



L.A. Mart® Design Center Partners With Celebrity Designer

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Inspired by downtown Los Angeles' residential renaissance, L.A. Mart® Design Center has partnered with Kenneth Brown, principal of Kenneth Brown Design, to demonstrate how the loft lifestyle is redefining the way Angelenos live downtown.

The Kenneth Brown Loft for L.A. Mart Design Center seamlessly blends Los Angeles' passion for glamorous, sophisticated living with its fascination for connecting to the urban scene. The 2,000-square-foot Biscuit Co. Loft penthouse bearing Brown's creative imprint is located in the National Biscuit Co. factory development, which anchors the neighborhood's Arts District.

Biscuit residences blend period craftsmanship and architectural integrity with modern conveniences and contemporary design. Units include hardwood floors, exposed brick, oversized windows and 13- to 30-foot-high ceilings. Juxtaposing the converging elements, Brown's concept for the loft is urbane and eclectic, exuding a youthful confidence that mixes tradition with innovation, modernity with comfort.

The partnership with Brown in designing the loft is more than an exercise in creativity for L.A. Mart Design Center. "The significance of the downtown renewal positions our facility as a pivotal resource in our evolving community," said Jeff Sampson, Director of Marketing, L.A. Mart Design Center. "We have been a leading destination for designers working throughout Southern California for years. With the central city emerging as L.A.'s newest housing boom, more designers and homeowners will need resources in close proximity to their projects. Our participation creates a bridge to the affluent consumer, showcasing not only our breadth of designer showrooms and lines, but our convenience and selection with which to satisfy this new buyer market."

Stylized, yet practical, Brown's loft showcase creates a space that demonstrates the softer side of urban living. "Most new loft owners (and renters) have no idea how to decorate these large, open plan spaces," said Brown. "Soaring ceilings, walls of glass and lack of interior walls present unique design challenges, namely lots of space that by nature can be austere and cold."



Brown added visual interest to the loft's living area with zebra-print occasional chairs.

Brown illustrates how lofts and loft-like spaces can be transformed into warm and inviting urban homes by designing Penthouse 714 specifically for a fictitious homeowner. “In the real world, designers design for an individual or family, we design for their lifestyle, taste and personal aesthetic,” said Brown. “I wanted to be true to that premise, while creating this loft showcase.”

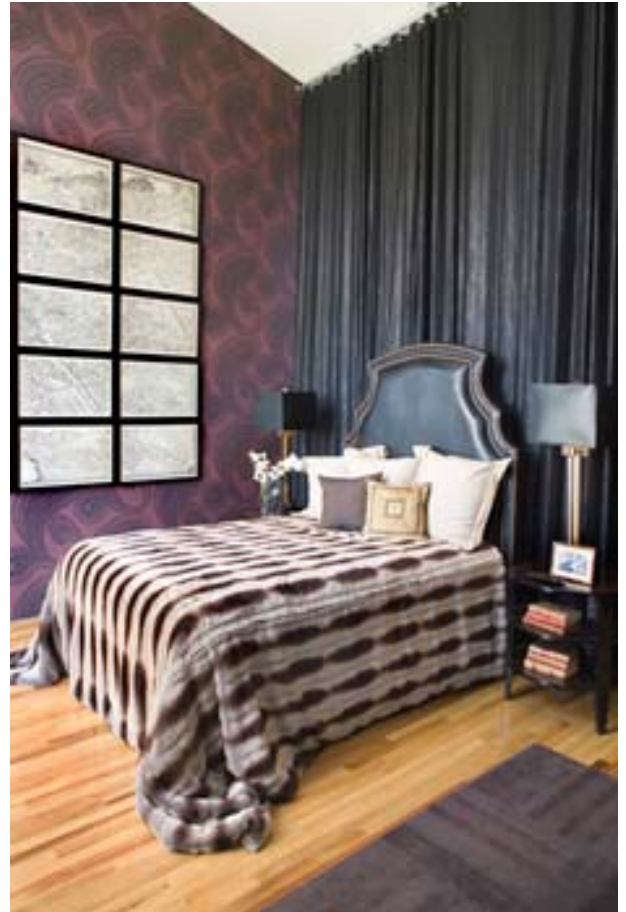
Brown sourced virtually all furnishings for the showcase downtown at the L.A. Mart Design Center. Beginning with dramatic use of wallcoverings—a hot design trend—Brown clad the two-level penthouse’s interiors in a palette of blacks, maroons and golds from United Kingdom-based Cole & Son Collections, courtesy of Kravet/Lee Jofa.

The loft’s main level is zoned for living, dining and entertaining, and can alternate from expansive to intimate. Furnishings are grouped for function delineated by draping Kravet fabric from the ceiling. A pair of zebra-print occasional chairs and an onyx crystal chandelier from Schonbek adds visual interest and sparkle to both the living and dining areas.

Ascending to the second level, the master suite is a refuge for sleeping, lounging or recreation, with furnishings floating in an unconventional arrangement. A bed custom upholstered in a crocodile-embossed material from the Wilton Cordrey Collection sits nearly in the center of the space. Areas again are apportioned for purpose, using fabric and seating combinations for leisure or work activities.

An outdoor terrace extends beyond the master suite. A spa-weave lounge shell from Veneman Collection in Sunbrella fabric sits atop an eco-friendly, synthetic putting green.

Presented by Los Angeles magazine and Biscuit Loft Developers, the loft premieres April 13-29, 2007, at the Biscuit Co. Lofts, 1855 Industrial Street, Los Angeles.



A custom-upholstered bed serves as a focal point in the unconventional arrangement of the master suite.