

The SOURCE: SPACE

ASPEN'S SOARING HOTELS AND HOMES

PICTURE PERFECT

J GEIGER SHADING GIVES ASPEN A NEW VIEW OF THE MOUNTAINS.

BY MURAT OZTASKEIN

"Aspen is amazingly beautiful," says James Geiger, the 38-year-old founder of Charleston-based shading company J Geiger, whose introduction three years ago of an unhidden automated shading system shook up the worlds of architecture and interior design. "The goal [architecturally] is to preserve natural beauty from the outside while simultaneously displaying it on the inside. We are in essence preserving the quality of the view."

The company has plenty of views to preserve in Aspen, where it debuted a showroom last July (also in New York and L.A., it has since expanded to Miami, Seattle, and San Francisco). "We are the first automated shading company to expose the shades rather than cover them up," says Vince Lahey, J Geiger's director of market operations for Aspen. Without unsightly wires or screws, or the need to find space in which to hide the shade rolls and motors, shaded windows can now truly go floor-to-ceiling, adds Lahey, making J Geiger's designs "hugely popular with architects." Increasingly, that means Aspen architects (including Rowland+Broughton, the company's first collaboration in town), with whom J Geiger has already completed more than 25 projects. That's a lot of windows onto the valley... 426 E. Main St., 720-409-1794; jgeigershading.com

Out of sight: "Our shades can barely be noticed, but that's the point," says Vince Lahey, J Geiger's director of market operations for Aspen, about the shading integration in this Red Mountain home.