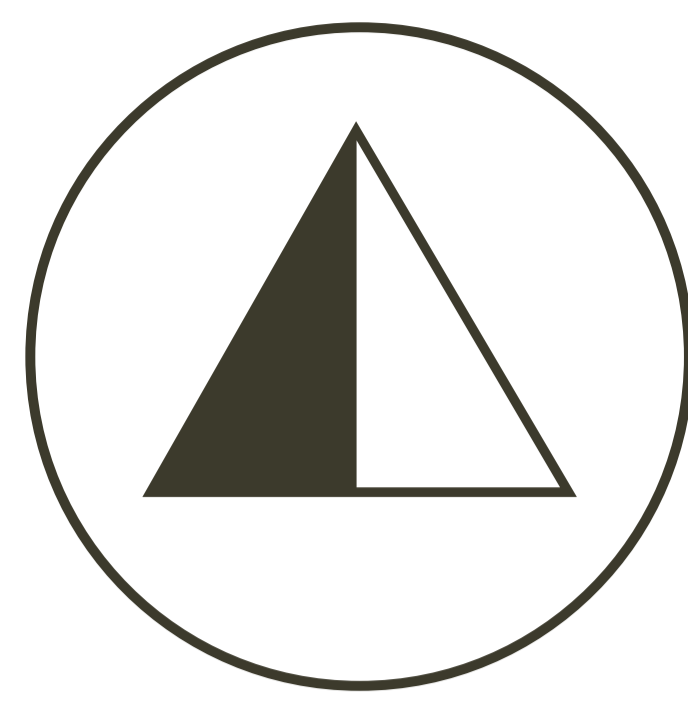


CASA SHELTER HALF À VENICE BEACH/LOS ANGELES

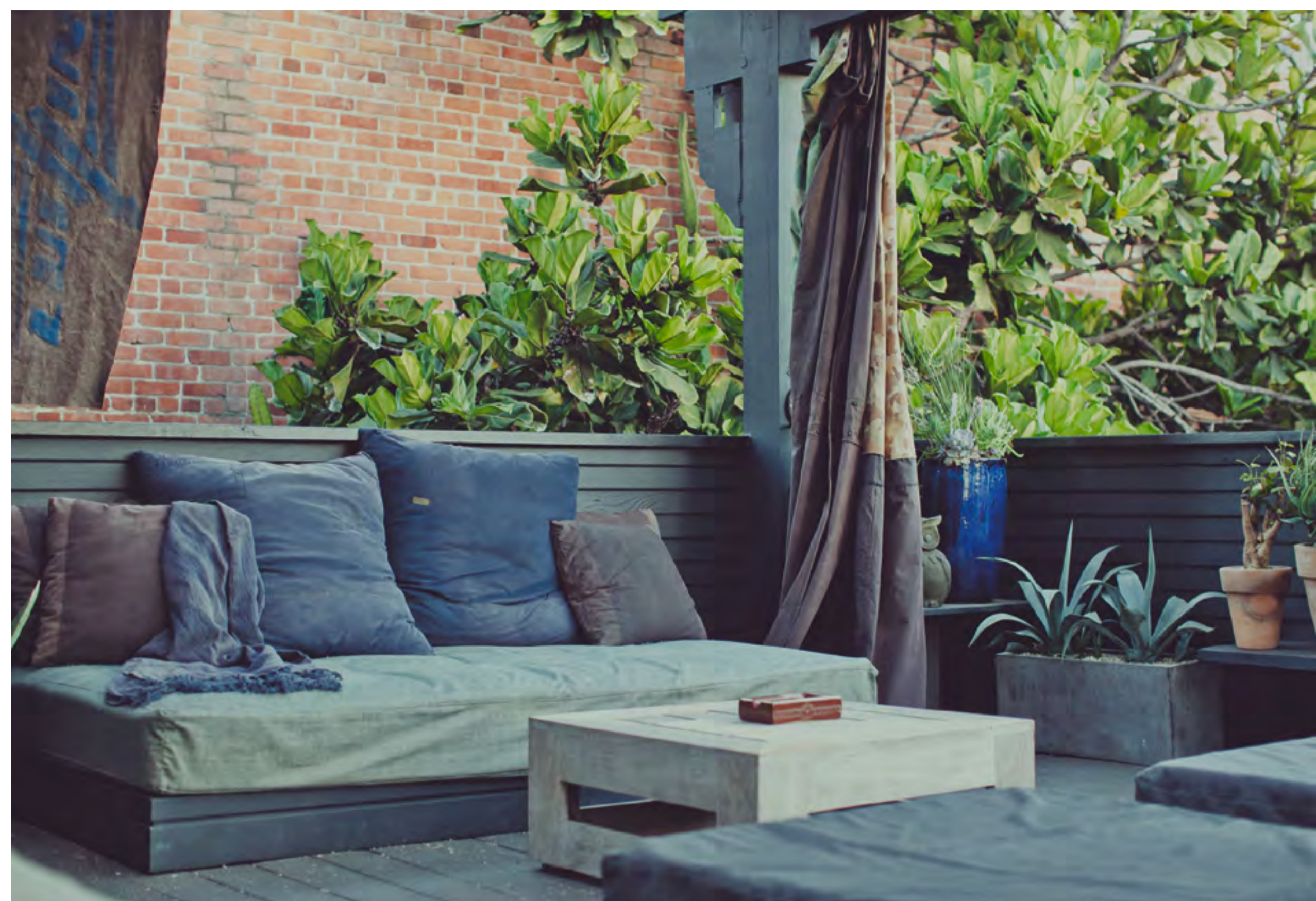


CASA SHELTER HALF



Après Shelter Half, Davide Berruto extrapole l'expérience du partage en ouvrant Casa Shelter Half, néo-maison d'hôtes décorée par Heather Heron où tout (ou presque) est à vendre.

After Shelter Half, Davide Berruto broadens the sharing experience by opening Casa Shelter Half, a neo-guesthouse decorated by Heather Heron, where everything (almost) is for sale.



LA VILLE

Située entre Santa Monica et Marina del Rey, Venice Beach est née en 1905 de la volonté d'un magnat du tabac nommé Abbot Kinney qui fit bâtir une ville de plaisance au luxe flamboyant censé évoquer la vraie Venise, avec palais, canaux et gondoles sous le soleil californien. Cette extravagance tourna court très vite : ses canaux comblés, Venice virera à la kermesse totale avant de se muer dans les années 1950 en berceau de la Beat Generation, et plus tard, en foyer de contestation où s'implanta, notamment, une section des Black Panthers. Aujourd'hui, Venice accumule les paradoxes : capitale des routards, elle est mondialement renommée pour sa Muscle Beach, haut lieu de parade hormonée, tandis que Abbot Kinney Boulevard, sacré « la rue la plus cool des USA », voit s'ouvrir boutiques de mode cools, cafés cools, restaurants cools, parfumeries cools, lunetiers cools, librairies cools et même des officines supra-cools spécialisées dans le commerce officiel