

# Interior Designer Eduard Monteagudo's "Cocoon Flex Spaces" Is Helping Uncover New York's Coolest Spaces For The Fashion Community

by Nadja Sayej - Tuesday, August 27, 2024

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A fashion showroom at Casa Akshobya, image courtesy of Cocoon Flex Spaces.

There are runway shows, and then there are runway shows that truly stun and dazzle their audiences. For the latter, the fashion designer must not only present a relevant and cutting-edge collection, but create an atmosphere that captivates the fashion community. Enter Eduard Monteagudo, an innovative interior designer who provides the wow factor with beautiful rental spaces with his company, [Cocoon Flex Spaces](#).

One way to truly make a mark with a fashion show in New York City is holding it in an unconventional space. Monteagudo is an expert in finding and renting out these spaces for the creative community.

Monteagudo, from Barcelona but based in New York, has a wide variety of "Casas," or high-end homes to rent out for events in New York City. He and his team liaise with the homeowners to rent out their homes for these events, be it fashion shoots, content creation, cocktail parties, brand meetings, weddings or runway shows.

"I think that what we do is very attractive for the fashion community," said Monteagudo.

"Creating a [runaway show](#), a [fashion shoot](#) or a [fashion showroom](#) in an eclectic New York home is truly unique," he said. "Designers tend to love these types of spaces, and we offer this professional service with Cocoon Flex Spaces. We have hosted everything from catwalks to fashion showrooms during New York Fashion Week."

Each property has its one special name at Cocoon. As Monteagudo explains: "Our Casas each have their names come from characteristics and stories of the spaces themselves," he said. Cocoon has a roster of 30 exclusive casas in their main portfolio (which are all on the Cocoon website), and over 40 in their discovery portfolio, new properties they've recently taken on. Some of the most stunning properties Monteagudo has on his roster of his main portfolio include the following spaces:

Inside [Casa Avedon](#), a 3,000 square foot photo studio in the Flatiron district of Manhattan.

## Casa Avedon

A stunning loft-like space, [Casa Avedon](#) is a 3,000 square foot space in the Flatiron district of Manhattan. With tall, 15 foot high windows and ample daylight, this space is ideal for photo shoots and fashion

showrooms. The space is fully equipped for lifestyle shoots, has a kitchen for food photography and an open floor plan, ideal for large groups. The property also has a freight elevator separate from the passenger elevator, a dedicated area for make-up and hair, as well as showers and a meeting space area.

A showroom on view at [Casa Avedon](#).

An exhibition of fashion illustrations on view at [Casa Escondida](#).

## **Casa Escondida**

According to Monteagudo, [Casa Escondida](#) is Cocoon Flex Spaces' most booked location for fashion shoots. The property is in a character-filled mid-Victorian era townhouse built in 1871. Set in the Prospect Heights neighborhood of Brooklyn, the home is a 3,850 square foot brownstone. The home has several indoor and outdoor settings, and easy access for load-in and load-out storage. The sunny kitchen has an open layout, with views of the double-lot backyard. The property also has three bathrooms and a powder room.

Inside the leafy green, homey space known as Casa Duende in the Lower East Side.

## **Casa Duende**

In the heart of the Lower East Side, [Casa Duende](#) truly is a one of a kind space in Manhattan. As a converted carriage house, it will transport you to the shores of the Mediterranean. An escape from the hustle and bustle of downtown Manhattan, Monteagudo and his team took considerable steps to make this location shine. This 8,000 sq. ft house spread across three floors and a 1,200 sq. ft rooftop, it is an incredible multi-use space. Applying his many years of design experience, Eduard provided landscaping and imbued the house with life through vegetation, turning the already beautiful space into something truly alive. With the addition of top of the line finishing and unique one of a kind artwork, Casa Duende is one of the shining stars in the Cocoon portfolio.

A model wears a red dress at Casa Duende.

A model wears a blue dress as part of the Alejandro Rojas runway show, which was held at Casa Duende in September 2023, during New York Fashion Week.

