliest stages of the project. This ensures that spatial planning, structural decisions, and technical requirements evolve in harmony with the interior design, materials, and overall aesthetic.

We act as a creative and strategic bridge between client, architect, and contractor—guiding the project holistically while ensuring continuity and clarity at every stage.

Who this is for:

- Clients undertaking renovations, new builds, or structural changes
- Those seeking a unified aesthetic and smooth collaboration between architecture and interior design

What you receive:

- Guidance on planning and spatial strategy
- Coordination with architects for seamless execution
- A cohesive, high-end result where architecture and interiors complement each other





creative **DIRECTION**

Creative Direction is a high-level service focused on shaping identity, narrative, and experience. We act as the creative lead, aligning designers, artisans, architects, and brand partners around a shared vision. While each specialist contributes their expertise, the studio ensures coherence, consistency, and creative integrity from concept to execution.

Brand Collaborations & Collectibles

We collaborate with brands, artisans, and manufacturers to develop design-led objects, limited editions, and collectible pieces. Each project is guided by concept, material research, and storytelling—resulting in work that feels intentional, timeless, and culturally relevant. Our role may include creative concept development, direction on form and materials, collaboration with production partners, and the definition of the project's visual language. These collaborations are ideal for brands seeking a refined design voice and for collectors drawn to thoughtful, well-crafted objects with a strong identity.

Branding for Commercial & Hospitality Spaces

For commercial, hospitality, and lifestyle spaces, Creative Direction ensures that architecture, interiors, branding, and guest experience speak a unified language. We define the creative vision and guide its expression across materials, finishes, lighting, furniture, and atmosphere, working closely with architects and branding teams. The result is an environment that feels authored rather than assembled—immersive, cohesive, and unmistakably distinctive.

*case***STUDY**



130 WILLIAM

WHAT

Private residence

WHERE

New York

When our clients reached out, the request went beyond redecorating. Their apartment at 130 William—designed by Sir David Adjaye—was architecturally striking, yet emotionally restrained. While the space embodied modern elegance, it lacked the warmth, depth, and personal character that transforms an apartment into a home. Their goal was to move away from the sterile “white box” feeling and create interiors that felt layered, intimate, and lived-in.

Our Approach

With a deep appreciation for craftsmanship, we approached the project as a dialogue between contemporary architecture and timeless design. The intent was not to compete with the building’s strong identity, but to soften and enrich it through materiality, color, and storytelling.

Handcrafted furniture, artisanal finishes, and refined textiles became the foundation of the design. Each piece was selected for its ability to bring warmth, texture, and cultural depth into the space. To further break the uniformity of the white walls, we introduced paint and wallpaper in carefully chosen areas, creating moments of contrast and visual intimacy. Curated art was used not as decoration, but as a narrative element—adding personality and emotional resonance throughout the home.



A Defining Moment: The Home Office

The home office became a key expression of this transformation. Once defined by white walls and minimal character, the space was reimagined with a deep metallic blue wallpaper that introduced richness and depth. A bold yellow art piece—depicting a girl with her dog—was selected as a striking counterpoint, bringing warmth, playfulness, and a human touch to the room. The result is a space that feels both sophisticated and personal, balancing intensity with softness.



in the **PRESS**



INTERVISTE

*Sarah Baderna: quando
il design incontra
l'eccellenza artigianale
italiana*

"Newyorkese

Sarah Baderna: quando il design incontra l'eccellenza artigianale italiana

Da modella internazionale a fondatrice di uno studio di interior design di lusso, la sua visione fonde tradizione e modernità tra New York e Milano



Il NewYorkese, 2025









Photo: Harris Davey Jr.

Designer Spotlight: Sarah Baderna of Sarah Baderna Studio

Share:     

Sarah Baderna does not subscribe to a signature style. Born and raised in Italy, and now based in New York City, the founder of Sarah Baderna Studio approaches her residential projects with a fresh eye. Each clients' singular personalities and preferences guide her to create a mix of colors, shapes, patterns, and textures that feel layered and distinct.



Zena, 2024

CASAfacile.it

Arte, design ed eleganza in un prestigioso appartamento di New York



Il living dell'appartamento di 170 mq nel prestigioso grattacielo 130 William di New York. Tra i particolari dell'edificio, le finestre ad arco ispirate alla storia industriale della città. Di fronte al divano, spicca la coppia di accent chairs disegnate da Timothy Oulton.

Casa Facile, 2024

We are here to answer all your questions. Our goal is not only to guide you but make you comfortable and confident about your decision throughout the process. Please do not hesitate to reach out at any time.

Office hours

Monday – Friday

9:30 AM – 5 PM

info@sarahbaderna.com

+1 (212) 242-6930

www.sarahbaderna.com

Preferred contact method

Email is the best way to contact us. You can expect a response within 24 hours at the most. For any emergency you can text or call us during work hours. All inquiries received after business hours will be addressed the following business day.

Social media

Instagram [@sarahbaderna](https://www.instagram.com/sarahbaderna)

pinterest.it/SarahBaderna
