

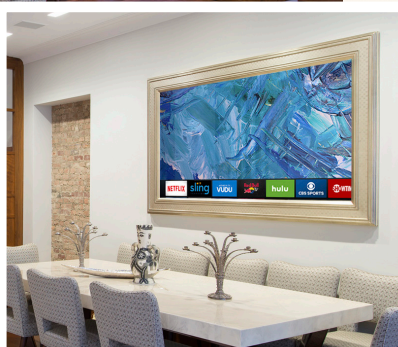
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WHERE TECHNOLOGY MEETS DESIGN™



The Frame Maker: Reflectel Mirror TV

***An Interview with CEO
Elizabeth Goldfeder***



I have spent 35 years in the world of archival framing, art restoration, bespoke frame design and fabrication. In 1984, equipped with art history and marketing degrees, I had ambitions into the worlds of advertising and broadcasting. After a chance meeting with the owner of a family run frame shop in Chelsea, NYC, I found myself on West 22nd Street apprenticing as a frame maker and helping to grow the small atelier that at the time framed for the Museum of American Folk Art, IBM and a bevy of downtown art collectors. I ended up taking over that small atelier and started Goldfeder Framing Group, a small art gallery and high-end archival framing studio.

GK Framing's reputation grew. We became an R & D hub for materials manufactured for extending the life of art; this included products from my glass fabricator. Together we started researching and testing high end art, UV filtering, optically coated glass. In a turn of good for-

tune, my extraordinarily knowledgeable glass consultant brought me his transparent, reflective/anti-reflective coated transmission glass to test. He and I dug deeper into using his company's specialized, water-white, low iron, optical quality, reflection control glass, and incorporating GK's substantial stable of frame designs to create the Ultimate Mirror TV.

And so, Reflectel Mirror TV was born.

In late 2013, armed with our new high-end, optical quality, water white, reflection control glass, offering empirically the most effective television transparent Mirror TV product, we met the design team of **The Baccarat Hotel**. The new standard for luxury hoteliers was being built across from the *Museum of Modern Art* on West 53rd street. The Baccarat project was a game changer and head turner for our company. Soon to be a beacon for the world's well-traveled, the design team knew they wanted something that did not exist — *a discreet and elegant solution fabricated of the finest materials with the most sumptuous finishes to hide the televisions in all of their luxurious suites.*

Our team at Reflectel stepped up to the plate and built over 140 custom Mirror TVs, styled in six-inch-wide smoked oak with red mahogany finish frames. The massive frame fabrication in solid white oak – absolutely not veneer – was the brainchild of the famous French designer, FX. Painstaking refinement to the finish of the wood and the final shape under my indefatigable supervision was a lesson in meticulousness.



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A few years ago Reflectel created an economy-friendly line, our Signature Series, when **Bloomingdale's Flagship 59th Street**, newly renovated Home Floor came calling. Reflectel was invited to create a Mirror TV solution both easily reproducible yet still customizable, ushering in a new wave of luxury home retailing. The forward-thinking buyers saw the connection between home furnishings and smart homing pointing upward, and for the first time Bloomingdales started selling an electronic-related product. They seized the opportunity to invest in one of the fastest growing interior design trends and Reflectel was chosen because we are design-forward with local charm and a resolute commitment to excellence.

Fast forward a few years to 2020 and the conversation on the table for designers and architects remains the necessity for smart homes of today to be multifunctional environments with flexibility that can seamlessly transform to meet ever-changing homeowners' wants. *Future proofing is essential.* Reflectel recognized from the get-go that design elements often take a backseat or are relegated to mediocre solutions in the tech space. Reflectel solves that problem.

With Reflectel's turnkey plug and play solutions, the fully customizable frame design has become the new benchmark in Mirror TV applications. Reflectel offers a staggering array of services to help clients specifying bespoke TV concealment systems that adorn their walls. Reflectel stands



apart in the field with its support of the newest and best TV technologies. Each Reflectel is designed around the client's or tech's choice of television: LG, Samsung or Sony, we love them all.

Utilizing top of the line smart TVs means Reflectel can fully integrate into every home automation system. And this past year we began incorporating soundbars into our Mirror TV frames; an extraordinary way to conceal audio technology.

Read more: <https://www.technologydesigner.com/2020/03/02/reflectel-mirror-tv/>



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