



Cesar Giraldo Hawaii Living Room: Cesar Giraldo Design

THE TIMELESS DESIGNS OF CÉSAR GIRALDO

THE COLOMBIAN-BORN INTERIOR DESIGNER'S KEYS TO SUCCESS INCLUDE COLLABORATIONS WITH GERMAN-MADE GAGGENAU LUXURY APPLIANCES AND THE PROFESSIONALS AT SNYDER DIAMOND

César Giraldo, the name behind the West-Hollywood-based firm César Giraldo Design, has always been a fan of luxury. As a child in Colombia, his primary role model -- his mother -- instilled that love of quality. "She was a very fancy lady, and I was lucky to have her, because she taught us that you always had to go for the best," he recalls. Giraldo's mother recognized his talents early on. "You have to just be yourself; that's what she always told me," says Giraldo.

He's developed a particular aesthetic -- a design eye that's been informed by his time in both North and South America. After his mother passed, Giraldo landed in Iowa, learned both English and the fundamentals of design, and eventually made his way to Southern California. Now, with a list of clients that stretches from Oahu to Italy, he has built a set of "go-to" design components that align with his philosophy. Gaggenau Appliances are a critical example of one of those because, like his mother taught him, only the best will do.

The Soul of the Kitchen

"When you talk about modern designs, in some



Photographer @David Christopher Lee

situations you see these spaces that are very cold, very unfriendly, very sterile -- there's no personality, there is no soul," Giraldo explains. "I like to combine the old with the new. I see that in Gaggenau -- I see the classic look that Gaggenau has,

that very clean look." Giraldo is especially fond of the fact that Gaggenau's designs evolve over time and that style is always balanced with the appliances' technology. "They are not building products to meet a certain trend. Instead, these are beautifully crafted, sophisticated machines that have an aesthetic and performance core that last."

When Giraldo gets his arms around a brand, he becomes a true evangelist. His client, the founder of Kona Coffee Purveyors, had recently inquired about another appliance maker, but Giraldo was insistent -- in his own, unique way. "In order to ensure that I was able to specify what I felt the project needed, I created a beautiful presentation that emphasized the superior and unique qualities of the brand. The presentation took place at my studio where I have Gaggenau appliances, and the client got to experience them. It makes a great difference when you experience the product in person. So, we went with Gaggenau."

A Key Partner

Giraldo is quick to credit his SoCal dealer of choice, Snyder Diamond. "[CEO] Russ Diamond is probably the hardest working man in L.A. I love that he's someone who's very passionate about what he does," says Giraldo. "He's also always very in tune with designers, he's always very inquisitive."

Giraldo notes that a partner like Snyder Diamond is critical for an interior designer juggling projects on multiple continents. If Giraldo isn't immediately available, Diamond and his team are there to answer questions and deliver solutions. "It's almost like having an extension of your own office personnel. We're all in tune with the same vision."

For more design ideas, visit snyderdiamond.com.

T O P

25

D E S I G N E R S

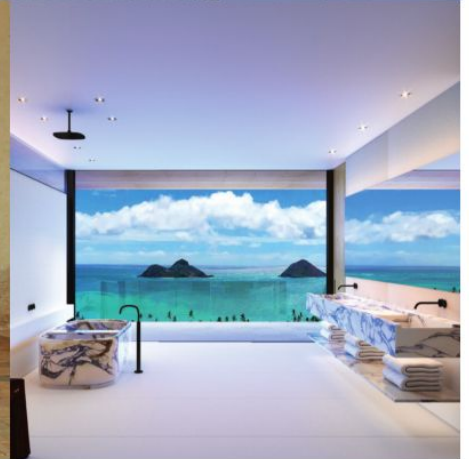
Interior design is a delicate balance of form and function that transcends simple existence in a place, instead creating a beautiful symmetry of art and comfort. In Los Angeles, the myriad styles of projects – from high-end new development to ingenious reuse, from mansions to penthouses to single-family homes dotting the city – allow this craft to spread its wings and soar, creating an epicenter for inventive interior design.

In the pages ahead, you will find 25 designers who exemplify this craft. These artisans are risk-takers, elevators, disruptors – making bold strides in their work and creating some of the most eye-catching results in the world, developing a following in Southern California and beyond.

Each of these Los Angeles-based designers have extensive backgrounds, with numerous high-profile projects in their portfolio. Among these projects are some of the most well-known, comprehensively covered and celebrated recent developments in Southern California: landmark estates, innovative and beautiful readaptations, and signature projects for celebrities, dignitaries, and VIPs of all kinds.

Most importantly, these 25 individuals have held true to their vision and craft and are doggedly pursuing the elevation of interior design in a city crowded with projects and purveyors. As you peruse the profiles and project photos ahead, you will find each home, each room, even each individual selection of art or furniture is the product of the designer's singular artistic vision.

TOP 25 DESIGNERS



César Giraldo

cesargiraldodesign.com

César Giraldo was born in Colombia, where as a child he discovered his love for color and form that create the foundational elements of his design. Based in West Hollywood, with national and international residential and commercial projects, Giraldo is the founder and principal designer of César Giraldo Design.

Giraldo's aesthetics can be defined as an ongoing dialogue between luxurious, innovative contemporary designs, and the timeless craftsmanship of the past. It is this juxtaposition of old meets new that inspires him to design unique, timeless interiors and to continue finding innovative ways to creatively express his vision. The process of designing a space is a deeply personal experience for Giraldo. A completed space should not only represent visual beauty – it must reflect the essence of a client.

With numerous completed high-end homes and commercial spaces in Los Angeles, Giraldo is currently finishing a private residence in Oahu that offers contemporary luxury design with stunning ocean and island views. In addition, he is working on three high-end private homes in Los Angeles and a new project in Hawaii.

Giraldo's creative spirit extends to furniture and product design. His outdoor furniture design collaboration with Tidelli, entitled Medellín after his hometown, was recently launched and has been positively received by the design community. A rug collaboration which will be launched in December.

In 2019, CA Home+Design Awards chose Giraldo as a favorite designer. He's been featured in Architectural Digest, California Home+Design, California Homes, Casa, Casa Vogue and Luxury Home Magazine.