THE Hollywood REPORTER

NOVEMBER 2, 2012

MOONVES vs. DAUMAN

THE BATTLE FOR SUMNER'S EMPIRE

HOW *GMA* BEAT *TODAY*

ABC'S NEWS CHIEF TALKS TV STRATEGY

KIDMAN ON KUBRICK

THE ACTRESS WRITES ABOUT THEIR MAGICAL 400 DAYS

OBAMA PANIC

MILLIONS SPENT AS THE INDUSTRY GOES ALL IN

THE DESIGN ISSUE

HOLLYWOOD AT HOME

Ryan Murphy's Spanish-style sanctuary (just right for a baby, too?)

L.A.'s 25 most influential interior designers

Inside *THR*'s first Design Hollywood Showhouse at The Century

$5.99

Murphy with his dogs Owen (left) and Sara in his living room.

JEAN DE MERRY

Congratulates the Designers of
THE HOLLYWOOD REPORTER "DESIGN HOLLYWOOD" showhouse

Benefitting
Wallis Annenberg Center of the Performing Arts

NATASHA BARADARAN
JOAN BEHNKE
TIM CLARKE
WALDO FERNANDEZ
CLIFF FONG
OLIVER M. FURTH
TRIP HAENISCH
JANE HALLWORTH
KATHRYN M. IRELAND
MARMOL RADZINER
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ROBERT A.M. STERN

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EIGHT FOUR ONE SEVEN MELROSE PLACE LOS ANGELES CALIFORNIA NINE ZERO ZERO SIX NINE

Hollywood's 25 Mo
Interior Designers

IN A CITY WHERE THE dinner party is a key element in how the industry socializes, the design of a house can be one of the biggest signifiers of where you stand in the Hollywood pecking order — be it in terms of sheer power (think the palatial houses in Beverly Park) or aesthetic cachet (such as an offbeat lair in Venice). When it comes down to it, the entertainment world is all about taste (and the marketing of it), from the choosing of a script and the perfect cast to the small-bore details of set design. A house that telegraphs the right image completes the picture in a statement-making way.

THR's inaugural design issue profiles the top 25 Los Angeles-based designers who create that image for Hollywood's players. Ten of them — plus three emerging design stars and renowned architect Robert A.M. Stern — also are part of *THR*'s first designer showhouse, "Design Hollywood at the Century," which opens Oct. 26 in two luxury residences at the Related Companies' Century tower in Century City. For the showhouse, open to the public through Nov. 18, the designers worked for four months, creating renderings, collaring vendors to donate furnishings and hammering up until the last minute. What's striking is the level of craftsmanship and detail that went into the project, from custom wallcoverings and finishes (a grid of iridescent plaster; barskin over gold paint) to fine-cabinetry built-in bookshelves and leather-covered beds.

These pages, in addition to the cover story spotlighting the residence of Ryan Murphy, also give a glimpse of the living environs of two of film's high-powered producers: Nina Jacobson, shepherd of the *Hunger Games* movies, and *Spider-Man* franchise mogul Avi Arad.

What's apparent from interviewing these design elite is not only their global reach (from the stars of the Bravo show *Million Dollar Decorators*, which premieres its second season Nov. 13, to Jeff Andrews, whose refreshingly high-design houses for the Kardashians reach millions of viewers), but also how style in the city has come of age. Gone are the days of lockstep French provincial or midcentury modern. L.A., which has one of the world's greatest and most varied collections of residential real estate (from Tudor to Tuscan to Spanish to modern), today has a deep creative bench to match it. The designers showcased here were chosen for their trendsetting ability (showhouse designer Tim Clarke is bringing back beach chic) and the caliber of their work and clientele, like Michael S. Smith, who designed the private quarters of the Obamas, natch.

