

charm school

A VICTORIAN ROW HOUSE IN SAN FRANCISCO IS GIVEN A NEW LIFE THROUGH VIVACIOUS COLORS AND LIVELY PRINTS.

WRITTEN BY LEILANI MARIE LABONG PHOTOGRAPHY BY PHILIP HARVEY

Let's face it: The decision to buy a turn-of-the-century Victorian in San Francisco can be highly driven by the architecture's high ranking on the charm scale (a standard measurement for heritage dwellings with dramatically high ceilings, glorious crown moldings and grand fireplaces). But when it comes to outfitting said architecture with décor of equal standing, the trademark long, skinny rooms pose a bit of a challenge. And as if these narrow dimensions weren't enough to contend with, try adding in a main floor that can be surveyed in its entirety from the front door, like the one in this circa 1900 row house in the city's iconic Pacific Heights neighborhood. Talk about pressure to make a good first impression.

Up for the challenge was designer Melissa Warner Rothblum, whose design studio (which she is co-principal of) has offices in San Francisco, Los Angeles and Seattle. "I knew that we had to make each piece of furniture really count," she says. The homeowners, young professionals who purchased the four-story Victorian in



INTERIOR DESIGN Melissa Warner Rothblum, Massucco Warner Miller Interior Design
BEDROOMS 3 | BATHROOMS 5 | SQUARE FEET 4,000