

# Angeleno Interiors

## ROOMS *that* ROCK!

**L.A.'S LATEST HOME GAME:  
WHAT'S IN, WHAT'S OUT  
TO-DIE-FOR DESERT DIGS  
GILT-TRIPPIN' GLAM  
BUDGET BOUTIQUE HOTEL CHIC?**

**PLUS**

**L.A.'s Must-Stop Shops  
Crafts Go Cutting-Edge  
Beyond-Mod Furniture  
Making a Case for Beige—and Pink,  
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HOME FRONT  
PEOPLE

## The Survivors

Sure, SoCal's interiors community has taken a hit. But a number of savvy designers are not only surviving, but thriving. The secret? Grieve, accept, move on—and get seriously resourceful

Edited by Alexandria Abramian-Mott

### Skip the Storefront

Designer **Jason Martin** once owned the mod home furnishings store Silho Furniture on La Brea. Now, he's making it his mission to take the guesswork out of décor with his just-launched DIY+ service ([jasonmartindesign.com](http://jasonmartindesign.com)) that lets the willing and able decorate their own digs, under his guidance. Here's how it works: Clients send Martin digital images of the area(s) in question, along with magazine pages, favorite colors and what they're willing to spend. Martin then creates a Plan Book that includes everything: paint chips, furniture and accessory options, floor plan and window treatments. Included is his consultation time on the phone or via email. The cost: Powder room redos, \$200 for one hour; kitchens, \$400 for two hours; dining rooms, \$450 for two hours; bedrooms, \$450 for two hours. —*Alina Sookasian*



### Charge By the Hour

Yes, the bedroom-to-broom closet design gig is good work—when you can get it. But when you can't? Many top designers are now willing to work on an hourly basis, charging anywhere from \$75–\$400 an hour, often with minimum-hour restrictions. But the very good news for people looking to get some expert assistance on smaller projects is that now is the time to enlist A-list decorating help. “I give my clients the option to pay an hourly fee for consulting,” says **Josh Brown** of Brown Design Inc. “I offer to those who have smaller budgets an hourly or small flat fee for me to come to their home for the afternoon.”



### Nix the Silk Taffeta

**Miguel Nelson** and **Sherry Walsh** may seem like an unlikely pair of inventors. The couple is best known for their private dinner-party-cum-art happenings where famous L.A. chefs and hungry hipsters converge for invite-only culinary hijinks. Not exactly patent-pending material. But when the pair decided that their two event spaces, downtown's Marvimon and Culver City's SmogShoppe, needed a little greenery to soften up the industrial-looking edges, they turned to tinkering. Call it the mother of invention. Woolly Pockets, their answer to getting almost insta-green on vertical surfaces, was born. Best of all? They're made from recycled plastic, a low-cost answer to a high-design statement. And now, with a just-opened on-line store ([woollypocket.com](http://woollypocket.com)) and a buzz-beckoning list of early converts, the couple has found a second calling. According to Nelson, plants grow fast in the pockets, which come 2–10 feet tall, and range from \$29–\$247. “I thought it would take a year to get that kind of total green coverage. Instead, it turned out to be a matter of months.”



**WALL POWER** From top: Sherry Walsh and Miguel Nelson and their vertical planting systems.