RESIDENCE OF Nina Jacobson
DESIGNED BY Jamie Bush

Trained architect Bush has become a go-to interpreter of modernism revival's many strands. Whether it's the sun-drenched primary colors of *The Hunger Games* producer Jacobson's glass-dominated 1940s warm minimalist house in Brentwood, pictured here, or a meditation on midcentury Italian at the Beverly Hills ranch house he's crafting for former Disney Studios chairman Rich Ross, Bush finds himself drawn to the creative adventurism of clients in and around the entertainment industry. "Whether it's 60 years ago or today, the people in Hollywood are willing to try new ways of living at home," says Bush, who also works with Connie Britton and film producer Don Hahn. With some clients, like Jacobson — for whom he has designed multiple homes and offices for a decade — he develops long-term relationships. "She knows how to run great projects. She gives a little direction and lets you do your job," says Bush. His house collaboration with her involved architect Bruce Bolander and Jacobson's domestic partner, Jen Bleakley ("She's much more fluent in design," says Jacobson), with whom she raises Noah, 14, Josie, 12, William, 6, and family dog Pearl. "I love this glass cube we're in," says Jacobson. "It wasn't until we redid the house that it became transformed into something that felt like ours."
Favorite film set Says Bush: "*Life of Pi* looks breathtaking. The palette is so ethereal and dreamy — the hues of the sky and sea." — GARY BAUM

PHOTOGRAPHED BY
Daniel Hennessy

JACOBSON'S HAIR & MAKEUP BY GAREN TOLKIN AT EXCLUSIVE ARTISTS MANAGEMENT. BUSH'S GROOMING BY CHRISTINA GUERRA AT CELESTINE AGENCY.

st Influential

In conjunction with the unveiling of the Design Hollywood at the Century showhouse, *The Hollywood Reporter* announces its first-ever list celebrating the stylemakers behind the entertainment industry's most glamorous homes by DEGEN PENER Showhouse photographed by ROGER DAVIES

"We did not have a ton of furniture," says Jacobson, photographed Oct. 19 in her living room with Bush and dog Pearl. "We bought most of it when we remodeled" after having lived at the house for six years. Ottoman by Franco Albini; Lawson-Fenning sofa in Fabricut fabric. The chair is an "Indonesian 'homage' to Pedro Friedeberg famous hand chairs," says Bush.

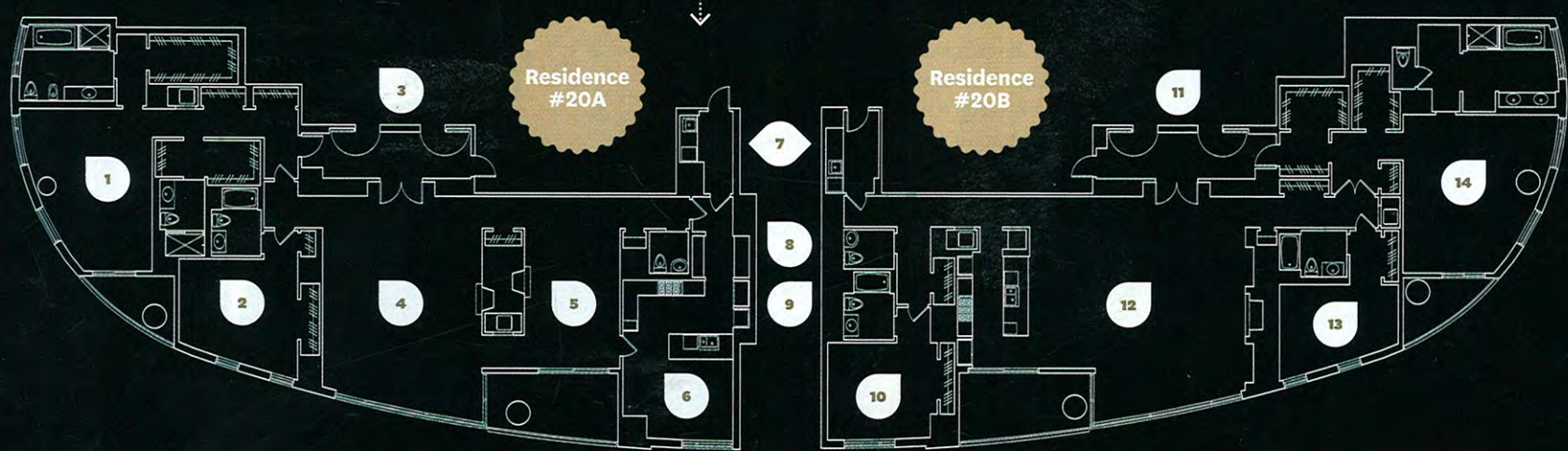
THR SHOWHOUSE

Rooms With a View

The Century tower in Century City hosts *THR*'s first-ever design showhouse, with 14 designers remaking 7,000 square feet

ON OCT. 26, *THR* AND THE RELATED COMPANIES WILL OPEN THE one-of-a-kind "Design Hollywood at the Century" showhouse at the Century tower, where 14 of L.A.'s top designers each have created a display of decorating virtuosity. Begun in June, each room — seen on the pages to follow — is inspired by a Hollywood icon, from Marmol Radziner's moody bedroom for a David Fincher type to Kathryn M. Ireland's colorful South of France kitchen for a Parisian actress.