du cannabis, chacun chassant les pionniers de la coolitude comme ce fut le cas pour la boutique Surfin' Cowboys. Maintenant, il importe d'envisager ce paysage urbain ultra-concentré avec détachement tant les courants se déplacent rapidement à Los Angeles.

THE CITY

Located between Santa Monica and Marina del Rey, Venice Beach was founded in 1905 according to the desires of a tobacco magnate named Abbot Kinney, who built a flamboyantly luxurious boating community that was meant to evoke the real Venice, with palaces, canals and gondolas, all basking in the California sunshine. This extravagance rapidly went awry: with its canals all filled in, Venice turned into a bazaar, before becoming the cradle of the Beat Generation in the 1950's, and then later, a counterculture haven where, for example, a section of the Black Panthers set up quarters. Today, Venice is full of paradoxes: backpacker central, it is known worldwide for its Muscle Beach, a Mecca for the hormonally-enhanced, while Abbot Kinney Boulevard, designated the "coolest street in the U.S.A.", has seen the arrival of cool fashion boutiques, cool cafés, cool restaurants, cool perfumeries, cool optical shops, cool bookstores, and even ultra-cool dispensaries specialized in regulated cannabis sales, each one chasing the pioneers of cool like boutique Surfin' Cowboys. Nowadays, it is important to view this ultra-concentrated urban landscape with some detachment, since trends shift ground so quickly in Los Angeles.

