

CELEBRATING A DECADE OF OUTSTANDING COASTAL DESIGN

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OCEAN HOME 50: OUR TOP INTERIOR DESIGNERS OF 2016
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EXPERTS REVEAL STUNNING KITCHENS & BEAUTIFUL BATHS



CALIFORNIA COOL

A HIGH-FLYING ENTREPRENEUR HANDS HIS DRAB, UNINSPIRING HOME IN SANTA MONICA TO A TALENTED DESIGNER AND THE RESULT IS TRANSFORMATIVE

words by **Mary Grauerholz**
photographs by **Karen R. Millett**

Next Jeneration
Leading interior designer Jennifer Dyer, principal of Jeneration Interiors in Los Angeles, infused this once uninspiring Santa Monica home with crisp detailing, chiseled lines and chic colors and textures.

At the age of 35, the dynamic businessman was enjoying a level of professional success that belied his young age. And when the high-flying bachelor wasn't expanding his Internet-based business, he needed a relaxed and stylish place to land.

He found his sweet spot in an upscale condominium, off the spectacular Pacific Coast Highway in Santa Monica, Calif. Not so inspiring, however, was the condo's drab beige-on-beige interior.

When leading designer Jennifer Dyer entered the condo, she was taken aback by its lifeless monotone palette, which sucked the light out of the rooms.

Dyer, the principal of Jeneration Interiors in Los Angeles, rallied her resources – including an abundance of personal grit and ingenuity – and transformed the space. Today, it's a captivating environment infused with cool colors, chiseled lines and crisp detailing.

Dyer's client, who also invests in real estate, sounds like the perfect cocktail party guest: smart, creative and demanding of excellence.

He is also, as Dyer says, "extremely impatient, organized and kind of obsessive." His only direction to the interior designer was: "Create a showstopper."



Dyer delivered. During the five-month project, she turned an uninspired condo into a haven of glamorous but refined comfort, where textures, shapes and lines intermingle with luxurious effect.

A member of ASID (American Society of Interior Designers), with numerous design awards to her credit, Dyer had carte blanche from the get-go. Where some designers might be anxious, Dyer was exhilarated. "He put the place in my hands," she says.

When the talented designer couldn't find exactly what she wanted, she did it herself – constructing a custom bed, creating artworks and crafting custom wallpaper from a mural.

Dyer focused initially on the condo's open living

Cool and creamy
For the open living and dining spaces, Dyer opted for the warm and inviting Cool December shade by Dunn-Edwards Paints, providing an ideal backdrop to the chic furnishings.

and dining space and the two bedrooms. For the living space, she opted for the creamy Cool December shade from Dunn-Edwards Paints.

She complemented the wide-plank oak floor, stained in dark walnut, with a hair-on-hide rug in an eye-catching chevron pattern. The elegant walls and floor provided a perfect canvas for Dyer's exquisite detailing, fusing brass with stone, Lucite with leather and ceramic with horn.

Fabrics are a major part of the interior's sublime mood. "I'm a big proponent of mixing textures," Dyer says. "I like quite a bit of variation."

The living area showcases gorgeous swathes of mohair, embroidery, chenille, leather and wool. "It's the texture that gives the feel of luxury," she adds.

Dyer is ferociously energetic, taking on all of the project's design work, accessorizing and styling. To find the pieces, she visited at least 20 Los Angeles design studios and vendors, such as Accessory Preview, and mixed the pieces with items from major retailers like Pottery Barn. Except for a credenza and pair of chairs, Dyer oversaw the creation of practically everything in the living area. "If I can't find what I want, I have it made," she says.

Or she designs it herself. Consider the grouping of artful items in the living space: an elk skull with gold horns is set next to a sculpture and an open-weave vase filled with ethereal dried flowers. Dyer innately saw a connection between the animal skull and the open weave on the vase.

"To create interest, you have to have a juxtaposition of materials," she says. She arranged a seating area with a pair of Mid-Century Modern armchairs in deep teal-green mohair. Nearby is a sleek cotton-linen blend sofa, plumped with black and white embroidered pillows.

Dyer's touch is also evident in the master bedroom, which she had painted a soft gray, except for one wall covered in damask linen. She also designed a bedframe with upholstered panels in gray-blue velvet.

Dyer knew as a child that she wanted to be an interior designer. Her family talked her out of it, and after a post-college foray in broadcasting, she



Dyer by design
Top interior designer Jennifer Dyer, below, is fiercely energetic, taking on all of the home's design work, furniture and styling.



worked in the hospitality field in London for five years.

For Dyer – who describes herself as “a girl from a little town in Tennessee” – the city’s architecture and sophistication whisked her back to her original dream of interior design. After knocking on doors in Miami, she secured an internship with R. Christopher Raessler, then principal of South Beach Design Group in Miami.

Raessler eventually gave her a sage piece of advice: “You can’t teach someone interior design. Just work at it.”

After opening Jeneration Interiors in 2005, Dyer is even more in charge of her self-directed education. Last fall, she packed her clothes and two teacup Yorkies and headed to Manhattan for a year to work again with Raessler, now principal of RGR Design Associates, armed with her determination and instinct.

“I felt like there were aspects of design here in New York that are very different than in California,” Dyer says.

THE DETAILS
For more information, visit jenerationinteriors.com.

“I think my innate instinct is why I’ve been successful in design,” she adds. “I know what looks good together. From a few images and fabric swatches, I can envision how the entire end result will be.” **OIH**