The showhouse unfolds over two luxury condominiums on the 20th floor of the 2-year-old tower, built by acclaimed architect Robert A.M. Stern. "We're known for our commitment to inspired architecture and design," says Alicia Goldstein, senior vp at Related (which also built New York City's Time Warner Center). "L.A. is exploding culturally, and for us this is like an exclusive museum exhibit, a way to showcase the best design in Los Angeles." Famous residents of the building already include Paula Abdul, Nobu Matsuhisa and Candy Spelling, who is renovating two floors purchased for $35 million. The showhouse is open Fridays (1 to 6 p.m.), Saturdays and Sundays (11 a.m. to 4 p.m.) from Oct. 26 to Nov. 18, with ticket sales ($40) benefiting Beverly Hills' Wallis Annenberg Center for the Performing Arts, set to open in 2013. For tickets, visit *THR.com/designhollywood*. — D.P.



1 JOAN BEHNKE
Master bedroom

2 JANE HALLWORTH
Bedroom 2/Media room

3 ROBERT A.M. STERN ARCHITECTS
Private elevator vestibule

4 WALDO FERNANDEZ
Great room

5 TIM CLARKE
Dining room

6 KATHRYN M. IRELAND
Family room

7 CLIFF FONG
Passage to residence 20B

8 ADAM BRAM STRAUS
Powder room and hallway

9 NATASHA BARADARAN
Powder room and hallway

10 MARMOL RADZINER AND ASSOCIATES
Bedroom 3

11 OLIVER M. FURTH
Private elevator vestibule

12 DAVID PHOENIX
Great room

13 NICKEY KEHOE
Bedroom 2

14 TRIP HAENISCH
Master bedroom

JEFF ANDREWS

Clients *Ryan Seacrest, Michael C. Hall, Kris and Bruce Jenner, Khloe Kardashian and Lamar Odom*

Andrews' neo-regency vision is arguably the most seen in the world right now. After all, the court designer of the Kardashian clan — he's responsible for the relaxed yet unabashedly glamorous interiors of Bruce and Kris Jenner, Khloe Kardashian and Lamar Odom and Kourtney Kardashian — reaches more than 150 countries through the aspirational backdrops of their reality TV offerings. (He also conjured the family's new Dash boutique on Melrose Avenue in West Hollywood.) "We get tweets and e-mails and phone calls asking about every little thing: the artwork, the accessories, the furnishings," he says. Andrews, who was a choreographer before becoming a designer and was introduced to the Kardashians by their producer, Ryan Seacrest (also a client), notes that he didn't design their houses foremost as TV sets. "These are their dream homes," he says. "The thought of it having to look good onscreen never came up. Honestly, if I'd been thinking about that, it would have freaked me out."

Pet peeve "There's a lot of design that's too sterile and cold just for the sake of design. On the opposite end, there are things that are overdesigned because they are 'eclectic.' I'm somewhere in the middle."

ATELIER AM

Clients *Tom Cruise, Michael and Jane Eisner*

The Los Angeles-based married duo of Alexandra and Michael Misczynski are the decorating world's discreet heroes. Notoriously careful with their image, they are perhaps the most respected designers you've never heard of. "We are shy by nature," says Michael. "Our clients aren't looking for [more attention] either, so I guess it's a nice fit." Fan Diane Keaton has described their work as "a powerful combination of the simplest of forms and the most exquisite materials." With the finest of pedigrees — L.A. native Michael worked for Richard Meier and was mentored by Rose Tarlow; New Yorker Alexandra worked for the late Naomi Leff and later Michael Smith in L.A. — they met in Manhattan, where they happened to be working on different apartments for the same client. Encouraged by Tarlow, they teamed to open their firm in 2002 and just came out with a Rizzoli book, *Interiors/Atelier AM*.

