



Domino Effect

How a bedroom remodel jumped the threshold and infiltrated every room in the house.



Tom Conrad and Kate Imbach's first bedroom redo created as many problems as it alleviated, blocking their view of Noe Valley behind a wall, for instance. Their second

attempt, shown here, opened up the balcony, which has a Frame lounge by Francesco Rota for Paola Lenti. A Grand Repos chair by Antonio Citterio for Vitra faces the bed.

When Tom Conrad, VP of Product at Snapchat, and his wife, Kate Imbach, a writer and documentary filmmaker, went house hunting back in 2010, the first place they saw was also the last—the top unit of a spanking new spec building in the Noe Valley neighborhood of San Francisco.

“Architecturally, the house was nothing special,” says Tom. “We jokingly dubbed it ‘contractor contemporary.’ But it had qualities that are hard to find in San Francisco.” In a town littered with Victorians, the 3,300-square-foot, two-level flat was airy and open and flooded with light. “And even though it’s not on a hill, there were actual views. We weren’t staring into the side of someone’s kitchen,” adds Tom. “So we grabbed it.”

Plus, they loved the neighborhood, a sunny enclave that kisses both the Mission and Castro districts, with easy access to the BART (at the time, Tom was commuting to Oakland-based Pandora, which he cofounded). Kate had recently moved from Boston to be with Tom, whose housing history included a starter home nearby, a >