

Avenues

Fall / Winter 2009 No. 1 Vol. 1

ART & DESIGN WEST HOLLYWOOD

Map & Directory
Navigate Your Way
through the Avenues



Sculptural Love Affair

The Latest Fashions from the
Avenues of Art &
Design West Hollywood

Hollywood Hills Goes Danish

Every Room Makes its Own
Statement in this California Home

AVENUES OF
ART &
DESIGN
WEST HOLLYWOOD

< Large windows on all sides frame panoramic visions of the city skyline and the ocean beyond.





Hollywood Hills Goes Danish

Every Room Makes its Own Statement in This California Home

Story by Joan McIver | Photography by Michael Weschler

Upside in the storied Hollywood Hills community of Los Angeles, a new, bi-level home stars with bold California Modern and an edgy modern interior. In a community synonymous with glitz and glamour, the home's avant-garde structure and Danish-style furnishings appears as cool and fresh as a breeze from the nearby Pacific.

Built on a site high above Los Angeles, the 5,000 square-foot, four-bedroom home was aligned to take the best advantage of the magnificent views. Large windows on all sides frame panoramic visions of the city skyline and the ocean beyond.

Along with its trend-setting California Modern style, the home's construction incorporated today's environmental concerns by using recycled concrete and employing reusable materials whenever possible.

"When I initially saw the drawings of the house presented by developer Brad Blumenthal, I was amazed by the clean architectural lines of the (home's) design," said designer Michael Brandt of dk Vogue in West Hollywood. "Brad and I share the same philosophy in clean lines, craftsmanship and quality, and that the furniture should be an extension of the architecture and design of the house. Every room becomes a statement on its own and is tied in naturally with the aesthetic, function and design that has become some of the trademarks of Danish design products."

After visiting the site several times, Brandt created an interior design emphasizing the organic lines, graceful forms and artistry visible in the work of such renowned Danish designers as Arne Jacobsen, Thomas Pedersen, Hans Wegner and others. For dramatic punctuation, Brandt accented the wood and leather tones with luxurious Maharam fabrics in high-intensity colors.

"It is quite tempting to keep it black/white, but I wanted the pieces to be a little more than your classic look, and I believe we achieved what we set out to do," Brandt explained about his color choices. "Given the open space layout, the pieces I used could be seen from various angles and [they] would bounce off different objects, colors and light, which meant they needed to work in a bigger picture, regardless of viewpoint throughout the house."

Overlooking a lush garden and skyline view, the fireplace family room – cast in shades of cool, Scandinavian blue and black – invites relaxation. Against a backdrop of pale blue walls and floor, Brandt floated a plush, low- to-the-floor midnight blue sofa and black leather chaise by E.J. design atop a black area rug spread on the blue floor.





arrangement is paired with two Danish lounge chairs, one with a covering of blue stripes, the other in a muted sage blue, that complete the setting. Beneath the window, a custom-made walnut cabinet does double-duty as a long, low-profile window seat.

Along a wall of windows separating the downstairs living from the landscaped terrace, wooded hillside and city, the interior and exterior flow together. In keeping with the environment, the designer chose a soft, mossy-green fabric for the graceful Wegner wing chair and a pair of sofas.

Dark walnut cabinets and sunny windows warm a kitchen and breakfast area spacious enough for a Wegner oak dining table and wishbone dining chairs. For coffee or casual chats there's a trio of Jacobsen counter stools ready at the kitchen counter. An eye-catching, futuristic stingray chair by Pedersen strikes a bold exclamation with a splash of tangy tangerine fabric.

A wall of wood paneling transforms the media room into a quiet retreat where sunlight beams through a dramatic window high on the wall. Brandt fashioned a minimalist arrangement with a clean-lined, charcoal-grey sofa

and a square, glass-topped cocktail table anchored by an EGE carpet in robin-egg blue. A stunning, sculpted form of lime green occasional chair formed from a series of oval shapes envelops the room with a sophisticated flair.

The bi-level master bedroom and garden suite is located adjacent to the pool and patio area – so essential to the California lifestyle. The bedroom extends outward with a sun-porch and wrap-around balcony. Nestled by the Lucite balcony railing, a chair of fire-engine red plastic provides a handy resting spot. By the bedroom, a Jacobsen egg chair dressed in brilliant fuchsia fabric strikes a colorful pose.

Below the balcony area, the swimming pool fits like a blue gem within a terrace of stone and wood. Outdoor furnishings consist of a sofa and easy chair.

"Our goal from the start was to create an extended possibility to showcase our world-class, award-winning collections in a setting that would benefit from this staging," Brandt explained. "I believe we did a fantastic job and each setting became a focal point throughout the house and complimented the stunning design and features the house possessed." ♦

Along with its trend-setting California Modern style, the home's construction incorporated today's environmental concerns by using recycled concrete and employing reusable materials whenever possible.



