



The Survivors

Sure, SoCal's interiors community has taken a hit. But a number of savvy designers are not only surviving, but thriving. The secret? Grieve, accept, move on—and get seriously resourceful Edited by Alexandria Abramian-Mott

Skip the Storefront

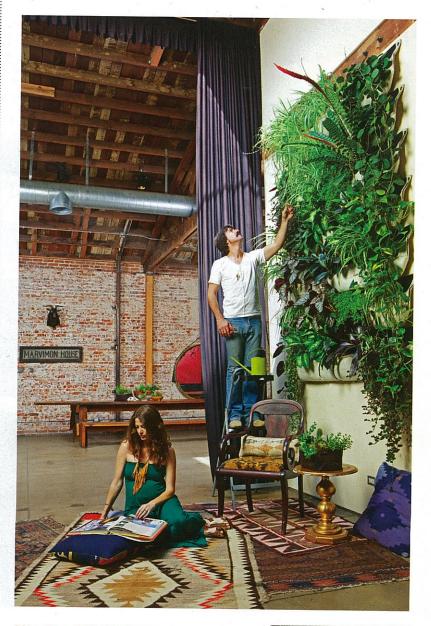
Designer Jason Martin once owned the mod home furnishings store Silho Furniture on La Brea. Now, he's making it his mission to take the guesswork out of décor with his just-launched DIY+ service (jasonmartindesign.com) that lets the willing and able decorate their own digs, under his guidance. Here's how it works: Clients send Martin



digital images of the area(s) in question, along with magazine pages, favorite colors and what they're willing to spend. Martin then creates a Plan Book that includes everything: paint chips, furniture and accessory options, floor plan and window treatments. Included is his consultation time on the phone or via email. The cost: Powder room redos, \$200 for one hour; kitchens, \$400 for two hours; dining rooms, \$450 for two hours; bedrooms, \$450 for two hours. –Alina Sookasian

Charge By the Hour

Yes, the bedroom-to-broom closet design gig is good work—when you can get it. But when you can't? Many top designers are now willing to work on an hourly basis, charging anywhere from \$75–\$400 an hour, often with minimum-hour restrictions. But the very good news for people looking to get some expert assistance on smaller projects is that now is the time to enlist A-list decorating help. "I give my clients the option to pay an hourly fee for consulting," says **Josh Brown** of Brown Design Inc. "I offer to those who have smaller budgets an hourly or small flat fee for me to come to their home for the afternoon."



Nix the Silk Taffeta

Miguel Nelson and Sherry Walsh may seem like an unlikely pair of inventors. The couple is best known for their private dinner-partycum-art happenings where famous L.A. chefs and hungry hipsters converge for invite-only culinary hijinks. Not exactly patent-pending material. But when the pair decided that their two event spaces, downtown's Marvimon and Culver City's SmogShoppe, needed a little greenery to soften up the industrial-looking edges, they turned to tinkering. Call it the mother of invention. Woolly Pockets, their answer to getting almost insta-green on vertical surfaces, was born. Best of all? They're made from recycled plastic, a low-cost answer to a high-design statement. And now, with a justopened on-line store (woollypocket.com) and a buzz-beckoning list of early converts, the couple has found a second calling. According to Nelson, plants grow fast in the pockets, which come 2-10 feet tall, and range from \$29-\$247. "I thought it would take a year to get that kind of total green coverage. Instead, it turned out to be a matter of months."





WALL POWER From top: Sherry Walsh and Miguel Nelson and their vertical planting systems.

MISSEL NELSON AND SHERRY WALSH IMAGES BY DOUGLAS HI