Favorite film design "The work of production designers Dante Ferretti [*Hugo*] and Nathan Crowley [*The Dark Knight*] because even without the actors, the emotion is there," says Michael.

JOAN BEHNKE

Clients *Tom Brady and Gisele Bundchen, Ivan Reitman*

For all of her cool-headed elegance, Behnke is not afraid to make a statement. A veteran with 20 years' experience, she pulls off happy marriages — modern American meets Asian silks and Middle Eastern iron antiquities — that shouldn't be attempted by mere dabblers at home. Her *THR* showhouse master bedroom is modern yet cozy, a chic mix of neutral tones, textures and subtle pops of color. Famed for her intrepid cherry-picking abilities in remote

corners of the world, Behnke constantly is carting back rare textiles and art. Sadly, Behnke's own residence does not provide a suitable gallery space. "I wish I owned a contemporary home with tall white walls for large pieces of art, but I still live in the Cape Cod-style home with lovely moldings I bought 28 years ago and raised my two sons in," says the San Francisco native, who e-mailed *THR* from Cambodia. "But I am happily married to a man who makes me laugh!" **On Hollywood style** "I love black-and-white films with flowing gowns by Edith Head. I like sparseness mixed with glamour."

THOMAS CALLAWAY
Clients *Warner Bros. TV president Peter Roth, Chris Silbermann*

The way Callaway sees it, interior design is a relationship business. And so is Hollywood. With that in mind, it's easy to see how the onetime actor parlayed his Hollywood connections into a career in design. Callaway, as it turns out, met Emilio Estevez on the set of the film *Young Guns*, which led to one of his first commissions. "Word-of-mouth is your greatest source of new work, more than any advertising or article written about you," says Callaway, who started his firm in 1989. While he began strictly as an interior designer, an interest in architecture led him to designing homes "from scratch" in 1994. "After that, a good deal of our projects became from the ground up," says Callaway, who recently built a Santa Monica residence for Silbermann. Other recent work includes a contemporary Malibu residence for former Lakers coach Pat Riley. That project, completed in summer 2011, was the first ground-up contemporary property Callaway designed. Much of his work has focused on traditional residences — what the designer, who has a furniture line and a forthcoming textile line, calls "classic interiors and architecture." **Pet peeve** "Being different for different's sake. Like, how far out there can I go and have someone say 'wow.' I find that tedious."

TIM CLARKE
Clients *Ben Stiller, Matthew Perry, producer Mark Gordon*

Few interior designers are more associated than Clarke with the beach house, that sun-kissed aesthetic that's a favorite on both coasts. In the hands of Clarke (he named his Tower 20 store in Santa Monica after a nearby lifeguard shack), "the beach house is decorating on a higher level," says the designer, who scatters his interiors with surf and sand signifiers, from collectible surfboards that hang like Warhols to slices of ancient tree trunks that stand as sculpture. In his *THR* showhouse living room, Clarke — who came out with his first book,

THR SHOWHOUSE

DESIGN HOLLYWOOD
ROOM BY
Waldo Fernandez

Jean Royere Ours Polaire sofa and chair; Circa Lighting floor lamp; vintage Moroccan rug from Mansour; Valley Drapery Roman shades in Belgian linen; custom Pierre Chareau-inspired stools and Jean Royere-inspired coffee table, all by Waldo's Designs; circa-1940 Hardoy and Bonet bat chair; plaster walls by Brett Lutgens from Agave Designs.

THE CENTURY: COURTESY OF THE CENTURY

DESIGN HOLLYWOOD
ROOM BY
Jane Hallworth

Beacon Hill wall fabric, Walnut music console by BDDW; secretaire from Leif Almont; Velcro chandelier by Rachel O'Neill; chaise from JF Chen; Circa Lighting table lamp, stool and bronze side table from Blackman Cruz; rugs from Jamal's Rug Collection; painting by Jaime Orozco.

Coastal Modern, this summer — blended sandy neutrals with an ornate mirror that suggested bronze driftwood. The designer acknowledges his clients' cravings for casual yet well-curated spaces that are "comfortable and easy to take care of — the materials are honest," he says. Lately, Clarke is deep in construction remodeling the house he shares with garden designer/hair stylist Art Luna, which is 11 blocks from the Santa Monica beach. "Our house burned down," he says, "and the only things we had left were each other and our dogs. That led me to think all that stuff is just stuff." Said like a true beach philosopher. **Pet peeve** "Edison bulbs! Man, that hanging bare bulb is everywhere now."

