



PHOTO: CARRIE PATTERSON

RUSH JENKINS AND KLAUS BAER

wrj design associates

Rush Jenkins started WRJ Design Associates in 2003 with a tiered approach to design based on twenty years of international experience in landscape architecture, interior design, and exhibition and events. Klaus Baer came to the partnership after working eight years for Bear Stearns, taking frequent trips to Europe (his father is Austrian), and earning a graduate degree in interior design from Parsons. Working primarily with Sotheby's Auction House, WRJ has designed spaces for some sixty exhibitions of collections belonging to celebrities like Cher, Johnny Cash, and Barbara Streisand. Competing with numerous national firms, mostly museum experts, and in a "confluence of timing and a bit of a coup," Klaus and Rush were chosen to work with the Ronald Reagan Presidential Library on *Nancy Reagan: A First Lady's Style*, exhibited in 2007–08. Following its success, they were determined to leave New York and establish themselves in a mountain resort; they chose Jackson after "falling in love with the community." Their first store, WRJ Home, opened in Victor in May 2011, and their flagship storefront opened on King Street in Jackson this past June.

TH&L: What makes you stand out from other designers?

KB: Our exhibition work is definitely a unique niche when combined with our interiors. We love how it provides constant access to fine art and antiques, and we're always refining our eye and design aesthetic.

RJ: I've personally handled thousands of pieces of art and furnishings, which I feel has provided clients with an assurance of our expertise and design abilities. We know how to work with a client's existing furnishings, and take great care to integrate pieces of sentimental and aesthetic value with a fresh design perspective.

TH&L: Do you have a signature style?

RJ: Yes. We create environments that embody classic proportions, historical value, and an eclectic yet balanced mix of furnishings, from contemporary to antique.

KB: Many people comment that our designs evoke a calm and serene environment, which we achieve through the use of color, texture, form, light, and a diversity of objects.

TH&L: How do you envision the next ten years?

RJ: Very optimistically! We're all about relationships. We serve a wide variety of clients with all kinds of budgets. That diversity has given us an understanding of how important it is to listen, which helps us create design solutions that surpass our client's expectations.

TH&L: Tell us about your new store.

RJ: It was previously a photo gallery, with black ceilings, walls, and floors. We gutted it completely and built it as a design showroom and office headquarters. Showcasing luxury lines, beautiful fabrics, exquisite furnishings, and antiques—as well as a local clothing line—we offer a distinctive aesthetic that's based on our experience in the art world.

KB: We designed the space so our customers and clients feel like they're walking into a well-designed home—with an atmosphere of luxury balanced by calm tones and an approachable contemporary western feel.

TH&L: What else is new?

KB: Our showroom will host educational lecture series, and give members of the community an opportunity to gather with friends and learn about design, art, antiques, and important collections.

RJ: We are always exploring opportunities to showcase beautiful furnishings, whether it be Ralph Lauren, Loro Piana, Richard Ginori, or local artists...with many other exciting new lines being added.

THE REGION'S PREMIER
Landscape Contractor
& Garden Center
Servicing Jackson
& Eastern Idaho for
more than 20 years



LANDSCAPES • HARDSCAPES
WATERSCAPES
DESIGN & INSTALLATION



NURSERY & LANDSCAPING, Inc.

208.354.8816

2389 S. Hwy 33 • Driggs, ID
www.mdlandscapinginc.com
info@mdlandscapinginc.com