

Highlights of NeoCon West 2005

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Chu + Gooding's work/life theme was echoed in Fine Living: The Loft Life, an installation created by Joey Shimoda of Shimoda Design Group that reflected the shift toward loft living in L.A.'s Downtown. The model living space was built by Warner Constructors,



co-produced by the LA Mart and Balcony Press, and sponsored by Bulthaup Kitchen Architecture. It included products from Armani Casa, Artemide, Brayton International, InterfaceFLOR, Maharam, Nova Studio, Sharpe Interior Systems, Steelcase, TOTO, and Vetro Mosaico. Tastefully glitzy, it was clearly a hit with visitors to the show.