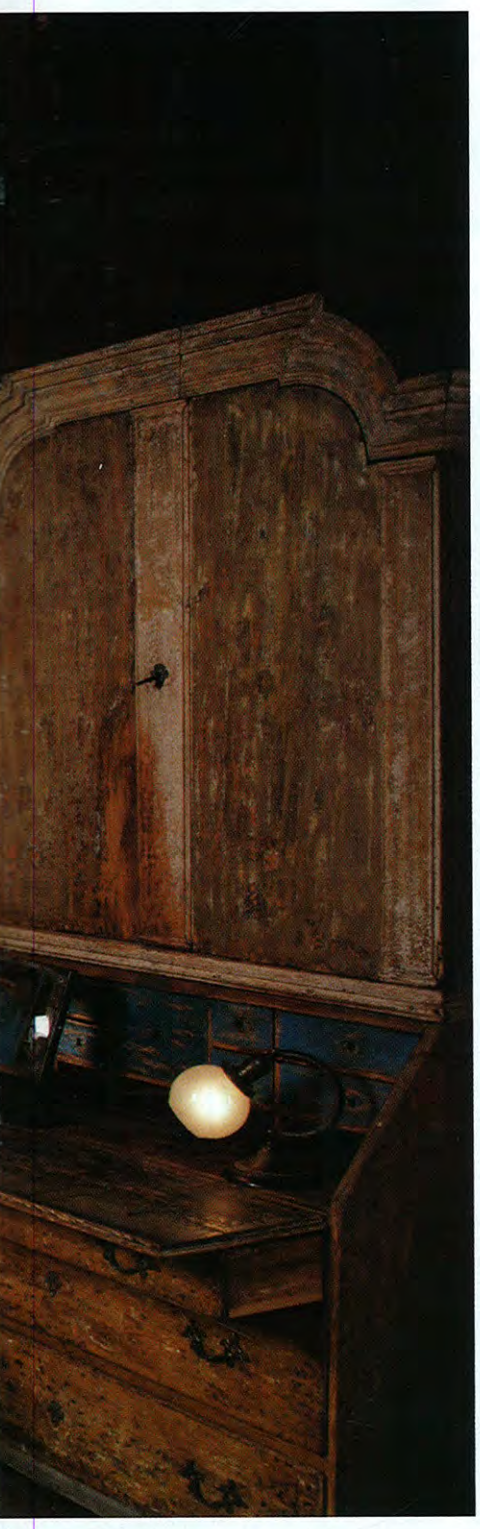
KATHLEEN and TOMMY CLEMENTS
Clients *Declined to name*

Tommy and his mother, Kathleen, of Kathleen Clements Design, are known for their gallery-like spaces filled with judiciously chosen rustic antiques so spare in their lines that they function almost as sculpture, whether in a light-filled Hollywood Hills house, a Pennsylvania farmhouse or a Hamptons compound. They declined to discuss clients, but sources at multiple showrooms say they are working with Justin Theroux and Jennifer Aniston. The actress this year bought an A. Quincy Jones midcentury masterpiece in Bel-Air for $21 million. The talented Clementses (Kathleen also has a furniture line) tell *THR* they are at work on a Bel-Air Mediterranean designed by Paul Williams. Neither is overawed by designing among masters. "There's a reverence you have to take into consideration," says Tommy, "but at the same time, I am of the belief that things need to be brought up to date." **On Hollywood style** "I don't think there is one defined style," says Tommy. "You have people who are ahead of the curve, and those people lead the way."

