

Gulla Jónsdóttir Makes a Hotel Sweet Home in Hollywood

Jesse Dorris



Gulla Jónsdóttir has been tearing down the aesthetic walls separating residential and hospitality design for years, creating spaces for guests of the Kimpton La Peer Hotel, Mayfair Hotel, and Interior Design's Best of Year–winning Macau Roosevelt to feel right at home. Now, with The Line Lofts, a new luxury apartment building in Los Angeles, she goes one step further: designing and custom building a few walls of her own.

Jónsdóttir, who designed the lobby and common areas, commissioned Guerin Swing to fabricate the sculptural concrete façades at the garage entrance and reception by hand and onsite, of eco-plaster and paint. “This art greets every resident when first arriving home and is the last thing they see when leaving,” Jónsdóttir says. “That makes the unique piece very special to me.”

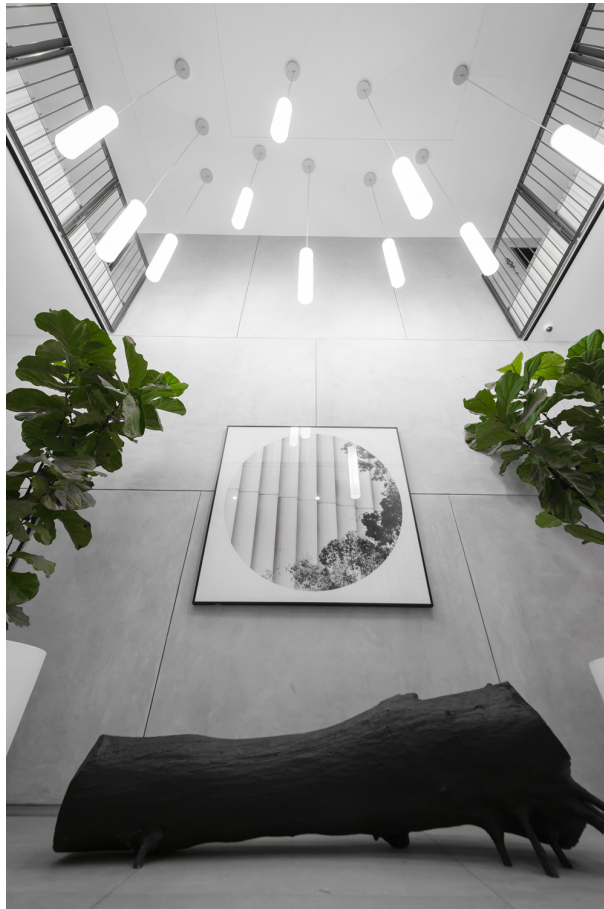


Jónsdóttir's seating joins custom banquettes of walnut and leather atop an Ariana Rug in the lobby. Photography by Jesus Banuelos.

Hotel touches abound, often in the form of her own furniture: her Cuff Chairs, for example, offer a perfect place for a cup of coffee and a spot of work in a social area of the lobby. A recreation room on the second floor includes plush sofas inside and a pool deck in the sun. And she commissioned Hollywood's own Jesus Banuelos to photograph the neighborhood, giving residents a chance to see their home with the fresh eyes of a sightseer.



Jesus Banuelos's photograph hangs over seating and planters by Bianco Bianco in the 5th floor courtyard. Photography by Jesus Banuelos.



The second floor lobby offers a fiberglass bench by Bianco Bianco. Photography by Jesus Banuelos.



Residents can relax on custom sofas by the Joneses and leather-copper chairs by the Citizenry in the 2nd floor Recreation Room. Photography by Jesus Banuelos.



Katinka Matson's C-print hangs above a lounge and floor lamps by J. Alexander on the mezzanine level of the Recreation Room. Photography by Jesus Banuelos.



A Londubh Studio leaf mural in 23kt gold leaf and textured plastic enlivens the 2nd Floor outdoor pool area. Photography by Jesus Banuelos.



In the Sky Lounge, a kitchen area is defined by custom walnut cabinetry and a backsplash and countertops in porcelain. Photography by Jesus Banuelos.



Lawson-Fenning seating surrounds a table from Croft House in a social area of the Sky Lounge. Photography by Jesus Banuelos.



Jónsdóttir's custom wall design creates texture in the garage entrance to the building, smoothed out by porcelain tile floors and wrought iron balustrades. Photography by Jesus Banuelos.



A custom desk clad in marble underneath a J. Alexander chandelier announces reception; walls are custom walnut wall paneling, and the bench is by Bianco Bianco. Photography by Jesus Banuelos.



Jónsdóttir's seating joins custom banquettes of walnut and leather atop an Ariana Rug in the lobby. Photography by Jesus Banuelos.