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Cullum, 29, is an admirer of the 13th century Florentine-inspired architecture at the Campbell in New York City's Grand Central Terminal.

Next Wave

On the Rise: William Cullum

I love it when you can't really tell what something is, when it's a bit mysterious," says William Cullum. He recently festooned the pale-gold walls of a prewar Manhattan apartment with hand-painted metallic spiderwebs—inspired by a Victorian-era book cover—that seem to appear and vanish as one moves around the space.

It was the Columbia, South Carolina, native's affinity for the enigmatic—and an unrelenting passion for the past (he double-majored in art history and historic preservation)—that instantly impressed his boss, New York designer Thomas Jayne, who hired Cullum seven years ago. "He has a special design genius that combines intellect, intuition, and >

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