

# THE

HOMES & ESTATES



GRAFF DIAMONDS'  
HIDDEN GEMS

MICHAEL BRUNO  
TOURS OLD MILL FARM

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## HOUSEPAD

It's a conundrum the head of a luxury household knows all too well: you want to show a new staff member how the beds should be made in your country estate, but you're hours away in your pied-à-terre. Or another conundrum: you need to instruct your staff how to shut off the gas at your home, but you're in the middle of an important meeting.

Enter HousePad—a new app from Michael Bruno, creator and founder of 1stdibs. Set to launch in iTunes and Google stores in April 2015, HousePad allows you to create a private family network to keep your household running smoothly and efficiently.

"It's a 21st-century notepad for your home," says Bruno, who developed the idea after he began renovations on his 12,000-square-foot Georgian in Tuxedo Park, New York. "I knew I didn't want full-time or live-in help, but I wanted the house to function as if it did."

*"Whenever I see anything in my home that isn't the way I want it, or if I think of something I need done—even by myself—I tap on To Do . . ."*

The app, which can be accessed via a smartphone or household tablet, has three main functions: an Emergency Information Center, Look Book and To-Do List. The Emergency Information Center allows your network to easily find the location of fire extinguishers and utility shutoff valves, as well as contact information for family doctors, veterinarians, extended family members, neighbors and tradespeople—"whoever is important to your family," explains Bruno. Then there's the Look Book and To-Do features, which focus on bringing a higher level of beauty and efficiency to the home environment using images. Using your smartphone, you snap images room by room to create your Look Book and catalog the way you want your home to look and feel—from the way the towels should be folded and beds are made to which flowers should be set on the nightstand. Explains Bruno: "You catalog each room once, and you never have to do it again—unless, of course, you decide to change things around."

Bruno uses the To-Do feature most often. "Whenever I see anything in my home that isn't the way I want it, or if I think of something I need done—even by myself—I tap on To Do and select a name from the list of people I've invited into my private network," he explains. "It's easy. I snap a photo, type a note and post it to the message board. You can even choose to notify the recipient when the message is sent or leave it waiting on the message board for the next time he or she checks in."

He acknowledges that the concept may sound trivial, but there are many design-conscious homeowners just like him who have very specific ideas about how their interior spaces should look and feel.

"With HousePad, it becomes easy to get the same result you want every time—even when the person doing these tasks changes," he says. "It's the simple things that bring so much visual pleasure to your life."

