



IN-STORE Design Driven

THE WEB PIONEER MICHAEL BRUNO IS A 21ST-CENTURY MIX MASTER. SANDRA BALLENTINE LOGS IN.

1. Thanks to Michael Bruno, who founded 1stdibs.com in 2001, decorators and collectors of all stripes can scour the globe for that perfect Ponti side table with a click of the mouse. The site, which gathers together the wares of antiques and vintage dealers from Paris to Palm Beach, "has become a time-saving tool for decorators, vendors and consumers alike," Bruno says. "I vetted 500 1stdibs dealers and have a waiting list of 800 more. I do the initial legwork so my clients don't have to."

2. His critical eye is currently trained on the artist Dustin Yellin, who draws on thin layers of resin. "The pieces look like they have floating sea plants trapped inside them," Bruno says. Go to robertmillergallery.com.

3. The jeweler Liv Ballard (a good friend of Bruno's) made these gold and diamond cuff links to celebrate the recent introduction of 1stdibs' estate and fine jewelry section. Her work is available on the site and at Maxfield in Los Angeles.

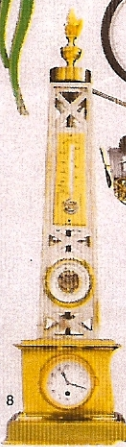
4. A self-acknowledged house hound (he'd renovated and sold six by the time he was 30), Bruno is fascinated with the sumptuous but well-worn interiors in "Rooms" by Derry Moore, Carl Skoggard and Joseph Holtzman (Rizzoli). "I love homes that look lived-in and aren't too stiff or sterile."

5. Before starting 1stdibs, Bruno test-drove the idea of luxury e-commerce on eBay. "I wanted to experience buying a big-ticket item on the Web, so I



bought my dream car — the classic Kim Novak convertible in diplomat gray."

6. Although "not a big fan of Louis anything," he's smitten with Côté France's colorful take on period furniture. "I'm especially drawn to the Kelly green, coral and navy commodes and bergères. It's like Louis XV meets 'The Preppy Handbook.'" Go to nydc.com.



7. When in Miami, Bruno browses the well-stocked shelves at Books and Books, in Coral Gables (265 Aragon Avenue; booksandbooks.com). "It's like a mini-university, with terrific lectures and an amazing cafe."

8. He has a poignant connection to New Orleans. "Many of the city's antiques dealers told me they would have gone out of business after Katrina had it not been for the Web site." This rare 19th-century French timepiece is from his favorite shop in the French Quarter, M. S. Rau Antiques: "They collect and sell things you may never see again." Go to rauantiques.com.

9. Bruno invests in wardrobe staples like these Alden cordovan lace-ups (\$525 at selected Barneys New York stores). "Some things should never change, and this shoe is one of them," he says.

10. He describes his Electra Townie 21-speed (around \$500) as a beach cruiser on steroids. "The pedals are positioned slightly forward, so you can ride forever and not get tired." Go to electrabike.com.

11. Shima, his favorite sushi spot, may be on trendy Abbot



Kinney Boulevard in Venice, Calif., but "it's totally unassuming. The lobster ceviche is so delicious I have it for a starter and dessert." 1432 Abbot Kinney Boulevard; (310) 314-0882.

12. Friends of Bruno take note: his favorite gift is a box of See's Candies Nuts and Chews. Go to sees.com.

13. Bruno spends more time in hotels than at home. His favorite stateside spot is Wheatleigh in the Berkshires. "It's the perfect blend of Florentine-style opulence and 21st-century sophistication and comfort. You never want to leave." Go to wheatleigh.com.