

C&C Milano, Corporate Mention

Abigail Stone, Redattori/Stylist



Latin America the BEAUTIFUL

Atacama, a new design pop-up shop at ROW DTLA, reframes south-of-the-border design—dismantling its kitschy reputation with pieces that are modern, sophisticated and unique.

By Abigail Stone



The Awanay rugs found at Atacama are handmade by master weavers in remote areas in the Dry Forest in Argentina. Each one takes approximately two months to create.

“

This is why Mexico was declared the design capital of the world,” says Dora Medrano, founder of **Atacama** (atacamahome.com), pointing to a nubby cream wool pillow handmade by a family in the country’s Toluca Valley. As a commercial producer for the Hispanic market, Medrano would return to Los Angeles from shoots with suitcases stuffed with her finds. “Meeting these people and discovering unique pieces was important to me, and I started keeping a catalogue in my head,” she explains. Late last year, she decided to turn it into a business,

launching at Dwell on Design. Her new shop at ROW DTLA is filled with standout pieces—many made by women—such as textural rugs and llama throws from Awanay, a mother-daughter team from Buenos Aires; felted wool pillows from Madda Forcella, an Italian artist now based out of Oaxaca, and graceful clay dinnerware by Guadalajara’s Santiago Padilla. Medrano is determined to change the perception of Latin American crafts. “The techniques are generations old, the work is very sophisticated and the materials are amazing,” she explains. Consider us converts.

SIZING UP

Styemaker **Thomas Lavin’s** (thomaslavin.com) global cache of exclusive, high-end furniture, fabric and lighting has grown so much that the space itself required a revamp and refresh. Now, the eponymous showroom at West Hollywood’s Pacific Design Center is topped off with 4,000 more square feet for a whopping 17,000-square-foot total footprint. It’s roomy enough to showcase two new brands: furniture designer Joseph Jeup of Grand Rapids, Mich., and English textile designer James Malone of Malaga, Spain. Also on deck is furniture by Alexander Purcell Rodrigues and fabrics by Tibor, Nine Muses and Philippe David. “We wanted to showcase our collections in a more luxurious and spacious environment,” says Lavin. “We also wanted to highlight some of our best-kept secrets.” Psst: Among them are rugs from Rosemary Hallgarten (\$105 to \$118 per square foot) and Christopher Farr (\$68 to \$210 per square foot), as well as bespoke bedding and finished goods from C & C Milano. Don’t miss the chance to check out the brand’s new collaboration with L.A. gallerist Edward Cella as well. —Wendy Bowman

Ziggy wallpaper, \$86 per roll, chair fabric, \$123 per yard, and Tristan pillow fabric, \$105 per yard, all new to the Thomas Lavin showroom from James Malone

