



OPEN

Expanding Their Reach

Design Within Reach, the store that brought Eames lounge chairs, Nelson bubble lamps and Noguchi tables to mainstream America, is moving into the housewares market, with DWR: Tools for Living, a SoHo store opening next month. It will carry modernist versions of 700 domestic staples, including hand-enameled stoneware, shelves made of reclaimed lumber, stainless steel flatware and organic cotton bedding. (The water-filtering pitcher, left, is \$85). Ray Brunner, the company's chief executive officer, said that the products were chosen for their functionality and economical use of materials. "We wanted objects that did what they were intended to do and were beautiful in their simplicity," he said, rather than "things that were merely decorative." At the company's furniture studios, items must be ordered for delivery at a later date, but the 3,500-square-foot store will be cash and carry. Opening Sept. 19 at 142 Wooster Street (Houston Street). A second branch will open on Oct. 2 in Santa Monica, Calif. Information: (800) 944-2233. *JULIE TARASKA*