



Text by Stacie Stukin / Photography by John Ellis

MODUS APPARATUS

THE RENOWNED NEW YORK LIGHTING
AND DESIGN FIRM OPENS IN L.A.

The new Apparatus showroom on McCadden Place in Hollywood is a visual seduction. A simple entry opens to hand-troweled plaster walls and a series of arches that lead deeper into the space. Then, quite unexpectedly, visitors come upon a dramatic inner sanctum flooded with natural light from high clerestory windows that illuminates a rich array of the New York firm's innovative lighting and furniture pieces.

Gabriel Hendifar and his husband, Jeremy Anderson, founded Apparatus in 2012 after moving to New York and setting up an atelier, establishing themselves as one of the elite design world's most interesting resources. Known for manufacturing lighting, furniture and objects that are hand finished using luxe materials like patinated brass, suede, jade, porcelain and horsehair, Apparatus's modern interpretations of classical forms have a tactile allure. "I want to create potent pieces that

conjure visual magic and temptation," creative director Hendifar explains. "But I also have no illusions that our core business is to create things people want to live with. When we get to blur that line between form and function, that's when it becomes interesting."

Interior designer Jamie Bush, a friend and client, says that opening a Los Angeles showroom was a savvy business decision (Los Angeles is the firm's second-largest



This page and opposite:
Gabriel Hendifar, who founded Apparatus with partner Jeremy Anderson, designed the firm's new Los Angeles showroom.





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Above and opposite: High clerestory windows flood the spaces with natural light, illuminating an array of Apparatus lighting and furniture.

market) and that Apparatus is a welcome addition to the Los Angeles design scene. “They’ve raised the bar very high, and they’re part of a new wave of serious players who want to take advantage of the explosion in the Los Angeles design and real-estate market,” he notes. “By creating this ethereal modernist pavilion that has a theatrical quality and super-tall ceilings, Apparatus is able to showcase its customizable pieces in a way that allows clients to envision what’s possible in some of Los Angeles’s bigger spaces.”

The Los Angeles showroom is also a homecoming of sorts—Hendifar grew up in Los Angeles—and he envisioned something earthier and more organic than the formal

environs of the firm’s New York and Milan showrooms. “I want to create a narrative that allows our pieces to be a part of whatever the designer dreams of creating,” he says. Apparatus’s chameleon-like creations have found a place in homes like interior designer Pamela Shamshiri’s Rudolph Schindler house and the 1928 West Hollywood duplex of Studio Cavaco creative executive Casey Smith.

“Good design unfolds like good sex,” says Hendifar, returning to the idea of seduction. “It’s all the same language.” ●

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apparatusstudio.com



