

Q&A

Luxury condo owners want ‘full-service homes’

Cocktail bars, coffee lounges, curated furniture packages and more are in demand with high-end buyers, according to designer Linda Zarifi.

Published Nov. 28, 2023



[Mary Salmonsens](#)
Reporter



The lounge, known as The Cue Room, at The Parker in Boston. Designer Linda Zarifi of Zarifi Design took inspiration from Boston's theater spaces and New York City's exclusive clubs for The Parker's amenity spaces.
Surette Media Group

With 168 units ranging from just over \$600,000 for a studio to \$2.8 million for a two-bedroom penthouse, according to the property website, The Parker is designed to exude elegance inside and out. Developed by New York City-based Fortis Property Group, the condo is located in the heart of Boston's Theater District.

In order to meet the expectations of residents looking for luxury, Linda Zarifi, founder of Boston-based firm Zarifi Design, looked to the surrounding area's cultural institutions for inspiration.

“We wanted to offer a collection of amenities that would be useful and meaningful to residents,” Zarifi said, “while also harkening back to downtown Boston's theater spaces and New York City's illustrious, exclusive membership clubs.” The result is an amenity package that embraces dark tones, high-end finishes and a speakeasy-like atmosphere — paired with a curated furniture collection for the units themselves.

Here, Zarifi talks with Multifamily Dive about current trends in luxury design, curated furniture selections in furnished units and incorporating the aesthetics of theaters and private clubs into living areas.

This interview has been edited for brevity and clarity.



Linda Zarifi
Zarifi Design

MULTIFAMILY DIVE: What inspired the design of The Parker?

LINDA ZARIFI: We were inspired by the vibrant Theater District and the area’s rich history of personal expression. We embraced brass detailing, black oak paneling and deep red accents to create spaces that are both stylish and seductive.

For example, The Parker’s speakeasy-inspired cocktail lounge is complete with a brass bar, the private theater has lush banquette seating and the billiards room features a custom pool table, all of which reinforce the glamorous inspiration behind the building overall.

The homes also feature elements such as brass hardware, custom pendant lighting and oversized floor-to-ceiling windows. We successfully created a seamless, carefully curated design that carries throughout the entire building, from the lobby to the shared amenities to the beautifully thought-out finishes of the homes.

Art collections and artwork on-site have [come into prominence recently](#) as a multifamily amenity. How have you applied this in your work?

We designed a bespoke furniture collection for The Parker, allowing buyers to select furniture and décor that seamlessly fit in their new home while removing the headache of hiring a designer or shopping on their own. While the collection doesn’t include artwork, every piece in the package is custom-designed by our team to reflect the building’s interiors and floor plans. They are art-inspired and bring a curated touch to the building’s interiors. The bespoke furniture collection allows residents to seamlessly furnish their homes while still leaving room for personalization, such as a resident’s beloved or new artwork. We also consulted with Fortis on what artwork to feature in the building’s amenity spaces.



The screening room at The Parker, known as The Velvet Room.
Surette Media Group

How do you think multifamily design trends will grow and change in the future?

I think we'll continue to see comprehensive, full-service homes that provide everything people need at their fingertips — from a move-in-ready home to all the spaces they want for leisure and wellness wrapped into one beautifully designed place.

What else are you working on right now?

I'm currently designing the interiors of Indian Creek Residences & Yacht Club, a forthcoming luxury condo on Miami's Bay Harbor Islands, developed by Landau Properties. Tall, boxy, glass buildings have become synonymous with new development in Miami over the past few years, so we wanted to design something fresh that would break the mold.

We leaned into Bay Harbor's history of mid-century modern design and are paying homage to Morris Lapidus, the father of the movement, with features like grand, sweeping staircases, curved edges and leathered travertine — elements that bring the drama.



The rooftop deck at The Parker, overlooking Boston.
Surette Media Group

What are some of the strongest trends in luxury multifamily design you see moving into 2024?

Residents want everything they need within their reach — from their gym to their beautifully designed lounge space where they can work from home or meet friends after work. Amenities like coffee/coworking lounges and speakeasy-like bars are a trend that I see pushing forward as people continue to seek out useful, multifunctional spaces within their building.

We'll also continue to see developers and designers collaborating in innovative ways to create furniture packages and move-in-ready homes. Buyers are prioritizing their time and convenience and want seamless residential experiences.