COMMUNE DESIGN
Clients *producer Jamie Tarses, producer-songwriter Dr. Luke*

With such fashion, food and travel destinations as Opening Ceremony, Ammo

restaurant and Palm Springs' Ace Hotel under this foursome's collective belt, you'd be forgiven if you thought of Commune as the industry's cool kids of design. But for this company — whose combined résumé includes image, design and art direction for Barneys New York (Roman Alonso), Donna Karan (Steven Johanknecht), film and video for directors Lasse Hallstrom and Spike Lee (Pamela Shamshiri) and Nike, Lexus and MTV (her brother Ramin Shamshiri) — it's all about the personal. "We don't decorate," says Alonso, "we help you collect. The way we put things together, it's a sequence of experiences in your life." Their clients' experiences have involved obsessions with "Chinese deco, '50s French, Viennese secession, Mexican modernism and the Katsura Imperial Villa in Japan." Commune's eclecticism is evident in warm, modern rooms that mix classics like a Chesterfield sofa with an offbeat black-lacquered throne in a Hollywood loft. Or they may mash up Spanish Mission architecture with industrial chic pieces and pops of color and quirk in Los Feliz. While there is a handcrafted element and youthful vibe to everything Commune does, it's not just for hipsters. Says Alonso about the mission of the firm: "It's about adventurousness, which doesn't have an age." **On Hollywood style** "This is the stylistic Wild West. The Chateau Marmont — what is it? It's the sum of parts that people put together, but there is no name for it. Only in Hollywood," says Alonso.



PETER DUNHAM
Clients *Jessica Biel, Jennifer Garner, Juicy Couture's Pamela Levy*

Dunham credits his pan-national background — raised in France, educated at Oxford, U.S. resident at 23 — with informing the eclectic, welcoming aesthetic that's made him a favorite of Hollywooders who like a little erudition with their decor. In his interiors, his line of textiles inspired by historic Persian patterns, and his voluptuous custom furnishings, Dunham commingles several centuries of style but never strains for effect. "French restraint, English comfort and American practicality and pizzazz," Dunham, who has lived in L.A. since 1998, explains. His constituency has the resources — and ego — to hire the very best. "When Hollywood people become successful, the fantasy is you're hiring Frank Gehry, for God's sake — almost every great architect has worked on residential projects. You're building your own set that makes you look sexy, successful, happy, whatever you want to project." Dunham's own domicile — "my gay divorcee bachelor pad," in a historic West Hollywood building — brims with sensuality and exuberance. He tucks sachets of Santa Maria Novella Potpourri into his suitcases and sleeps in a Georgian four-poster dragooned from legendary designer Tony Duquette's warehouse. "I don't like interiors that are too perfect. I want a fancy friend to be as comfortable as my trashy friends." **Favorite TV set** "The *Downton Abbey* sets, particularly the downstairs stuff, are flawless at creating a certain mood and time."

WALDO FERNANDEZ
Clients *Darren Star, Lenny Kravitz*

Fernandez's career is marked by the dramatic consequences his memorable interiors have had on clients. Kravitz's Miami residence by Fernandez — a luxe confection of white lacquer, fur and Lucite — made such an impact on the musician that he launched his own company, Kravitz Design, in 2003. Academy Awards producer Brian Grazer loved the *Architectural Digest* green room Fernandez designed for this year's Oscars so much that he hired him to update his recently purchased $12.5 million, 10,000-square-foot Spanish-style house in Santa Monica. Such dramatic reactions are only fitting for a former film-set designer who went on to become icon Elizabeth Taylor's decorator and proprietor of Waldo's Designs. He also designed West Hollywood's Soho House and just redid industry power spot Spago. "I am constantly inspired by movies," says Fernandez, who designed the "unique, elegant and modern living room" in *THR*'s showhouse and was "inspired by the modern Century building" in which it's housed. "I look at all my projects as a script and try to explain the design process to my clients that way." **Who most epitomizes Hollywood style** "Elizabeth Taylor — her kindness to people. Yet she was very particular — she loved her clothes and jewelry, as everyone knows — and the fact that she was so determined and definite about what she liked was very Hollywood to me."

CLIFF FONG
Clients *Ellen DeGeneres and Portia de Rossi, Ryan Murphy*
See cover story, page 48.

TRIP HAENISCH
Clients *Courteney Cox, Hank Azaria, WME co-CEO Patrick Whitesell, Aaron Sorkin*

Walk through a space designed by Haenisch, and you won't just envy the owners their home, you'll covet their lifestyle. The seamless mix of texture, shape and color speaks to an existence that will seem lighter, brighter and cooler than your own — all while feeling perfectly natural and unforced. "I once traveled with a famous costume designer who took forever to get ready. When he emerged, he looked fantastic but like he'd done very little," says Haenisch. "Designing a room is like that — nothing should look like hard work. Your things need to look collected, like they organically came together." A Midwestern import, Haenisch is an ardent fan of West Coast weather, and his designs' signature airiness stems from his ability to bring the outside in. "California outdoor living is fun — fire pits are sexy — and I love to connect the two worlds," he says. An important accent to this overall naturalness is the introduction of color in artful ways such as prints, photography and type. "Photography is a great way to bring power to a room. I love to pick art for clients, because bad art is very difficult to work with," admits Haenisch. **Current obsession** "Covering things with the fabric they use to make teddy bears. At home, I've covered a Royere sofa with it and you melt into it, you never want to get up."