UN ESPACE :

Ouverte en plein été 2014 en bordure d'Abbot Kinney Boulevard, la Casa Shelter Half s'affranchit du tapage médiatique pour cultiver la simplicité intime. Voulu comme un villégiature décalée proche de l'océan et immergée dans un quartier cool, l'adresse relaie le concept marchand de Shelter Half, ouvert sur La Brea, en plein West Hollywood, et conçu originellement comme un abri aux créateurs et artisans du nouvel made-in-USA. Un local désormais fermé tandis que Shelter Half, devenu une marque évolutive, change de toit et de géographie urbaine en ajoutant à sa philosophie intrinsèque du partage et du commerce une dimension inédite : l'hospitalité. Comprendre qu'on peut y dormir, résider, dîner et évidemment acheter une vaste sélection d'objets, d'articles, de pièces choisis pour leur valeur « humaine ». Imaginé par Davide Berruto en partenariat avec la designer angelina Heather Heron, spécialisée dans la décoration intérieure et la création produits, et avec la société immobilière californienne Safehouse Collective, le concept de la Casa Shelter Half a été installé dans une vaste maison habitée par l'histoire du quartier et imprégnée d'un voisinage local fortement marqué. Outre l'idée que ses hôtes deviennent naturellement des insiders, le principe premier de Casa Shelter Half consiste à créer un univers autant conçu comme une étape d'un jour ou d'une nuit que comme une expression d'un art de vivre investi, enraciné et confortable.

A SPACE:

Opened at the height of summer 2014 along Abbot Kinney Boulevard, Casa Shelter Half steps away from the media frenzy to cultivate intimate simplicity. Envisioned as an offbeat getaway near the beach, immersed in a cool neighborhood, this place extends the retail concept begun at Shelter Half, opened on La Brea in the heart of West Hollywood, originally designed as a shelter for designers and artisans from the new Made in the U.S.A. A venue that has now been closed while Shelter Half, a rapidly-evolving brand, finds a new roof and a new urban location, adding a brand-new dimension to its intrinsic vision of sharing and commerce: hospitality... Understanding that you can sleep, live, and eat here, as well as purchase a vast selection of objects, items, and pieces selected for their "human" value. Created by Davide Berruto, in partnership with Angelina designer Heather Heron, who specializes in interior decor and product design, and with California real estate company Safehouse Collective, the Casa Shelter Half concept was set up in a large house full of neighborhood history, bathed in a very particular local atmosphere. Besides the idea that its residents naturally become insiders, the founding principle of Casa Shelter Half is that of creating a world designed to be as much a shelter for a day or a night as an expression of a lifestyle that is totally invested, rooted and comfortable.



