

DIRECT to L.A.

FOR BOTTEGA VENETA'S LARGEST U.S. BOUTIQUE, TOMAS MAIER DESIGNED OUTSIDE THE BOX.

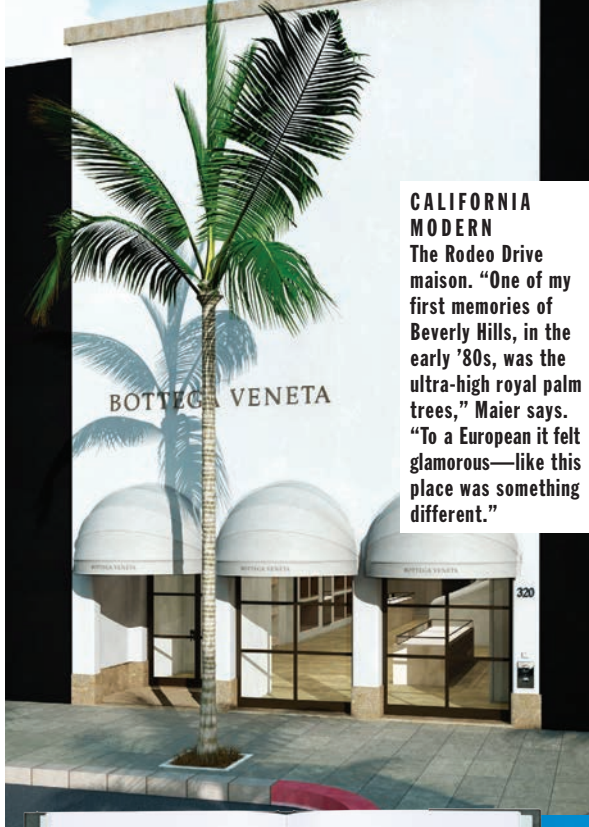
By Pilar Viladas

CALIFORNIA MODERN
The Rodeo Drive maison. "One of my first memories of Beverly Hills, in the early '80s, was the ultra-high royal palm trees," Maier says. "To a European it felt glamorous—like this place was something different."

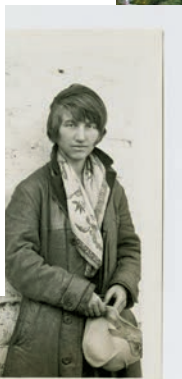


BALANCING ACT
"It's more about proportion and restraint than decoration," Maier says of one inspiration, George Washington Smith's 1926 Jackling House.

Bottega Veneta's creative director likes to avoid recognizable flourishes. His influences are more abstract: colors, shapes, and forms. To wit, the new Beverly Hills maison. Larger than the usual Bottega boutique, a maison is Tomas Maier's version of a concept store, offering the entire range of the brand, from jewelry to furniture. As at the first maison, in Milan (in an 18th-century palazzo), the Beverly Hills design is guided by local aesthetics. "I understand why L.A. architects like the modern box—thank you, Bauhaus and Mies," Maier says. "But the maison was influenced by architects who flourished in the early 20th century: Bertram Grosvenor Goodhue, Lulah Maria Riggs, and George Washington Smith. It's a modern take on their Southern California aesthetic, with nods to each in the skylights, the intimacy, and the plasterwork of Mexican Colonial and Spanish Revival architecture." «



ON THE HOUSE
Maier references the "luxurious simplicity" of Bertram Grosvenor Goodhue's Val Verde (above) and the work of Lulah Maria Riggs (right), particularly the "minimal elegance" of her Von Romberg House (below).



SUN STRUCK
Smith's Immaculate Conception Church, in Santa Barbara. "The maison's design is a general idea about Southern California light and how the white, in the sun, can be both strong and soothing."

SCREEN GRAB
"There's a rigor to the design of films from the '60s and '70s that still looks good, like Steve McQueen's Mustang in *Bullitt*. Talk about a great aesthetic!"



BOTTEGA VENETA BEVERLY HILLS
71/16 BAG (EXCLUSIVE TO THE BEVERLY HILLS MAISON, \$3,800), BOTTEGAVENETA.COM

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