

INTERIORS

ART IN DESIGN



Gulla Jonsdottir

As an architect and designer, how important is the integration of art in your projects?

Intensely important—I grew up sketching with my artist grandfather since the age of 3, so art has been embedded in my family and in my career as long as I can remember.

How do you go about selecting art for your projects and when in the process do you do this?

I'm interested in architecture with artistic integrity, so whether I create the shape of the space to be artistic or if other art enhances the space, I think about it in the concept phase of the project. I'm lucky to travel and discover new art worldwide as well as having many artist friends that I admire, so the selection is very intuitive for me.

Why is the artist's voice important in design?

You are not only getting a beautiful piece of art that has an emotional connection to the space and its inhabitants, but also the artist's energy and passion in the space. That energy and soulful creation is priceless.

Tell us about your newly opened atelier within the La Peer hotel in West Hollywood, which you also designed.

That exact location was my first studio space in 2009, so when the La Peer hotel was nearing completion, I found it to be a cosmic move back in opportunity, this time with my evolved passion for collectible furniture design and art showcased there.

Also tell us about your latest pop-up art exhibit at the Line Lofts in Hollywood, and how the art integrates with your design for the space.

In the case of the Line Lofts art penthouse suite [below], I decided to make the art take over the architecture. It's not only enhancing the space, it is the space. Floor, walls and ceiling are all covered with hand-drawn imagery of a fantasy forest by Japanese artist Kahori Maki and her collaborator Shiho Minami, who were my first invited artists at the Atelier. I basically imagined the artwork lifted up from my gallery, taking over the whole penthouse. To make the suite more inviting we added sculptural modern furniture from Robert Kuo and Mass Beverly and floor pillows in the same floral pattern as the surfaces. We call this installation "Sense of Wonder," and we hope guests find themselves wondering through all five senses in this penthouse with a view of Hollywood.

Does art need design, or vice versa?

Art can stand on its own; it doesn't need design. It can be in the middle of the forest and sing its own tune. Design, if it's good, can be viewed as art, but is always better with art embedded into it.