PORTRAIT : DAVIDE BERRUTO

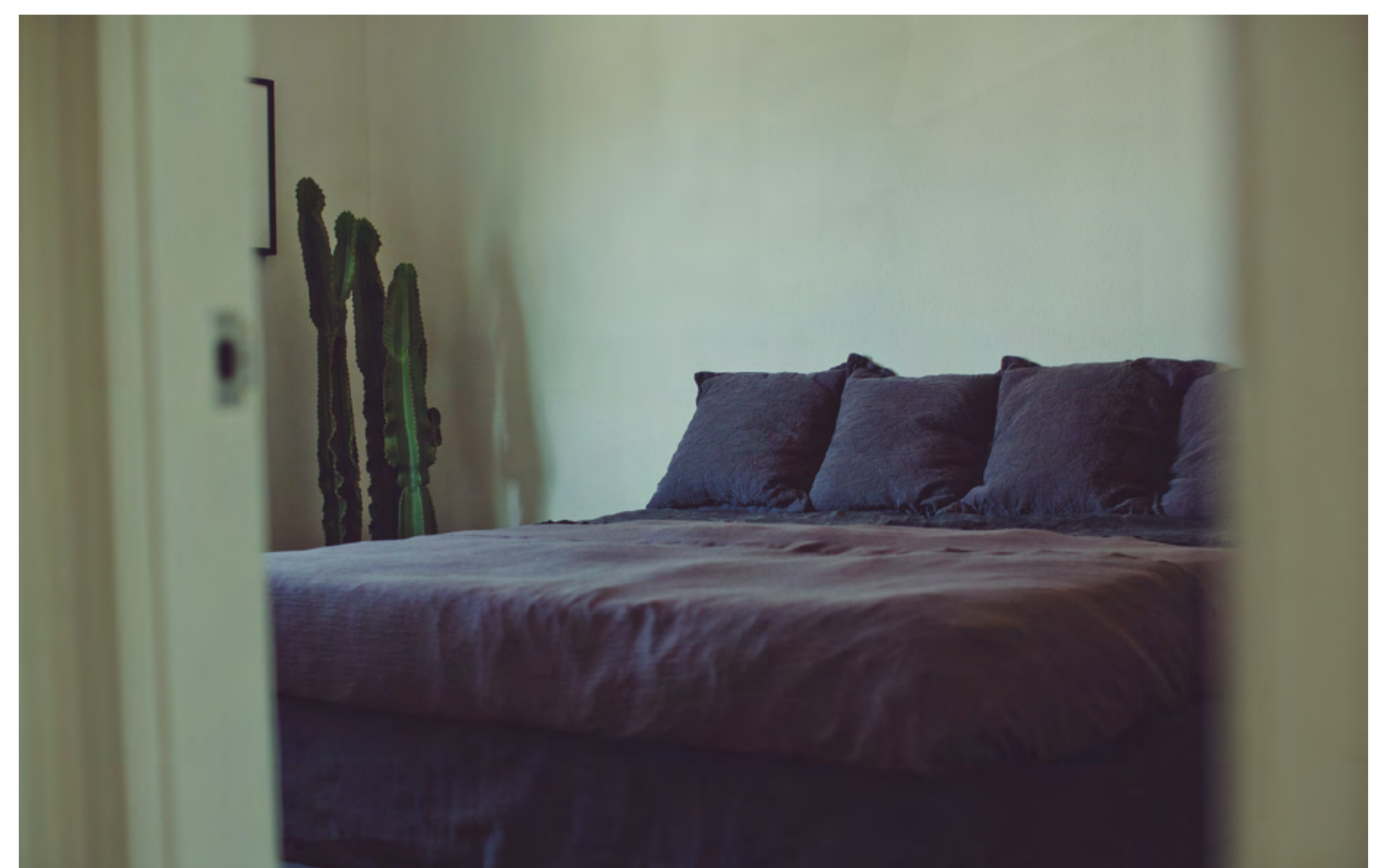
Italian born in Genoa, Davide Berruto spent his junior high years in Switzerland before flying off to Los Angeles and registering at age 17 at Pepperdine University in Malibu. A first career in finance, then a few round-trips between continents, and here he is, firmly established in Los Angeles since 1999. A hedonistic biker and singular aesthete, drawn to environmental causes, Berruto forged and sharpened the values upon which he founded design firm Environment in 2001, a vector for his committed philosophy which Hollywood and New York stars lined up to support. Based in Los Angeles, Davide Berruto collaborates with a multitude of design and fashion people, and, with an eye to promoting American design, he envisioned hosting and sheltering all those who strive to renew Made in U.S.A. It was for them and for this cause that he opened concept store Shelter Half in the heart of West Hollywood, a place dedicated to contemporary, artisanal American design. With Casa Shelter Half, Berruto pushes this experience even further, shaping and promoting a brand-new retail & hospitality formula, at the very source of a truly different lifestyle.

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HOSPITALITY, COMMUNITY & COMMERCE



LES VISAS POUR LE SUCCÈS THEIR PASSPORTS TO SUCCESS

- Nouer les bons accords avec des partenaires partageant les mêmes points de vue.
- Susciter l'évènement en faisant évoluer une idée-marque vers un univers approprié/able.
- Passer d'un quartier à la mode à l'autre pour créer la surprise.
- Poursuivre l'entreprise de soutien à la création en décloisonnant les formats marchands.
- Installer la clientèle dans un décor spontané qu'elle peut « emporter » chez elle.
- Forging the right kind of agreements with partners who share the same point of view.
- Making a real impact by taking a concept/brand to the next level, toward a brand universe that clients can both feel part of and literally own.
- Moving from one trendy neighborhood to another, surprising everyone.
- Continuing his mission of supporting design by breaking down barriers in retail.
- Introducing clients to a relaxed, natural interior setting, which they can take home with them.

CASA SHELTER HALF
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