

You know of Paul B. if you are into clothes that are in.

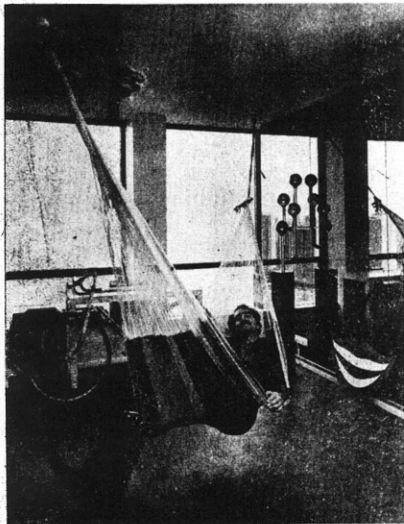
His fashion shops in Chicago are part of the ground floor action in several swinging shopping areas. But at home Paul B. Magit lives like a

cliff-dwelling bird, perched high in the sky in a white and black apartment—high as an eagle's nest overlooking Lake Shore Drive to the north.

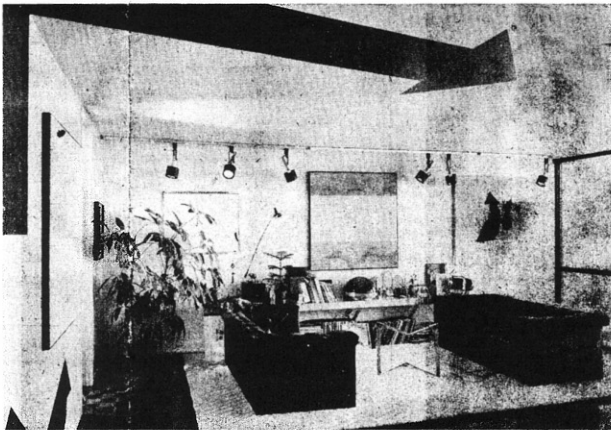
Walking into his apartment you

first look straight out and see only sky, and then going closer to the windows, you see Oak Street Beach and the shoreline, as it twists and turns with the towers of apartments.

There are no curtains on his wall of



Paul B. relaxes in a swinging hammock in his "exercise" room.



windows to hamper the view, and no colors for his furnishings that are covered in black—a black that appears to be many shades of black because of the various materials selected, some soft, some shiny, some sleek.

Two crushed velvet sofas in black sit at right angles out from one wall to face each other and make a comfortable conversation area. Between them, on a white chevron patterned rug, stands a contemporary chrome-plated steel sculpture.

Available table space is both narrow and rare; a slimline shelf in brushed chrome that stretches along the wall is filled with a melange of interesting objects, books, records, record player, art work, paintings, telephone, tiny TV, sculpture, and clock. One 5 m a 11 portable lamp stretches up like an arching bird to overlook and light a small Norfolk pine.

Above this are six movable spotlights held in a light track that travels the length of the ceiling to illuminate three, abstract paintings by Chicagoan Dusty Moss and a large sculpture plant, which is growing

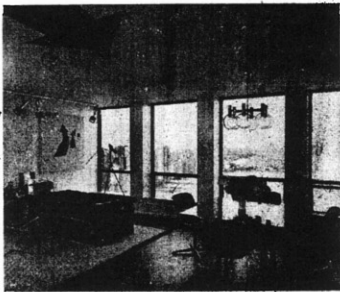
well in the clean white environment. Dusty Moss also painted gigantic supergraphic arrows that climb the wall opposite the windows and

stretch out on the ceiling to point out the view.

A powerful telescope on a tripod

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Glens' supergraphic arrows climbs the wall onto the ceiling pointing out the view of the city scene below. Black crushed velvet sofas form a conversational area.



Black window framework is the only trim on the bare windows. Exotic plume centerpiece sits on smoky glass dining table.

Paul B.'s high-in-the-sky apartment living

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stands beside a window and allows a closer watch on the various types of birds that gather on the beach below. While the window walls are plainly stark, the other walls are laced with an extensive collection of contemporary art. The floor throughout the white apartment is covered in parquet squares of dark teak.

On one side of the room scoop chairs on pedestal bases are covered in black velvet and edged in a shiny chrome trim that loops around to become the chair arm. These flank the four sides of a smoky glass table that has a centerpiece of brilliant plumes, an exotic accent Paul B. brought back from a shopping excursion on Canary Street in London. Six clear glass spheres are crystal bubbles on chrome stems for the dramatic light fixture above.

The openness of this living-dining area is increased still further because a dividing wall was removed from an adjacent room (the center room of three). The remaining wall has smoky mirrored panels from floor to ceiling that create an even greater illusion of space and distance.

This second room, which he calls his "exercise" room, is devoid of furniture except for a large hammock that hangs diagonally across. His bicycle is propped up against a slender white Parson's table. A tall, thin, black rectangular base supports a chrome light fixture with four arms that hold smoky glass globes. The only decorations are a large cutout of a smiling mouth and a big "Stop" sign.

Paul B.'s third room is both Spartan and sensuous. A round tub chair, covered in dark brown suede, is held by a circular wide band of chrome.

The giant-sized bed has a floor-length bedspread in thick alpaca fur. The wall opposite the windows is covered in a black-brown reptile vinyl. Here many individual drawings by his friend Peter Max are framed in hot pink, orange, lemon.

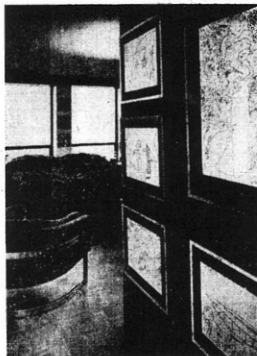
One narrow shelf, also covered in reptile, is hung below a TV screen that is inset flush to the wall, with the TV unit itself contained in a closet behind the wall. This engineering was arranged for Paul B. by his consultant interior designers, Chaum and Lescht.

Paul B. prefers a vegetarian and macrobiotic diet. "Citrus juice is chic and beautiful," he says. "Undomned brown rice is what I adore. The natural organic foods make up my food bag." So old-fashioned glass jars and containers of Granola, wheat germ, Japanese crackers, and natural grains stand in a row on his kitchen counter.

The decor of his apartment reflects his lifestyle and his attitude—slim and trim and the essentials of quality. It might be termed a place called Alpha. He is a great proponent of the Alpha brainwave control and biofeedback. "I have learned," he says, "how to relax at will and produce a profoundly peaceful and creative altered state of consciousness. The basic aim of biofeedback training is to teach the individual to achieve a physiological state of complete relaxation and tension reduction."

The small but spatial apartment of Paul B. radiates this peace and energy. Yoga postures and meditation begin his day here, which are followed by jogging when the weather permits; and then he's off to oversee his growing chain of shops.

Don James



In Paul B.'s bedroom, drawings by his friend, Peter Max, fill the gallery walls covered in brown-black reptile vinyl. Frames in hot pink, orange, lemon, and lime add bright color.