

MODERN LUXURY

Angeleno

*"I'm the luckiest
guy in the world."*

A RED-HOT CAREER...
LOVING WIFE...
TWO BEAUTIFUL DAUGHTERS...
THE CHARMED LIFE OF
**JOHN
KRASINSKI**

MEN OF THE MOMENT

FOR SHORE
*Men's Spring Fashion
Lightens Up*

IN THE SPOTLIGHT
*One-On-One With
Actor Diego Boneta*

GAME CHANGERS
*6 Angelenos You
Need to Know*

PLUS
*Designer Jonathan
Browning's Lust-Haves*



Treasures at Converso's new L.A. showroom include Finn Juhl Chieftain chairs, \$36,000 per pair; a Wendell Castle Chloe table, \$28,000; a Paul McCobb sectional sofa, \$22,000, and chandelier by Tom Greene, \$5,720.

Love... ITALIAN-STYLE

Italian home brand Visionnaire lands in Los Angeles with an emphasis on customization and style. —AS

The myth of Italian design is well-deserved. From paperclips to palazzos, the boot-shaped country has got a lock on sexy, streamlined luxury items for the home. As proof, look no further than its latest export, **Visionnaire**. The three-generation family-owned home design brand marries the country's long history of impeccable craftsmanship with its eye for beauty and its appreciation for elegant flourishes: the swoop of wood that curves around an armchair; a patchwork design on the back of one couch; the meticulous rows of tufting on another. Having tested the waters with a store in Miami, the brand is spreading its wings with a 3,500-square-foot space on Robertson. "Demand [from Los Angeles designers] has been very high," says Giuseppe Baldassarre, who manages the brand's North and South America divisions, rattling off a list of high-end projects in which Visionnaire has been involved. No wonder. More than selling individual pieces, the company is focused on customization and creating entire environments, from kitchens to living rooms to outdoor spaces. Now that's amore. *Prices vary, visionnaire-home.com*

In Rare Form

People say that brick-and-mortar is dead, but in my business, it is different," says **Converso** (conversomod.com) founder Lawrence Converso, who recently opened a stunning showroom on Beverly Boulevard. "It's easy to buy a pair of socks on Amazon, but chairs and sofas are things that people [need] to be one with."

Filled with rare and important pieces by Philip Johnson, George Nakashima, Isamu Noguchi and more, the 2,200-square-foot space has a vibe that is decidedly different from the brand's outposts in New York and Chicago. "Here, there's a bit more color, a bit more fun," says Converso, who notes Mario Miine's Lego chair from Droog Design (\$49,500) as an example. "California loves craft more than New York: There's an earthy vibe because of the mountains and the foliage." Converso, who has been in the business for nearly 25 years, speaks to L.A.'s strong midcentury-modern roots as an impetus for opening in the City of Angels. "When I came to L.A., Eames and Nelson were big, and then things started to shift," he says. "I've noticed that there's less of that classic modern in L.A., where I originally fell in love with it. I wanted to bring that back."

—Laura Eckstein Jones



Visionnaire's **Bart** Low unit by **Mauro Lippani**, \$33,000, consists of wavy glass, polished marble and satinized steel.

DISCERNING DESIGN

L.A.-based holistic architect and designer **Gulla Jónsdóttir** (gullajonsdottir.com) shares her inspiration and aesthetic behind hot new property Kimpton La Peer (lapeerhotel.com). —Matthew Stewart

Define holistic design and how it's informed your aesthetic. It is about being site specific and considering each environment to make it whole and wholesome for the five senses, which... [achieves] a sixth sense. To make each project feel as good as it looks.

What were your goals for the Kimpton La Peer? I wanted to create a special place for West Hollywood. It is the design district, so I wanted [the hotel] to encompass artists and designers as well as international travelers—it's a space where creative people can gather.

What are some of your favorite aspects of the hotel? I like its energy, flow and indoor-outdoor feeling. The space is artistic and relaxed, and blends European chicness with California ease.

What were some of the different materials you incorporated? There's a leather wall that is soft and tactile. I used real bronze and white oak floors for warmth, and balanced that with the strength of concrete. I also used moss-green Gaudi tiles that I found on the street of Barcelona as a nod to old-world charm.

Talk about your history with this location. I had my studio at this very site, but had to move out when construction started, so I have lived and breathed this location before, during and after the hotel's inception. I am opening an atelier there this spring that will feature my own collections of furniture, jewelry and scarves, in addition to products from other artists and designers. I'm moving back home and it feels right.

