

## NORTH NEW YORK



### **Describe your business and tell us your story**

NORTH NEW YORK LLC has been formed to guide people toward home design and local community improvement and appreciation through minimalism and sustainability. It's a restored space of brick & mortar or douglas fir & shiplap connecting point where atmosphere is key; to escape into a sense of beauty, optimism and discovery. It's the receiving of benefit from the spirit of good work, of entrepreneurship locally. It's an early morning cafe experience; espresso with artisan pastries...desserts for late night gatherings. It's education; a hands-on process; civic and K-12. It's the flaunting in a caring way, the awesome beauty of North of New York City, first in the Finger Lakes but soon wherever one feels "north". The grounding feeling of finding North; slowing down, taking time to "find beauty in what seems ordinary-and to turn the 'ordinary' into something beautiful", the

value of authenticity, of shedding materialism, of living simply, of the hand made and the well loved. The town, village, or lake front original home may be in need, for carefully integrating authentic "luxus" with simplicity to bring minimalism and maximum beauty - to stimulate admiration and appreciation in sync with the environment, ecology and sustainability. North is a place to experience a high design function to innovate our lives, our homes to facilitate connecting with people. North bodes well.

Our first design example is going to be a restoration of an existing building in the Village of Watkins Glen. In the meantime we have launched a satellite location at Montour House 401 Main St in Montour Falls, YES, you can hear and see the falls from our front door of this beautifully restored Edwardian Period building that originally was right on the canal that feeds Seneca Lake.

### **What has helped you succeed and gain experience?**

Our brand "North New York LLC" was formed in New York on June 1, 2018 to flaunt the expertise, talents, experiences and education of its founders Rebecca Caverly and Mark Edward Wilber. The team is well apportioned with high art, high craft, analytic & design thinking; branding and marketing development, contagious to work groups and clients. Strong in business process, able to measure, measure, measure and capable to develop repeatable process. The first restored space has already become a brick & mortar connecting point where atmosphere is key; to escape into a sense of beauty, optimism and discovery. It's an early morning, mid-afternoon cafe experience; an espresso bar with artisan pastries.

### **What inspires you?**

Our team is impassioned by nature, health & wellness, organic farming, viticulture, The Finger Lakes, The Adirondack Park and New York Lake Villages. What inspires us is to apply sustainability in design to all of these aspects and places... that it becomes a community lifestyle.

### **What keeps you up at night? What are your challenges?**

How to recapture beauty "of a Lake," "of a Village," ... how to recapture circular economies of 100 years ago. Eliciting commitment for change. Maintaining energy for a contagious approach.

### **What is your favorite local activity?**

Hiking gorges. Absolutely.

## **Is there anything else we should know about you?**

Mark is a glass artist and owner of the Soul design and demonstrates this high craft at his design center locations.

### **Contact Information**

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### **First Location:**

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### **Corporate Headquarters:**

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