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Jon de la Cruz of DLC-ID Reimagines the Keeping Room with 'The Upstairs Keep' for the 44th San Francisco Decorator Showcase

FOR IMMEDIATE RELEASE April 25, 2023 SAN FRANCISCO, CA Jon de la Cruz of [de la Cruz Interior Design](#) (DLC-ID) is proud to debut “The Upstairs Keep,” a contemporary twist on a keeping room, for the 44th San Francisco Decorator Showcase.

An octagon-shaped space with expansive 20-foot dome ceilings, de la Cruz embraced the eccentricity of the floor plan, starting with anchoring the space with a dramatic hand-knotted Empire-style chandelier. De la Cruz chose a monochromatic color palette to balance the room’s unusual



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shape, and added richness with contrasting textures—stone, lime paint, gilded bronze, verdigris, plush velvet, knotted wood and jute, and lacquered parchment. Delicate gauzy sheer drapes let in light, while keeping a sense of privacy—and allowing for captivating views of the San Francisco Bay and the Golden Gate Bridge.

“I love challenging the idea of function of room,” says de la Cruz, who adds that this Colonial common space (off the kitchen to keep warm by the stove) has come a long way since the 18th century. From coffee and meditation, to Zoom calls and after-dinner nightcaps, the beauty of this room is its versatility. On one side will be a games table and banquette to sit and study, and on the other side is a plush two-piece chaise lounge for the family to pile onto. “However it’s used,” says de La Cruz, “it’s a refuge for relaxation and connecting.”

For press assets, including photos and a vendor list, please contact Nicole Balin, BALLIN PR, c. 323.334.6917 | nik@ballinpr.com.

[San Francisco Decorator Showcase](#) is located at 625 El Camino Del Mar in the picturesque Sea Cliff neighborhood and is open from April 29-May 29. The Decorator Showcase benefits the San Francisco University High School Financial Aid Program. For tickets, please visit <https://decoratorshowcase.org>.

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ABOUT DLC-ID

Founded in 2015 by Jon de la Cruz, De la Cruz Interior Design (DLC-ID) is a distinguished residential and hospitality design firm based in San Francisco. At his namesake firm, de la Cruz brings his singular vision, flair and fresh approach to each of his projects, from a bustling Italian restaurant in NoPa to a private home in Hillsborough.

Rooted in the classics, de la Cruz's aesthetic marries modern design punctuated with distinctive vintage pieces and bespoke furnishings. His recent hospitality work, described by *The San Francisco Chronicle* as "Dinner as Theater," has propelled Jon's firm into the national spotlight. From the Castro Hotel, to the one Michelin star restaurant Protege in Palo Alto and beloved San Francisco destinations Che Fico and Che Fico Alimentari, Jon demonstrates that whether it's industrial chic or restrained elegance, his spaces are vibrant and welcoming with an intricate attention to detail.

Building on his firm's recent success, de la Cruz has a number of upcoming restaurant spaces in California, New York, Hawaii, and Palm Springs. Prior to launching his own firm, the Filipino-American designer and proud San Francisco native served as Design Director for Ken Fulk for six years. Today, Jon is a James Beard Award nominee and the 2017



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House Beautiful 'Kitchen of the Year' winner. His work has been featured in *Architectural Digest* online, *House Beautiful*, and *Luxe Interiors + Design*.