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THE STYLE & DESIGN ISSUE

Inside LA's historic homes
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Plus! The ultimate LA interior design shopping guide

Seismic Shift

Eco-friendly living hits LA's Downtown, and Hollywood and Vine gets a revamp
BY MAYRAV SAAR

THE SUSTAINABLE BUILDING

Seen the new addition to the Downtown skyline? We didn't think so. But thanks to eco-friendly buildings like the new Evo condominium, architects' efforts to improve our smoggy skies might soon be a little more visible.

Soaring 23 stories, the 311-unit Evo condominium is the latest luxurious phase of the South Collection, the South Group's green neighborhood project that includes the fully occupied Elleven and rapidly selling Luma buildings in Downtown's hip South Park.

The units, priced between \$500,000 and more than \$3.9 million, include elegant sustainable materials like bamboo flooring, wool carpet, and IceStone countertops. Similar to its multiuse brethren, the Evo includes ground-floor retail and a layout conducive to pedestrians (we know you're not used to seeing that word, so we'll define it: People who move from coffee shop to restaurant to clothing store *without a car*).

Elleven has already received a LEED (Leadership in Energy and Environmental Design) Gold certification, the second-highest rating a green building can get. And Evo stands to garner LEED Silver, according to reps for South Group, a collaboration between Gerding Edlen Development and Williams & Dame Development.

Evo may be eco-friendly, but a hippie commune this ain't. The condos feature floor-to-ceiling windows, stainless steel appliances, 11-foot ceilings, and Juliet balconies. Rounding out the picture are a pool deck and a 23rd-floor lounge with breathtaking views and a state-of-the-art gym.

Opening in July, Evo will likely attract young professionals and empty nesters looking for a more vibrant eco-friendly lifestyle, says Rhonda Slavik, South Group's director of sales and marketing. Set amid a new open-all-night neighborhood, the South Collection is two blocks from the Staples Center, LA Live, and the Nokia Theatre.

Plus, Downtown's first supermarket recently opened nearby. Once the domain of zipping cars and cavernous parking garages, the area is now populated by actual humans, walking around and... *interacting*. "That actual block the property is on was once a parking lot. Now there are salons, retail, a Starbucks," Slavik says. Creating a neighborhood out of a parking lot? That is better for the environment.



The sustainably built Evo condominium.



Poolside at the W Hollywood Hotel & Residences.

VINE OR THE TOWN?

The corner of Hollywood and Vine went from glitzy to sketchy in a few short decades. But with a \$600 million construction project under way, the iconic intersection is about to go Hollywood. With all the razzle-dazzle of a summer blockbuster, The W Hollywood Hotel & Residences will open in 2009 to the tune of 143 condos, 305 hotel rooms, and more than 50,000 square feet of retail space.

Through an agreement with the city, developers poured \$2.5 million into public art displays on the property, enlisting artists Christian Moeller, Erwin Redl, and Pae White to create dramatic displays worthy of Tinseltown.

"We're so lucky to have these high-caliber artists," says Tiffany Lendrum, curator of the W Hollywood and owner of Lendrum Fine Art. "They're in high demand all over the world, and now they get to do something in their own city."

THE ARTS OF HOLLYWOOD AND VINE WENT FROM GLITZY TO SKETCHY IN A FEW SHORT DECADES

A 40-foot-wide wall-mounted marble sculpture created by Moeller, a canopy of sparkling white LED lights blanketing the motorcourt (conceptualized by Redl), and White's suspended sculpture garden of shapes and colors visually connect the two buildings. "It helps celebrate the site in every which way," explains Jeff Cohen, COO for developer Gatehouse Capital. "The hotel is a modern re-creation of the iconic fashion of that neighborhood. The art resonates with that theme."

In other words, this may be one of many projects meant to revive Hollywood's role as a vibrant neighborhood, but don't call it a remake. This one is an Oscar-worthy original. ★