

**MASS MATTERS:** Although attaining is still more fun, maintaining is the new name of the game.

# loftlife

THE LOFTSTYLE GUIDE TO LIFE IN THE CITY

- Stadium + Lofts = New Downtown
- Trickle-Down Ergonomics
- Mirrors: A New View Review
- MODA Goes on the Road
- The Hottest New Stuff from ICFF

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**AMSTERDAM** PAGE 74



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To make certain that *LoftLife* is truly your "loftstyle guide," we consult with our ever-changing, always reliable authorities.

## MIGUEL CALVO

Interior & Event Designer



Leader of Calvoco, a design & curatorial service, Miguel's clients include MoMA & the UN. He's also been a past member of the ICFF jury.

## PATRICIA GRAY

Interior Designer



Vancouver, BC-based & *feng-shui* certified, Patricia's firm, Patricia Gray, Inc., is recognized around the world.

## JON STRASSNER

Ergonomic/Sustainable Leader



Jon, a LEED-accredited professional & ergonomics expert, is Director of A & D for Humanscale.

## JIM HACKLER

The Urbane Environmentalist



Jim, a freelance writer based in Atlanta, covers environmental issues at [theurbaneenvironmentalist](http://theurbaneenvironmentalist.com) & [loftlifemag](http://loftlifemag.com) (both .com).

## PAUL KOELEMAN

Graphic Designer/Photographer



Truly cross-continental: from Bloomingdale's to the Dutch National Ballet, Paul resides in both Amsterdam & Ceriana, Italy.

## CHRIS MOSS

Environmental Designer



Founder of Moss Real Estate Group, Chris's company is considered NYC's first earth-friendly real estate brokerage.

## JAN HALVARSON

Graphic Designer/Blogger



Marketplace owner of Poppytalk Handmade, Jan is one half of the popular design blog: [poppytalk.blogspot.com](http://poppytalk.blogspot.com).

## DEIRDRE ZAHL

Graphic Artist/Web Designer



Specializing in web design & print media for fashion designers, Deirdre now resides with her husband in Charleston, SC.

## MARCEL SCHREUDER

Industrial Designer



Marcel, a Dutch native, is a managing partner & founder of Amsterdam's Springtime, an industrial design firm.