



COMMUNE

Roman ALONSO, 39
Steven JOHANKNECHT, 46
Pam SHAMSHIRI, 34
Ramin SHAMSHIRI, 31

LOS ANGELES, CA
Founded: 2003

Clockwise from above: the Commune design team; the Hollywood Trading Company was designed with an adjustable display system built into the cedarwood paneling; two views of Ammo, where a brass wine rack separates the bar and dining area; a loft with plantation teak flooring that extends over a bench and part of the walls.

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A multidisciplinary collective where outside expertise is actively engaged and collaboration rules.

PORTFOLIO: Ammo, a popular Hollywood restaurant; the Hollywood Trading Company, a high-end denim store with a Western outpost feel; several residential projects; and a beach shack trade booth for Quicksilver's Roxy line that knocks down and packs flat.

ON BREAKING IN: With diverse backgrounds in interior and retail design, film production design, public relations, and event planning, the members got together about three years ago and realized there

was a void in L.A. for designers who wanted to work on projects of varying scope.

APPROACH: "We're facilitators not dictators," Alonso says. "Part of the inspiration for the company and the name comes from the Bauhaus, the idea of a community of like-minded people." For most projects the firm assembles the appropriate creative team from an extensive network of specialists: art directors, film editors, photographers, lighting designers, graphic designers, artisans, even taxidermists.

FAST FORWARD: The firm currently serves as creative director for Stila cosmetics, overseeing the advertising, packaging and store design. They're finishing up a pair of residential projects as well as working with a developer on four luxury residential hotels in Los Angeles and Palm Springs. "We want to grow into the kind of creative agency that provides guidance and services in all areas of design," Alonso says. —Paul Makovsky