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THE WORLD'S 20 GREATEST DESIGNERS OF ALL TIME PLUS: THE NEW AD 100



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Valerian Rybar

A combination of glamour and practicality was what Rybar (1919–1990) offered his international clientele. His own Sutton Place apartment was as theatrical as any show on Broadway: In the living room, walls were covered in red velvet and in the dressing room, in brown-vinyl-and-steel stripes.



Michael Taylor

The designer's designer. A master of scale, Taylor (1927–1986) is generally acknowledged as the creator of the "California Look"—rooms of airiness and light, with an emphasis on the color white—the style he made popular, and his example still inspires designers. He disliked clutter and rigorously followed his own maxim: "When in doubt, take it out!"

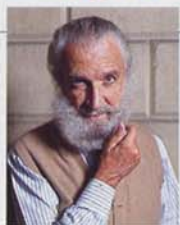


Jean-Michel Frank

"Le Style Frank" the French called it in the 1930s, and decades later the work of Frank (1895–1941) is still admired by designers. Often incorrectly described as a minimalist, he was actually a master of refined, luxurious understatement: vellum-sheathed walls, for example, or a table of the simplest design covered in mother-of-pearl.



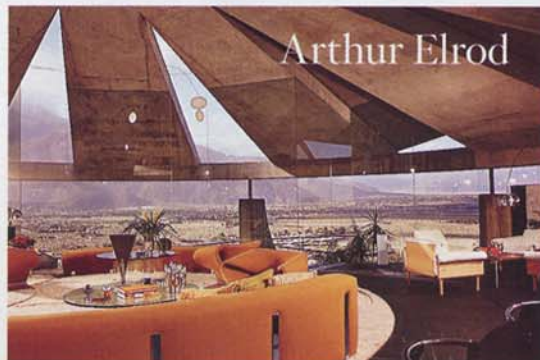
Renzo Mongiardino



His father was an impresario, and it's no surprise that Mongiardino (1916–1998) became one of Italy's leading set designers before branching out to interior design. "I am not a decorator," he insisted. "I'm a creator of ambience." So he was, and his designs, like his sets, were intensely atmospheric and romantic.



Arthur Elrod



His own famous house with a vast sliding glass wall overlooked the desert. Elrod (1925–1974) invented his own Palm Springs style—much larger than life. He dismissed the distinction between indoors and outdoors, and the centerpiece of his bedroom was a massive rock formation, part of the desert itself. □