JANE HALLWORTH
Clients *Michelle Williams, Kirsten Dunst*

That Hallworth chose dandy Beau Brummel, who invented the modern men's suit, as the inspiration behind her "thinking man's den" in *THR*'s showhouse is telling for this designer and gallery owner. (She names James Franco as a Brummel for today.) She creates maximum impact through her use of saturated hues ("I drench the space in a pigment and then play with textures," she says) and "a few great pieces that are particular to each person." Notable among her works is a faux-bois branching effect that started out as a "giant tieback and sconce that was an homage to Jean Royere" but took over a wall in the Santa Monica house of producer Laura Ziskin (who died last year). She derives added inspiration from her clients: "They're young, really good eggs, immensely intelligent and have an energy that's off the charts, and I thrive on that." Hallworth, who says she "can't live without my job — and my horses," is also an avid connoisseur of craftsmanship: "I love the history of old-school Hollywood and the old way of doing things, when the focus was on quality of construction — of the gown or the interior." **Most anticipated set** "I'm excited to see [*Munsters* remake] *Mockingbird Lane*. For the gothic sensibility."

1

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KATHRYN M. IRELAND
Clients *Steve Martin, Julia Louis-Dreyfus, Robert Zemeckis*

It's tragic Bravo turned it into people screaming at each other," says Ireland of the first season of Bravo's *Million Dollar Decorators*, which brought the designer's wit and knack for everyday elegance, known to clients from David Mamet to Fran Drescher, to masses yearning for a glimpse of celebrity home style. "But in season two, we all know what we're doing, and it's fun — I [am working on] a fantastic Wallace Neff house." The England-born Ireland's C.V. — before starting her design career in 1993 she was an actress, publicist and producer, among other endeavors — colors her work with real-world practicality. "I hate things that don't have a purpose," says Ireland, whose *THR* showroom was inspired by Berenice Bejo. She explains: "After all that black and white in *The Artist*, I think she'd want a colorful family room in a South of France summer house." Her clientele is devoted to Ireland's low-drama blend of European traditional and California casual. Mamet and wife Rebecca Pidgeon hired her to do their Santa Monica house after staying in Ireland's summer home in France. Says Ireland, whose fourth book, *Timeless Interiors*, was just published: "Bob Zemeckis, Steve Martin, they want to go into welcoming houses and put their feet up." **Can't live without** "My AGA Total Control oven. It's brilliant."

MOLLY ISAKSEN
Clients *Ron and Kelly Meyer, Kate Capshaw and Steven Spielberg*

As much as Isaksen's high-end East Coast preppy vibe has Hollywood's power elite (from Spielberg and Meyer to Lisa and Dustin Hoffman) entranced, she is "inspired by my clients." Other inspirations? "Art Deco for the beautiful finishes, Jean-Michel Frank for his timeless design and anything by Herve Van der Straeten." Her own home is an example of her elegant, timeless aesthetic: It's a traditional Colonial Williamsburg vision "built in 1938 and originally owned by Fred MacMurray and his family." Married to Jay Sures, a partner at United Talent Agency, the always understated Isaksen can't live without "friends, family, travel, design books and a great bottle of rosé," and has only one pet peeve: "Anything trendy." **On Hollywood style** "Hollywood makes me think of a glamorous time, dinner parties in formal dining rooms, dressing for lunch and a cocktail with everything."

