

RIEFER

SAN DIEGO | MODERN LUXUR

DESIGN OF THE TIMES

Living Large: Décor Goes XXL

Xtreme Makeover: Nightclub Edition

Meet SDSU's Design Divas

'60s Swank in O.B.

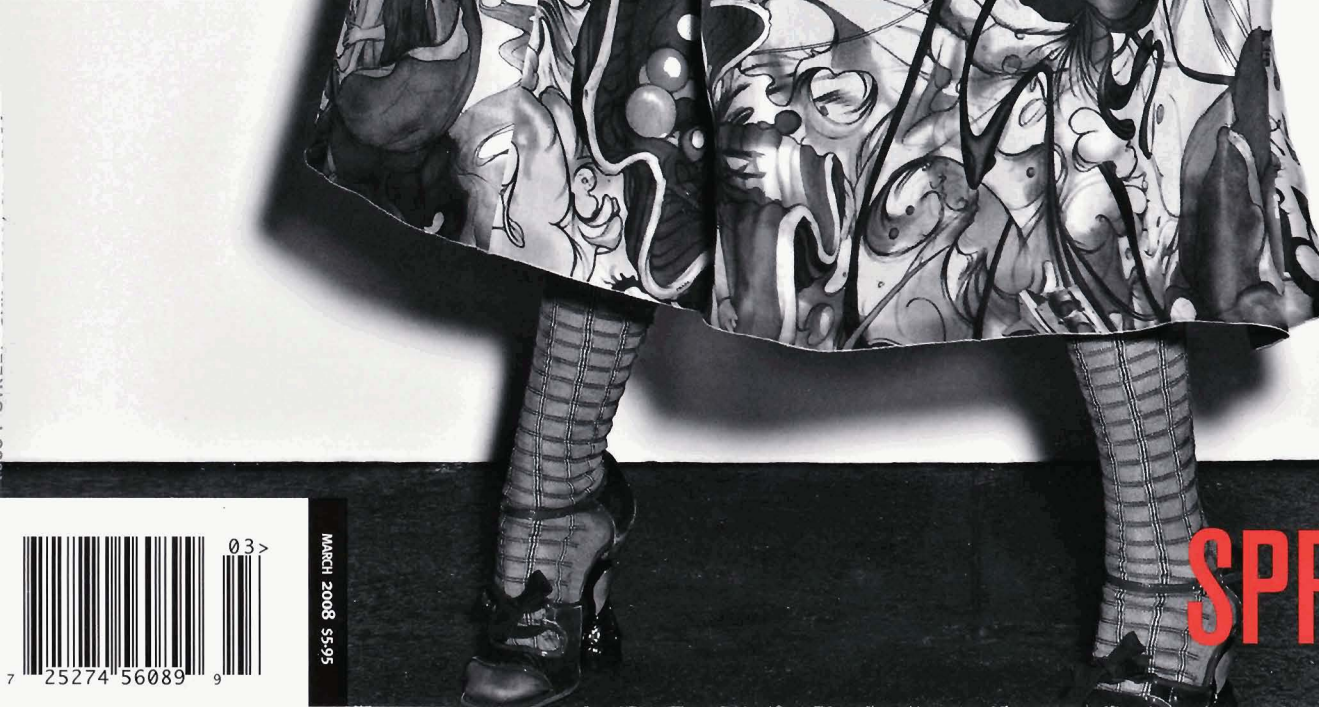
Encinitas' Empress of Chic

Fashion Catches Floral Fever!

S.D.'s Sculptor to the Stars

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THE RADAR NOW!

EDITED BY CHANTAL GORDON



SEAT OF THE MOMENT!

Bachelors with your Barcelona chairs, it's time to step it up. Sofas as centerpieces are on the rise. Sitting pretty at Little Italy's DNA: Moroso's hammock-inspired Smock sofa and the futuristic Pi-Air chaise longue (*above*) by Harry & Camila/Living Divani. Plus, modular seating lets you channel your fort-building inner-child. Says DNA's Cathi Pedersen, "each component becomes part of an original and sophisticated game of combinations." DNA European Design Studio, 1990 Columbia St., Little Italy, 619.235.6882.

DEPARTMENT OF INTERIOR: S.D.'s
Michael Soriano goes Hollywood.



CELEBRITY MAKEOVER

When MTV needed a hip interior designer to revamp the home of its *Life of Ryan* reality star, it looked to S.D.'s smoldering design scene. They tapped none

ALL X-CESS PASS

N.Y. has its members-only Soho House and L.A. has its "I'm-friends-with-the-owner" Teddy's. So how are S.D. clubs escalating the exclusivity? Meet the VIP card from Envy. The Ivy Hotel's own mile-high Downtown nightclub recently sent these coveted cards to a select group of nightcrawlers. It comes engraved with one's name, guarantees immediate entry, and, like your Amex Black Card, it's made of metal. Perhaps it'll even convince the bartenders to (for once) let us boogie near the bar, instead of on the mandated dance floor (600 F St., Downtown, 619.814.2055). Also jumping on the membership bandwagon: the guys from—you guessed it—EnDev. They are offering their *own* bona fide "Black Card" boasting line-jumping privileges and access to personal VIP concierges at Stingaree, Bar West, Side Bar and the brand new Universal in Hillcrest. Want Ciro's pizza at 2 AM? Just flash the card! And don't leave home without it. www.endevllc.com.



WELCOME TO THE NEIGHBORHOOD: Jamie and Todd Eisenkerch with An Mizushima and Rory Dolan of Privateer boutique in Rancho Santa Fe.





other than Michael Soriano, a star in his own right, best known for his playful design at the newly revamped Pearl Hotel, that retro-whimsical motel in Point Loma offering swim-in movie nights at its



Ryan Sheckler

kidney-shaped pool. For those following the drama, the show's star, O.C. skateboarder Ryan Sheckler, just flew the coop of his San Clemente family home and bought his own Tuscan-style manse. "You can't do anything to the exterior, but I'm going to make it rock inside," says Soriano, who's going for James Bond-meets-*The Matrix*. "I want to keep the quirky sense of humor because he is an 18-year-old kid—I mean, we really shouldn't invest in B&B Italia when

he's still putting his feet up on everything." —Gillian Flynn

RANCH DRESSING

Hipsters are invading the Ranch! The newest shop in RSF's Cielo Village boom is Privateer, which stocks Ben Sherman, Gentle Fawn, and Oceanside-based hat brand Brixton, whose irresistible Drifter hat we predict will be topping many a stylish head this year. Privateer is relocating from its Oceanside digs and is the brainchild of Todd Eisenkerch and wife Jamie, and Rory Dolan and girlfriend Ali Mizushima. (Sound familiar? Todd and Rory are in the band The Drowning Men.) About the name: "It comes from a



book about Captain Kid," says Eisenkerch. "He was a Privateer, [which] was like a legal pirate," Adventurers breaking into uncharted seas? Sounds about right.

18025 Calle Ambiente, Rancho Santa Fe.

