

HIGHER Ground

A new brokerage for design lovers lands in L.A.

By Arianne Nardo



From top: The dining room at 3092 Belden Drive, one of supstructure's first listings; Jack and Charlie Byron, architect Noah Walker and director of sales Nate Cole.



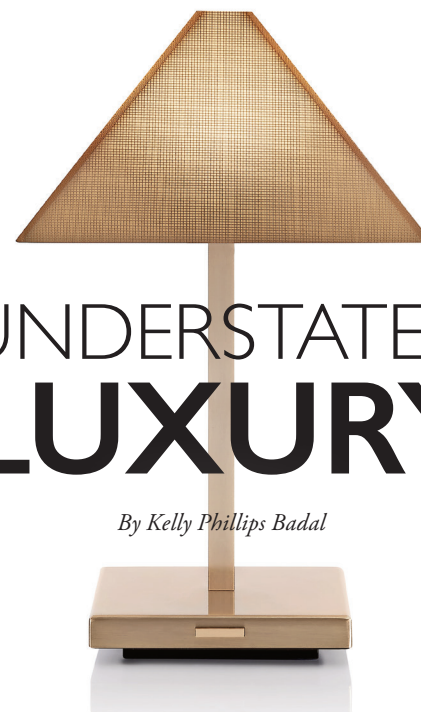
No one watching real estate reality shows expects substance. What the cameras miss—in design and history—are specialties of **supstructure** (supstructure.com), a new platform and real estate brokerage offering “carefully chosen properties to buyers who are visually aware and for whom light, space and truth to material are inspirational,” says co-founder Jack Byron. Launched with noted architect Noah Walker and Byron’s wife, Charlie, supstructure curates a range of styles and typologies, not just slick, high-end homes. They’re also cataloging architecturally significant design-led properties in an impressive database that is 8,000 and counting. As well, the founders will host dinners, forums and create original content. “We want to tell the back story of the design, whether it’s

an important midcentury building, an interesting person who lives in it or a contemporary interior designer,” says Jack. The couple brings their creative bona fides to supstructure—hers in marketing for brands like Mini and Hulu, his in architecture with Philippe Starck and Zaha Hadid. Even after a decade on the West Coast, the London pair still marvel at the city’s transformation. Notes Charlie, “L.A. feels like it’s expanding in front of our very eyes at the moment.”

ARMANICASA SHOWROOM PHOTO BY ZACH LIPP PHOTOGRAPHY; LAMP PHOTO COURTESY OF GIORGIO ARMANI; SUPSTRUCTR DINING ROOM PHOTO BY STERLING REED; SUPSTRUCTR PHOTO CO-FOUNDERS BY CODY JAMES

UNDERSTATED LUXURY

By Kelly Phillips Badal



Among the many changes afoot at the Pacific Design Center (see the opening of the new PDC Design Gallery in the old MOCA space, for instance), the renovation and expansion of **Armani/Casa’s** (armani.com/casa/us) Los Angeles flagship, within its new, highly visible ground level 4,951-square-foot showroom, is turning heads. The venerable Italian luxury brand’s home offshoot is designed to reflect the look of the Armani/Casa store that debuted in 2017 at its Milan flagship, with nine sizable windows, platinum metal mesh dividers and minimalist, clean displays. As Giorgio Armani says of this reveal, “For me, design consists of the creation of objects, environments and garments that endure over time without losing their appeal or the ability to enhance the personality of those who have selected them. It’s a principle that I apply to everything. It’s a matter of taste, and my taste reflects a predilection for sophisticated linearity.” The showroom carries the entire range of the brand’s offerings, including furnishings, lamps, accessories, carpets, wallpapers and fabrics.

From top: Mini Logo lamp, \$2,250; the sleek Armani/Casa showroom at the Pacific Design Center.

