



endless options

Clockwise from this image:

Samples suggest the range of wood finishes and embellishments available. Pillows are sized and filled to the client's specifications. The workroom can build custom designs from scratch as well as restore vintage pieces.



"THERE AREN'T TOO MANY TRADITIONAL WORKROOMS LEFT IN THE CITY," says Designway Inc. owner Seborn Ragsdale. "There are big shops you can go to that will manufacture your designs, but it's hard to find smaller-scale places where you're invited into the back room to see your job being done." Ragsdale speaks from experience: Fifteen years ago, the North Carolina native moved to New York to establish his interior design practice, and soon became a client of Designway founder Joan Morgan. The quality service the Flatiron District-workroom provided impressed the detail-oriented designer so much that, after Morgan's death last year, Ragsdale took over the company. To the relief of many of Manhattan's most talented and demanding designers, Ragsdale has arranged for a seamless transition, keeping on the workroom's trusted sewing and upholstery staff. "Our real job at Designway is to give designers exactly what they want," says Ragsdale. "Whether it's Roman blinds or mechanical solar shades, new upholstery or special wood finishes, a different leg or special fabric, horsehair or foam, bedspreads or skirts...they can have it their way, here." ~ See Resources.

personal service

Opposite page, top: Designway Inc., a traditional custom furniture and finishing workroom, has served New York's design community for more than 30 years.

Opposite page, bottom, left to right: Current owner Seborn Ragsdale recently relocated his interior design offices to the company's Flatiron District headquarters, where he maintains a growing library of fine upholstery and curtain fabrics, in addition to arranging special orders and working in his clients' own material.

