



2010
ESQUIRE HOUSE LA



GREAT ROOM

elaine culotti | FOR | hugo boss



NOBLE SAVAGE

Decadent and reserved. Extravagant and minimalist. Modern and traditional. These seeming contradictions come together in Baine Culotti's masterfully conceived and

expertly executed design for the Esquire House Great Room, sponsored by HUGO BOSS. The social heart of the house, the Great Room dominates the entryway—guests coming through the front door see the full expanse of the room and the panorama of the L.A. skyline

beyond—and then flows naturally through to the lush circular bar and the spectacularly lit dining room. Culotti sets the standard for the open plan of the Esquire House ground floor: "The design is organic in conception, yet cutting-edge and modern, like the HUGO BOSS brand," she says. "The walls are snakeskin, ostrich, and bamboo. The ceilings are leather. A terrarium houses unique, living plants. The art is complicated and discriminating. The bar is playful, the dining room is grand—and the incredible views are incorporated at every turn."

"Esquire and HUGO BOSS both represent 'Man at His Best': the man that understands sophisticated designs and exclusive fabrics and exudes taste," says Mark Brashear, Chairman and CEO of HUGO BOSS, Americas. "He's confident, understated, yet elegant. People look to him for inspiration, just as they would towards HUGO BOSS and Esquire. This man sets style and knows exactly who he is. It's a perfect fit."

The room is a study in contrasts—wood penetrates glass in the handcrafted burl coffee table; water improbably flows over a glowing fire; ribbons of birch and cedar are twisted into sensuous volumes of light. And yet it all holds together in a deliberate, gratifying way.

Culotti not only took inspiration from the HUGO BOSS line, but actually utilized the brand's textiles for her design. The inviting custom sectional couch, dining room chairs, and barstools all incorporate sumptuous winter cashmeres from HUGO BOSS, along with exclusive Stroheim and JAB Anstoetz fabrics. "The combination is dramatic and fluid," says Culotti. "The room feels secure, like a cocoon. For being the largest space in the house, the Great Room radiates an intimacy that would otherwise be hard to achieve."



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