NICKEY KEHOE
Clients *Ginnifer Goodwin, Mark Ruffalo, producer Alli Shearmur*

Ask Todd Nickey and Amy Kehoe to describe the process behind the "earthy elegance" that informs their mix of classic and California modernist, and you'd swear you were talking to a couple of studio creative executives. They speak of "pitching" their clients and conjuring spaces that tell a "story." Says Nickey: "We really work hard with people to create their narrative. We're like editors." No wonder such clients as Shearmur — for whom they interjected Palladian elements into a classic Spanish Colonial — can relate. "A lot of our clients are exposed to the places they travel," says Kehoe. "There's a wide net of references from their experiences." The pair's own globetrotting is evident in their furnishings sold at their NK shop on Beverly Boulevard, which houses everything from a headboard inspired by 18th century Dutch building facades to a chair that channels Vienna's Wiener Werkstatte design movement. **On young Hollywood style** "There's a new generation in Hollywood, more Bohemian, with a love for a casual, lived-in look."

MARTYN LAWRENCE BULLARD
Clients *Elton John, Cher, Christina Aguilera, Eva Mendes*

Lawrence Bullard came to Hollywood 20 years ago to be an actor and wound up in the 1998 Ed Wood-penned *I Woke Up Early the Day I Died*. The campy film proved to be Lawrence Bullard's entree into design. After a producer saw the designer's own house, he asked Lawrence Bullard to reimagine the offices of his production company. "I had $30,000 to do the whole 5,000-square-foot offices — I've spent that on lamps recently," says Lawrence Bullard, who now stars on *Million Dollar Decorators* and has furniture and fabric lines, with other product lines in the works. That office job led to other industry work — Cheryl Tiegs was an early, notable client — and a career working with some of the industry's biggest players. He has, for example, designed the Sierra Towers residences of Cher and Ozzy and Sharon Osbourne. For Cher, that entailed creating an "Indian fantasy — she said she wanted to feel like she was the first wife of a maharaja." **Top inspiration** "Diversity [of styles and cultures] feeds my creativity."

THR SHOWHOUSE

Designers to Watch

Three new lights, who are easy contenders for next year's list, created rooms of their own at the showhouse

1 OLIVER FURTH
Clients: Skip Brittenham, Michael and Jena King
At 15, Furth entered design with a part-time job in an architect's office, and now with a slew of boldface clients, the 31-year-old baby-faced chairman of the Decorative Arts and Design Council at LACMA has been rightfully dubbed the "Doogie Howser of interior design." Furth pulls inspiration from a tapestry of sources to create his signature urbane spaces, but he says he doesn't have a style. "I have an approach," he says. "I want the client and I to visit galleries, study art, find that sense of history."

2 NATASHA BARADARAN
Clients: Kate Hudson, Luis Miguel
The Brentwood rising star who got her start designing high-end hotel interiors draws inspiration from the dusty palette and filigree of the Persian souk as well as her two young daughters — "they encourage me to create spaces that are livable." Currently, Baradaran is tricking out Hudson and rocker fiance Matthew Bellamy's just-purchased Tudor in the Pacific Palisades.

3 ADAM BRAM STRAUS
Clients: Zac Efron, Mia Hamm
Bram Straus' entry-level position at Kenneth Brown Design saved him from a career as an investment banker. The resident of Hollywood is working on a Belgian-inspired Beverly Hills estate once owned by Dolly Parton. "I'm big on mixing traditional with modern, so it looks curated and like an environment that has evolved over time," he says. "It's about the individual pieces, loving those pieces and having them work cohesively together."

1. Furth's vestibule: Bandaji chest from Susanne Hollis; JF Chen sconces; Farrow & Ball paint; Malayer rug from Stark Carpet; Blackman Cruz amethyst lamps.
2. Baradaran's hall: Jean de Merry console; wall art by Lonney White from Holly Hunt; The Rug Company runner.
3. Bram Straus' powder room: Stark wall fabric; Orange Furniture mirror; Farrow & Ball paint.

THR SHOWHOUSE

1 MASTER BEDROOM BY
Joan Behnke

The designer layered and removed tape to create a gridded, iridescent plaster wall. Table lamps by Scott Daniel for Environment; cashmere shams and throw by Micucci; iron mirror by Pierre Quinton Designs; banquette embroidery by Mary Lu Teryua; Stark carpet.

2 BEDROOM BY
Todd Nickey and Amy Kehoe

Steel tube base work desk and oak frame chairs in Rose Cumming from Kneedler Fauchere and Claremont Furnishing fabric, all by Nickey Kehoe; wall art from The Rug Company; wool rug from Jamal's Rug Collection; artwork from Sears Peyton Gallery; easel from Galerie Half.

GROOMING BY MARISSA MACHADO AT CELESTINE AGENCY.