

HOME

SPRING 2023



ALL IN THE FAMILY
Tiburon-based mother-daughter designers picked for rooms in San Francisco Decorator Showcase

HOME

Cover photo
Clara Lu / For The Ark

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Editor

Emily Lavin,
415-944-3841

Writers

Michelle Aschwald
Lisa Amin Gulezian
Emily Lavin
Heather Lobdell
Diane Lynch

Photography

Elliot Karlan
Clara Lu
Diane Lynch

Layout & Design

Kevin Hessel

Advertising

Henriette Corn,
415-435-1190



CLARA LU / FOR THE ARK

Mother-daughter duo Eugenia and Emma Jesberg are among the designers selected to participate in this year's San Francisco Decorator Showcase, a fundraiser for the San Francisco University High School financial-aid program. Eugenia started Eugenia Jesberg Interior Design, which operates out of the Maritime Center on Tiburon Boulevard, some three decades ago. They were tasked with designing two rooms in a Sea Cliff neighborhood mansion for the owner's 5-year-old daughter, with the bedroom concept (below) dubbed 'Sadie's Arty Party,' featuring wallpaper on the ceiling, matching curtains and a custom-designed bed.

Designing women

Local interior design mother-daughter duo are selected for San Francisco Decorator Showcase

By LISA AMIN GULEZIAN

lgulezian@thearknewspaper.com

There's a playful banter coming from the second-floor office of Eugenia Jesberg Interior Design on Tiburon Boulevard.

"I dream in color," Eugenia says. "Well, I dream in shapes and dimensions," her daughter, Emma Jesberg, replies.

The mother-daughter design team play off each other well, says Emma.

"We're either related or we're crazy," she says, laughing.

The two have worked together for three years at Eugenia's company, which she started three decades ago after pivoting from the world of finance to focus on her lifelong passion for art, history and design.

Their style — best described as bold, colorful, contemporary and imaginative

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— landed Emma, who lives in Tiburon, and Eugenia, a longtime Belvedere resident, a spot in this year's San Francisco Decorator Showcase, in which designers were asked to reimagine rooms in an 18th-century Spanish Mediterranean-style home in the city's Sea Cliff neighborhood. The showcase, which will offer live tours of the home to the public April 29-May 29, is a fundraiser for the San Francisco University High School financial-aid program; the event has raised more than \$17 million to support the school's students since its inception in 1977.

Eugenia and Emma were tapped to decorate the bedroom and bathroom of the Sea Cliff homeowner's daughter, 5-year-old Sedona, known as Sadie. They described her as energetic, playful and outgoing and said when they met her, the first word that came to mind was "color."

As a result, the bedroom — dubbed "Sadie's Arty Party" — and the bathroom — "Bubbly Bash" — are filled with color, geometric shapes and imaginative textures.

"It's for the sophisticated girl," Emma says.

The bedroom features a multitude of hues, including wallpaper on the ceiling, matching curtains, a custom-made headboard and a custom-designed rug. The focal point is the statement bed, inspired by the 1980s Memphis movement, which was based on the idea that colors and



shapes can inspire cheerfulness. The bedroom is designed to foster creativity, artistic energy and inventiveness.

The bathroom, meanwhile, plays off the design concept of the bedroom by highlighting a bright, multi-colored mixture of materials and shapes, accented by innovative bathroom fixtures. Ceramic tile wainscoting runs the perimeter of the room with hand-cut confetti-like glass mosaic tile above.

"We're taking an artful approach that takes Sadie's fun personality into consideration, as well as the natural light that reflects off the ocean directly into the bedroom," Eugenia says. "The

The San Francisco Decorator Showcase bathroom concept, 'Bubbly Bash,' from Tiburon interior designers Eugenia and Emma Jesberg, features unique fixtures, ceramic tile wainscoting and hand-cut confetti-like glass mosaic tile for the homeowners' 5-year-old daughter.

VIA EUGENIA JESBERG INTERIOR DESIGN

rooms are magical."

This year will be the fourth time Eugenia has participated in the showcase, though she notes this time is more special than in the past because she is sharing the experience with her daughter.

if you go

The 2023 San Francisco Decorator Showcase runs April 29-May 29 at 625 El Camino Del Mar.

Hours: 10 a.m.-3 p.m. Tuesdays-Thursdays and Saturdays; 10 a.m.-7 p.m. Fridays; 11 a.m.-4 p.m. Sundays and Memorial Day, May 29.

Tickets: \$45 general admission and \$40 for seniors and students. Group rates for 10 or more can be arranged in advance by emailing decorator.showcase@sfuhs.org.

Info: decoratorshowcase.org.

"It is more fulfilling because Emma is on my team," says Eugenia. "It's not just a job, we're family, and we work better together. I sleep well knowing I have her."

Their days leading up to the April 29 showcase have been busy, largely spent coordinating with vendors, global distributors and builders. Though it's been a stressful time, they've made sure to take some time to relax.

"We find playing lots of music, drinking a little bit of rosé and taking long walks along the beautiful bay do the trick," Eugenia says.

The team notes they truly find their work rewarding, as it brings together all the things they love.

"We like working with people, we like finding solutions for our clients to fit into their lifestyles, and most of all, we want everyone to live their lives in a beautiful place," Eugenia says.

Contributor Lisa Amin Gulezian of Tiburon is an award-winning journalist with more than 20 years of experience.