Casa Duende hosted an Alejandra Rojas runway show in September 2023, during New York Fashion Week.

Casa Maxima is one of Cocoon Flex Spaces' newest spaces. "We are looking forward to hosting many fashion related events due to the uniqueness and maximalism of the space," said Monteagudo. "We consider it to be a go-to for many fashion brands."

## **?Casa Maxima**

With bright pink walls and gold columns, [Casa Maxima](#) is an eclectic house that is reminiscent of Palazzo Chupi, the towering Manhattan home created by artist Julian Schnabel, which acted as an inspiration for this home. "Casa Maxima is a one-of-a-kind home with enough art to fill an art gallery.? 'Maxima' means 'greatest' in many Latin languages and expresses that maximalism is the grand presence of a

home. This home has a grandeur quality, and it takes time to really absorb all the fine details and artistry that are integrated throughout this magnificent space.”

Monteagudo says that he plans to expand on the growth of Cocoon Flex Spaces. “I believe the business can bring life and innovation to urban and social architecture,” he said. “In the coming three to five years, we hope to host social architecture projects that bring design and culture closer to neighborhoods that haven't been exposed to urbanistic design.”

He is also building an app, so booking a space for your event through Cocoon Flex Spaces is easier from your smartphone. The company is also looking to expand to Los Angeles, Miami, and Barcelona, Monteagudo's hometown.

Monteagudo has gained the reputation as a pioneer in the realm of flexible spaces, as the Founder and CEO of Cocoon Flex Spaces. This innovative startup is dedicated to revolutionizing the real estate rental industry. Established in 2019, Cocoon Flex Spaces emerged from Monteagudo's passion for transforming the built environment into accessible and equitable spaces for all city dwellers. Before embarking on this entrepreneurial journey, Eduard honed his skills as a Set Designer for several projects published in magazines like New York Magazine, where he developed a keen eye for design and functionality. As a set designer, he has collaborated with Delphine Diallo, Mogollon, Studio Animal and the Think Tank Gardening Radicale, among others, for a wide diversity of projects. Monteagudo's set design projects range from exploring the rise of black models in fashion, and its impact in the black community, to art installations for Alicia Keys' Black Ball, an annual AIDS fundraiser that has raised over \$30 million for charity.

His academic background includes a Master of Arts in Interior Design from EINA Centre Universitari de Disseny i Art de Barcelona, and a Bachelor of Business Administration from EAE Business School, which equipped him with the necessary tools to bridge creativity and commerce.

Eduard Monteagudo, founder of Cocoon Flex Spaces. Photo by Crystal Wood [@crystal.victoriaa](#)

Monteagudo's vision for Cocoon Flex Spaces was inspired by his training in interior architecture, during which he recognized that the future of urban living transcends mere structures; it lies in fostering justice, equality, and accessibility through design. Under his leadership, Cocoon promotes a flex space business model that empowers private homeowners and corporate landlords while collaborating with local and international creatives.

With a steadfast belief in the mantra "Better Space Rental for a Better World," Monteagudo continues to challenge the status quo, striving to unlock the true potential of our civilization and ensure that transformational design is accessible to everyone, not just a privileged few. As he forges ahead, he remains committed to building a future where innovative design and community-driven initiatives coexist harmoniously, making a lasting impact on urban living.

In conclusion, the fashion industry can definitely benefit from renting spaces through Cocoon Flex Spaces. There are a myriad of spaces that best fit a fashion designer, brand or photographer's own vision (more than the Casa mentioned above). Be it a showroom, runway show, perfume launch or launch party, Cocoon is the best way to go – if you truly want to find an unconventional space for a fashion project in

New York City.

*For more information, visit the Cocoon Flex Spaces website at [CocoonFlexSpaces.com](https://CocoonFlexSpaces.com) and on Instagram [@cocoonflexspaces](https://@cocoonflexspaces).*

Eduard Monteagudo, founder of Cocoon Flex Spaces. Photo by Crystal Wood [@crystal.victoriaa](https://@crystal.victoriaa).

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