
WINE IN THE LIBRARY

*Bespoke libraries created by
Thatcher Wine*

By: Gina Samarotto

Referring to Thatcher Wine, owner and founder of Juniper Books, simply as a bookseller is somewhat akin to referring to Alain Ducasse simply as a good cook. While both statements are based in truth, the raw creativity and unadulterated talent possessed by each defies such blatantly sophomoric descriptions.

For Wine, whose storybook name seems to have been lifted from the very pages of the books he purveys, creating a library involves far more than mindlessly filling empty shelves with a series of titles. The success Juniper Books enjoys is firmly founded on the painstaking attention to detail Wine puts forth when curating his coveted, bespoke collections. Thatcher Wine doesn't just sell books; he builds libraries designed to feed both the aesthetic appetites and literary hungers of his bibliophilic clientele.

Despite being both an avid reader and a hobbyist collector in his own right, Wine admits he never intended to make a career out of books. Rather, the innovative entrepreneur originally cut his business teeth by working in the decidedly abstract field of Internet technology. He soon realized, though, that his foray into the coolly anonymous world known as cyberspace left him longing for the familiar warmth and tactile allure of good, old-fashioned parchment and vellum. And so, in an effort to "get back to basics" as he describes it, Wine began dabbling in literary endeavors, expanding his own collection by buying and selling volumes in his off-hours. It wasn't long before the bookish hobby began attracting the interest of serious enthusiasts, interest strong enough to encourage Wine to ultimately leave his day job in the proverbial cyber dust, relocate from the West Coast to his dream location in Boulder, Colorado and aim his impressive energies squarely towards the book business.





CLOCKWISE FROM LEFT:
A Modern Beverly Hills Home,
Academy Awards Green Room
and Dallas Club Room



In the dozen or so years since the company's inception, Juniper Books has done everything from creating a topic specific, five thousand volume multi-lingual library for an American client's European vacation home to securing an impossibly rare, circa 1578, leather-bound and museum worthy collection of Plato's work – in the original Latin, no less - for one very discerning collector.

Not content with limiting the company's offerings to just acquiring such coveted titles for his grateful clients, Wine has amassed an impressively creative, in-house design team to ensure the tomes are showcased to their best advantage. The presence of this design team may seem to be an odd addition to the bookseller's repertoire, yet it has effectively enabled the company to fill a previously empty market niche - that is, to curate collections that are as beautiful to view as they are

gripping to read. Blurring the line between the academic and the aesthetic, the company reaches deep into its collective creativity to dream up and execute library concepts that are steeped in tradition yet startlingly original, uncompromisingly functional yet wholly attractive. For instance, in creating a library for a client intent on marrying art and literature, Juniper Books ingeniously built an expansive mural by painstakingly adorning the spine of each volume with one small piece of a chosen image; each graphic sliver meticulously planned and placed so that when the books sit upon their intended shelves, the fragmented illustrations come to life as a sweeping, readable work of art.

It has been said that a good book is like a garden one may carry in a pocket. Given that sentiment, it would seem that the budding gardens planted by Juniper Books have yet to reach full bloom. ✈