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**BRADLEY L. BOWERS ON THE MAGIC OF BLENDING TECHNOLOGY AND CRAFT**

Bradley L. Bowers spent his youth hanging in the basement with Grandma Dorothy while she upholstered furniture. Always outspoken, in high school he found that only the art teachers embraced his questioning of the status quo. A fruitful spell at SCAD earned him Industrial & Furniture Design degrees + loads of skills, but it's by tuning his antenna to the 'little Yodas everywhere' that he gathers his wisdom.



Bradley: So Cindy said, "If you need anything, let me know." I had to get up the courage, because again, people think I'm much more bold... they think it oozes out of me and I have to really psyche myself up to do it. And so I hit her up and I said, "Cindy, I've been working on this wallpaper collection," and I sent her a PDF of the wallpaper patterns and I said, "However, it's a lot more work than I thought and I'm not representing it as best as I can. Do you know any companies that you think would be a good fit, that could help me develop this and put it out to the world at large?" And Cindy responded and she says, "Give me a little bit of time, but in the meantime, send me a portfolio of your work and some of your press, and make sure you include that press," because Interior Design Magazine had carried a few clips of my wallpaper in their previous issues. She said, "Make sure you include that stuff from Interior Design Magazine." I said, "Okay, perfect." So I put that together, I sent it to her. She sent it back to me with some edits. And I made the edits and I sent it back to her and she goes, "Perfect. I have a few people in mind I'm going to send it to, look to hear from me in a few weeks." And so three weeks pass and she hits me up and she says, "I want to introduce you to [Marybeth Shaw over at Wolf-Gordon.](#)" And I said, "Okay." She said, "Will you be in New York any time soon?" And I go, "Oddly enough, [La Noxe](#), the nightclub that I designed, they're having an anniversary party, so I'll be there." This is when I think... I get a little bit too in my head about universe and spiritual and all of this. It turns out that the offices for Wolf-Gordon are directly above La Noxe. And I go, come on, that can't be a coincidence because I'm going to be in this building and I have a meeting, this is too much.

Amy: Oh, that is beautiful, the universe is conspiring on your behalf.

Bradley: In all of Manhattan, they had to be in the same little spot.

Amy: Yeah! I just got goosebumps, that's for real.

Bradley: This is life. My life has just been me being able to recognize it and be glad and appreciative. But I get to the meeting with Marybeth and [Michael Loughlin](#), who is the design director and Marybeth is the chief creative director, and we have a blast. Again, we get on like we've been friends for forever. And in one meeting we picked all the patterns that we wanted to do. We realized them at [NeoCon](#) that year, which would have been NeoCon last year, and they swept all these award categories.

Amy: I love it!

Bradley: And again, it was that recognition. That was the second time I'd won anything for design, ever. Prior to that it was at [Design Miami](#) for my paper lighting collection, but these were just things that I was already doing...

Amy: That was [Halo for the Future Perfect](#), by the way, for our listeners.

Bradley: That is correct. So Halo for the Future Perfect was the beginning of people recognizing and then CHROMALIS was the next thing that I did with Gordon. But that literally stemmed from a thing nobody asked me to do. Nobody asked me to design wallpaper in my room, in my little studio on my little old computer. But I had a funny feeling (laughs) that other people were tired too. It's that, if you want to see it, do it, so that's my motto most of the time.

Amy: I love your initiative. I love your enthusiasm and I love that you revealed that you have to psyche yourself up to do these sort of bold moves...