

# GOTHAM



**VIVA**  
**48 HOURS!**  
**THE ULTIMATE**  
**NYC WEEKEND**

**ROCKIN' HOLIDAYS**  
**WITH NIGHTLIFE**  
**GURU AMY SACCO**

**HIT MAN**  
**ANDREW LLOYD WEBBER**  
**DEBUTS IN NEW YORK**

**THE WHITNEY**  
**ART SHOW YOU**  
**CAN'T MISS**

**MAKE IT A**  
**RESOLUTION!**  
**FABULOUS**  
**RESTAURANTS**  
**TO TRY IN 2016**

*EXCLUSIVE!*

## *Painted Pink*

**EMMY WINNER & UNICEF FOUNDING BOARD MEMBER SANDRA LEE DISCUSSES**  
**HER NEW CANCER ACTIVISM & HEADLINING MIRACLE ON MADISON**



"Some days I wonder if I really need Housepad, because it has worked so well that I walk around the house and everything is perfect," says Michael Bruno of his app (INSET), which helps owners manage their homes.

*"IF EVERYTHING IN YOUR HOME HAS A HOME, THINGS WILL JUST FLOW SMOOTHLY."*

—MICHAEL BRUNO



## Picture-Perfect

FROM CATALOGING FURNITURE TO MANAGING SERVICE PROVIDERS, **HOUSEPAD**, DESIGNED BY 1STDIBS FOUNDER MICHAEL BRUNO, IS A COOL APP TO HELP ORGANIZE IT ALL. **BY JILL SIERACKI**

When entrepreneur Michael Bruno was trying to come up with a plan for a new home-design business, he discovered his next big idea right in his own Tuxedo Park, New York, backyard. "I started looking at all the moving parts of managing a house," says Bruno, who created his new app, Housepad, to help maintain his 14,000-square-foot residence and its 100-acre

property. "When you see something that you want done, the best thing you can do is catalog it at that moment. I can walk through my house at any given time and find a handful of things that bother me. With this app, I can catalog some for my contractor, some for my painter, some for my housekeeper, some for my gardener."

Housepad lets homeowners

create a visual "user's manual" for anyone who accesses their home, such as family members, service providers, or seasonal renters. In each room, users can photograph how they want the space to appear, noting, for example, the correct tablescape or where the flashlight goes in the kitchen. Then they can leave to-do lists or instructions with icons, such as for fixing a cabinet

door that's constantly ajar. "If everything in your home has a home and it's always where it belongs, things will just flow smoothly," says Bruno.

At the outset, he tested Housepad at his second home, in the Hamptons. He installed the program on his housekeeper's smartphone, then he found approximately 30 things that bothered him, from the way the towels were folded to an errant drape on a curtain rod, and loaded them into the app. He didn't get to see the housekeeper during her regular visit, however, so Bruno never gave her instructions on the app's use (but she found it easy to figure out). Three days later, his phone started ringing off the hook with "done" notifications from Housepad's checklist function. "When we went to the house that weekend, the house was exactly as I wanted it," Bruno says. "I realized it wasn't that she was a bad housekeeper; I was a bad client. I never took the time to tell her in a clear way what I

wanted. Now, everything I need, she does it perfectly."

In the coming months, Housepad will roll out a trade-only program for interior designers, which will allow them to create a searchable catalog of all the specifics of a project for a client, including the furniture, invoices, warranties, care instructions, and paint colors. Says Bruno, "I've found people want to know what they have, and the more education they have, the more they engage with beautiful things, and the more they want better things."

Also on the horizon is an editorial component that will give Housepad users an opportunity to see elements of designers' own personal spaces, such as how they organize their linen closets or how they make a bed. "Interior designers have always been an inspiration for me in all the work I do," says Bruno, whose career has included buying and selling real estate and launching 1stdibs, the global online marketplace for antiques and design. "We're creating short videos so you can learn from different designers by experiencing those little moments that become great crib notes for anyone trying to bring their home to the next level." [housepadapp.com](http://housepadapp.com) **G**