

Spotlight on Laser

by april reynolds
photography by ye rin mok

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Los Angeles-based interior designer Laser Rosenberg is a modern designer fueled by an admiration for all things natural. Laser (yes, like the light ray) favors an overall modern minimalist decor and handmade furnishings, infused with an organic color palette. He coined the term "New Modern" to distinguish his style from Mid-Century Modern. Laser's style incorporates the same bold geometric and abstract shapes, but pairs them with handmade products whenever possible. He also works with contemporary artists and designers to create exclusive creations from scratch. His philosophy is that there is a virtue to making things with the hands that lends a humanistic quality that is missing from manufactured products. He believes that incorporating handmade items into a home's decor creates a more comfortable living space and human-friendly environment.

This peaceful, easy feeling can be sampled by visiting Laser's boutique, *Homework*, a modern interior design store that manages to be both edgy and earthy. Located on S. La Brea Avenue in L.A., *Homework* is so named to convey familiarity (think back to high school geometry). More esoterically, it carries aesthetically pleasing items for home and work spaces. For Laser personally, the name represents his transition from television- and movie-set designer, a job that he considered homework, to interior designer. Laser admits to growing tired of putting his energy into making temporary sets, only to see them destroyed at the end of every shoot. He decided to pursue interior design in order to create more lasting landscapes.

The *Homework* boutique features unique furnishings such as Peter Sandback tables and Matt Gagnon lighting, as well as Michael Anchin vases and RS Ceramics pottery. The massive concrete Sandback tables appear a bit austere at first glance, but the pigmented hues and hand-cast construction serve to soften the look. Matt Gagnon, a Frank Gehry-trained architect, designs lighting fixtures with alternating stacked wood and resin bars. This design allows light to emanate from within, creating a soft, glowing effect that is as easy on the eyes as it is on the soul. The otherworldly creations by Michael Anchin look Dr. Seussian in design, but are made right here on Earth by Anchin's mouth-blown technique. RS Ceramics adds an interesting flavor to the mix with pottery that meshes indigenous tradition with contemporary graphics.





Homework also carries goodies that range from wishbone amulets for luck, to bubble gum rings made of silver and gold. The wishbones are cast in sterling silver from real wishbones by designer Tamara Hensick, and come with a velvet bag to hold in all the good luck. (And who doesn't need a little extra good luck?) The bubble gum rings are cast in sterling silver and 14k pink gold from actual prizes from bubble gum vending machines. These baubles come packaged in actual plastic vending machine bubbles for added nostalgia.

For the workspace, Laser hand-selects accessories like stylish stationery, vintage-inspired Recife pens and colorful leather-covered notebooks. He even puts his stamp on the world of office supplies with a chic transparent stapler and tape holder set crafted from Lucite. The idea behind revamping the work area is to develop an art-inspired atmosphere that allows inspiration and creativity to flow.

Laser's homework seems to be paying off, as he's one of L.A.'s most sought-after modern interior designers and design consultants. With a loyal and devoted celebrity clientele (he politely and refreshingly refuses to name-drop), Laser works on numerous high-profile design projects. He recently redesigned the interior of Karen and James Bond's home, and is currently revamping a home designed by Pierre Koenig, one of the century's most influential architects. This particular home has been featured in many architectural digests, and most recognizably in a famous photo circa the late 1960s that shows a woman serving drinks in front of the home's floor-to-ceiling windows and infinity pool. Laser is working with the owners to create an atmosphere that matches their lifestyle, as well as the vintage elements of the house.

Laser's talents have also been employed in the fashion industry, most recently as a design consultant for the Hollywood Trading Company. This company, previously a wholesale-only operation, sought advice on the decor of their new retail store, as well as with the branding of their clothing line. Known by fashionistas for their fine leather accessories and T-shirts, The Hollywood Trading Company commissioned Laser to create a suitably fashion-forward setting for their Beverly Boulevard store.

Laser himself exudes a relaxed, open vibe. Educated at the Boston Museum School, he is a trained painter, art historian and printmaker with an eye for graphic design. His is a comfortable approach to modern. He believes that the interior of a home should reflect his client's personality instead of being a showroom for his own work, as they're the ones living in the space after he goes home. For this reason, he considers himself more of a lifestyle consultant than an interior decorator. It would even be fitting to label him a design guru for his innovative style that unites modernity with nature.

Laser's future projects include branching out to design projects on the East Coast, meanwhile maintaining the *Homework* boutique in Los Angeles as his home base. The store is fresh and alive, streaming with neo-folk music and filled with interesting art, furniture, books, European lighting and interesting miscellany, all brimming with inspiration. The store is not retro, but rather fashioned more like organic op art. Laser uses handmade items and color, especially his signature green, to create spaces that bring nature from the outside in. Laser Rosenberg's style is no doubt nature-inspired, but it's less granola and more PowerBar.

