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Lofty Aspirations

Your indispensable guide to living the loft life, LA-style, from one of the city's top certified feng shui consultants.
BY ANITA ROSENBERG

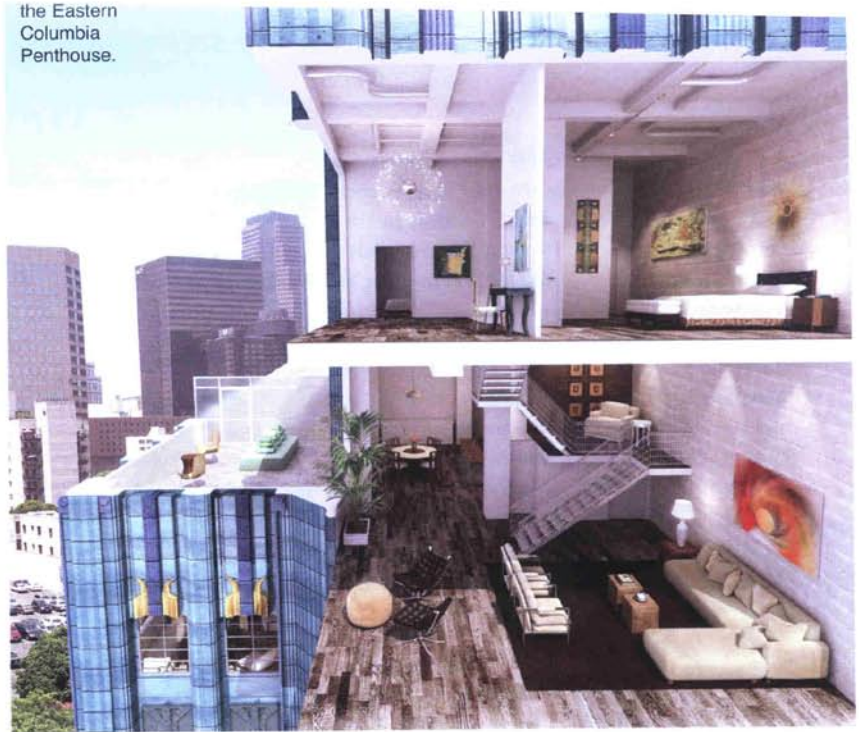
THE BUZZ IN LOS ANGELES REAL ESTATE is “loft living”—it’s sexy, artsy, and thoroughly urban. The loft lifestyle is about expressing yourself on a blank canvas of concrete slab floors with exposed ducts and pipes. Living in a reclaimed landmark like the Nabisco biscuit factory (biscuitcompanylofts.com), the Eastern Columbia Building (koratlas.com), or LA’s first skyscraper, the Pacific Electric Building (pelofts.com), can be intoxicating. It’s a whole new way of hanging your hat in a city best known for bungalows, mansions, and sprawl.

Who are these adventurous spirits clamoring for industrial space? And is it for everyone? Kate Salvino, sales manager of the Barker Block (koratlas.com) is a cheerleader for loft dwellers “People who are moving here love the authenticity of the building,” she says. “These are not pseudo-lofts with walls.” A distinct type of person buys a loft: Empty nesters, young professionals, and transplants are eager to share a common experience, to form new communities with artists, entrepreneurs, and other creative types.

According to Barbara Thornburg’s new book, *L.A. Lofts* (Chronicle Books, \$50), the five major loft neighborhoods are the Arts District, the Historic Core, the Santa Fe Art Colony, the Brewery, and South Park.

The Historic Core is located between Third and Ninth Streets along Main, Broadway, and Spring, where the famous theater district meets the glory days of the banking center. It is a tad shady, but quickly making the move to ultraglam with 20-plus art galleries and the monthly Downtown Artwalk. Tom Pratt, owner of the 626 Gallery and the new

the Eastern Columbia Penthouse.



626 Reserve Wine Bar on Spring, says, “Loft living is reviving the culture and economy of Downtown and flipping it on its head. The new urban scene can be compared to New York in the 1980s.”

LA Live, the planned entertainment and sports complex, is located adjacent to the Los Angeles Convention Center and the Staples Center. With an influx of fashionista students attending the anticipated \$100 million, two-building annex to the Fashion Institute of Design & Merchandising, and the nearby 40,000 square foot Nokia Plaza, the destination will bring much needed shopping, theatres, and restaurants by 2008. One of my feng shui loft clients tells me: “There’s fast-paced energy Downtown. What I like is that I can walk everywhere, from yoga, to the dry cleaners, to class.”

The most significant investments are along the north end of Grand Avenue, with the prestigious \$1.8 billion, three-phase project from Frank Gehry and Eli Broad. Upscale retail, hotels, and dining will be the draw and incorporate the Museum of Contemporary Art, the Music Center, and the Walt Disney Concert Hall.

Also in the mix are the Equitable Building (palisadesdevgroup.com) and the Broadway Hollywood Lofts (koratlas.com), where film folks will be fueling the flames of loft hype at the corner of Hollywood and Vine—and where the ghost of Lon Chaney still haunts the bus stop.

All of this and much more is in store for Los Angeles as loft love spreads from Downtown to Hollywood and out to the beach. ★

Your Loft Website Source Guide

- cosmolofts.com (Hollywood)
- palisadesdevgroup.com (Hollywood)
- koratlas.com (Hollywood and Downtown)
- pelofts.com (Downtown)
- biscuitcompanylofts.com (Downtown)
- metlofts.com (Downtown)
- centrestreetlofts.com (Downtown)
- santafelofts.com (Downtown)
- elementmdr.com (Marina del Rey)
- Los Angeles Downtown Arts District's The Loft List (\$15). Visit ladad.com/loftinfo.htm

Feng Shui Tips

- Grand foyers create a wealthy “wow” feeling.
- Artfully divide the space for work, entertaining, and rest.
- Filter out city noise with double-paned windows and fountains.
- Light up long, narrow hallways to avoid the cave vibe.
- Bring nature inside with healthy foliage.
- Soften cement walls using fabrics and art.
- Use window treatments to frame views.