

# house beautiful

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## *Easing into* **Summer**

*Rooms*  
**to Relax in**

*Gardening*  
**by the Sea**

*Outdoor*  
**Table Settings**



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*San Francisco's Hayes Valley arose phoenixlike after the 1989 earthquake. Now it's an enclave of hip design stores*



# Shopping shake-up



Next door to Zonal, Terry Stark of Country Stark Java started business selling the contents of his house in Indonesia. He now offers his own Biedermeier-influenced designs and continues to import early-1900s teak and plantation mahogany furniture. There are a number of fashion and shoe stores on this block including Bella Donna, which sells custom and ready-made hats and clothes as well as jewelry, buttons, and fabrics from Japan and Europe.

Two blocks up, the Hayes Street branch of de Vera (owner Federico de Vera has another store on nearby Gough Street) specializes in contemporary, fifties, and sixties Italian and Swedish glass. Next door, the changing stock of F. Dorian includes antique furniture from Morocco and the Philippines, Turkish rugs, jewelry, and

BY TESSA SOUTER

**The earthquake** of 1989 was the best thing to happen to Hayes Valley. Once obscured by a raised freeway, under which prostitutes and drug dealers conducted business, it was one of San Francisco's worst neighborhoods until City Hall finished what the earthquake started and demolished the freeway in 1992. Now the only dealers in sight are the furniture and fashion designers who, enticed by cheap rents, have turned the area into an oasis of cool for style aficionados.

Russell Pritchard, one of the early pioneers of the 500 block of Hayes Street, opened Zonal in 1990. Today he is called Daddy Russell by the other store owners, who turn to him for advice. Shoppers go to him for turn-of-the-century beds from the Midwest, cast-iron building fragments, and fabulous painted screens, floorcloths and armoires by local artist Michael Duté.

objets d'art from around the world. At AD/50, on the corner of Hayes and Laguna, Dominic Longacre stocks fifties furniture and objects, including Charles and Ray Eames designs for Herman Miller, pieces by Alvar Aalto, Bruno Mathesson, and Arnie Jacobsen and AD/50's own architect-inspired furniture.

Hungry? One establishment to benefit from the area's new-found respectability is the soul food restaurant Powell's Place, opened in 1972 by gospel singer Emmitt Powell and run by his brother Mel. It's the real thing, with plastic tablecloths, an ancient jukebox, and the best fried chicken in San Francisco. The more refined might prefer the elegant Vince S.F.'s eclectic American menu accompanied by excellent live jazz music on Thursday through Sunday evenings.

For character go to Mad Magda's Russian Tea Room to have your tarot cards read while enjoying a sandwich named after a famous Russian. "Kruschev is obviously a ham," says owner David Nemoyten who lives in the area and is thrilled with the changes. "It's become the ideal neighborhood—yuppies and Bohemians, wealthy and poor. And it's going to get even better." You don't have to be psychic to see that. ■



Hot shops, FROM TOP: Iron animals and hand-carved fishing cats at F. Dorian; tea and tarot hangout Mad Magda's Russian Tea Room; Nipsy takes a nap at Russell Pritchard's Zonal; elegant glassware at de Vera.