

ARCHITECTURAL DIGEST

A Hollywood Penthouse Designed with Instagram in Mind

Gulla Jonsdottir has crafted a space at The Line Lofts that's fit for artists,
content creators, and influencers alike

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In the age of *Instagram*, a great picture is everything. Witness the proliferation of so-called Instagram museums, where image, design, and experience have all been marshaled in the service of creating backdrops for stunning snapshots. Of course, Hollywood has always been in the image-making business, so it comes as no surprise that the Line Lofts, a new luxury residential development located just steps from famed *Hollywood Boulevard*, should come out of the gate with a space billed as “the most Instagrammable penthouse ever.”



Detailing spirals down from the ceiling.

Photo: Jesús Bañuelos.

The Line Lofts’ six-story, 82-unit building was designed by architect Zoltan Pali of SPF:architects with interiors by Gulla Jonsdottir. Atop the structure, Jonsdottir has conjured a kaleidoscopic fantasy environment calculated to dazzle and seduce. The suite is wrapped in Japanese artist Kahori Maki’s hand-sketched black-and-white floral drawings, which are printed on large-scale *wallpaper panels* that span the walls, floors, and ceiling. Against the dazzling backdrop of organic images, Jonsdottir has deployed a limited assemblage of striking furnishings, including a scarlet sofa by Italian architect Massimo Castagna and tables by repoussé master Robert Kuo.

The penthouse has no fixed program beyond inspiring artists, content creators, and influencers to create their own magic within its dreamy confines. Jonsdottir, who is well known for crafting dynamic spaces that radiate energy and inspiration, has clearly taken the *cri de coeur* of the Instagram age to heart: Make it splashy, make it memorable, make it irresistible.



Flower petals take over every inch of the space.

Photo: [Jesús Bañuelos](#).