

LUXE

THE LOS ANGELES HOME REDEFINED™



PLANNING

BUILDING

DESIGNING

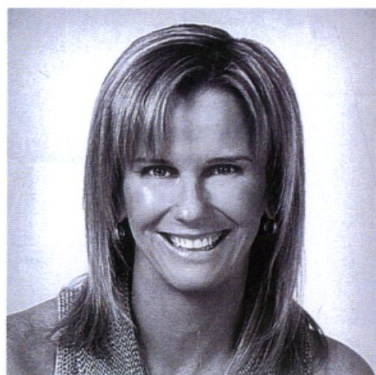
THE ULTIMATE GUIDE TO WORKING WITH
ARCHITECTS
HOME BUILDERS
& INTERIOR DESIGNERS

LUXE

SPECIAL ADVERTISING SECTION

SFA DESIGN

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Sue Firestone, Founder & Chairman

YEAR ESTABLISHED	1996
MEDIAN PRICE OF HOMES COMPLETED	\$5-20 MILLION
OFFICE LOCATION	SANTA BARBARA, CA

After leading her previous Los Angeles-based firm to become the sixth largest design firm in the United States, with offices in Hong Kong and Paris, Sue Firestone founded SFA Design, with the intention of combining the personal attention of a small boutique firm with the experience, resources and project-management skills of a large company. "This successful balance allows our handpicked team of industry professionals to offer unparalleled attentiveness to each residential project, while continually pushing the boundaries of interior and architectural design," says Firestone, who thrives on transforming a space into a breathtaking artwork that proudly represents its owner. Maintaining a true sense of innovation, not replication, SFA's leading team views each project as a special opportunity to create inspired design solutions that interweave the client's intentions and personal visions with the firm's substantial expertise. "Our signature 'look' is not so much about design influences as it is about maintaining a commitment to the highest level of quality throughout all stages of the process," says Firestone. "Effective communication allows the client to enjoy a level of stress-free excitement and absolute assuredness, knowing that SFA is both capable and confident in our ability to enhance the most detailed aspects of luxury residential design to exceed clients' highest expectations."

**LOCATION:** Scottsdale, AZ**SQFT:** 18,000

FEATURES: SFA established a tone of grandeur by utilizing spectacular 16-foot hand-carved doors, exquisite marble flooring, coffered ceilings, exotic wood paneling and custom chandeliers in the entry.

**LOCATION:** Montecito, CA**SQFT:** 6,000

FEATURES: Dramatic architecture and elegant design create an inviting space. SFA established a tone of sophistication by selecting dark wood furnishings, custom lighting and bold draperies, incorporating vivid shades of rust, bronze and teal with impressive art and wood inlays.

WHAT ARE THE KEY INFLUENCES IN YOUR WORK TODAY?

The green movement is the most vital influence in SFA's design work today. Our team is committed to understanding the latest and most effective systems of sustainability.

WHO HAS MOST INFLUENCED YOUR WORK?

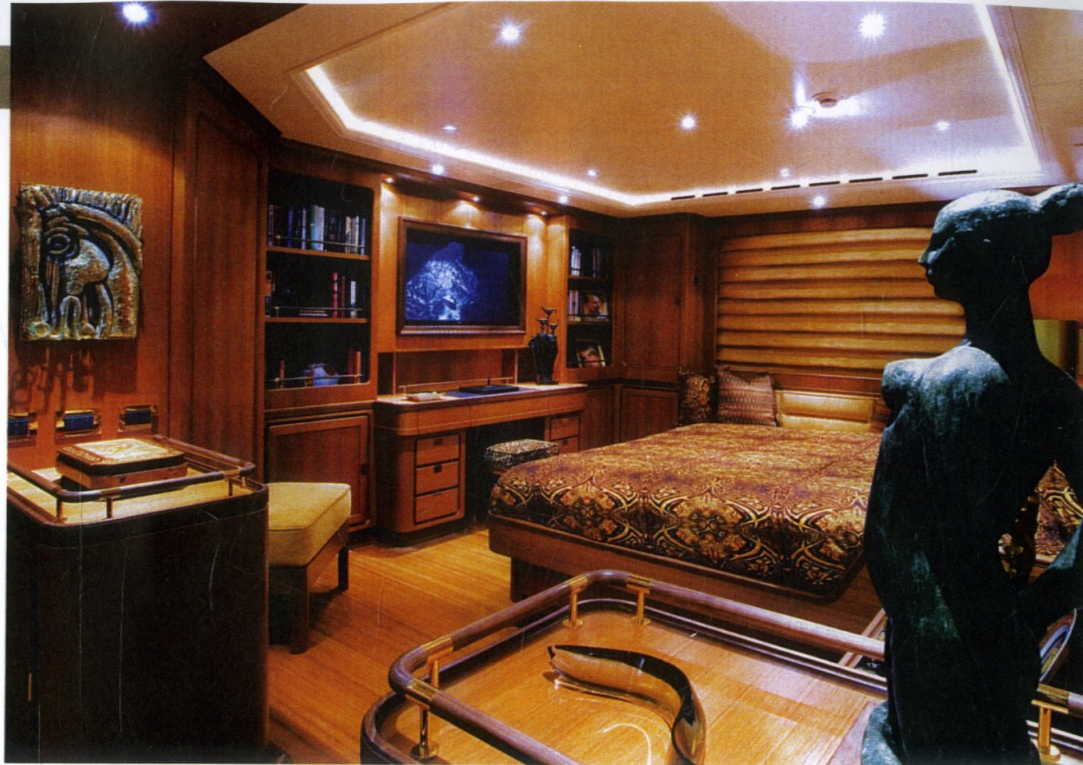
My friend of 30 years, Robert Firestone. He is a modern Renaissance man, a psychologist, artist and entrepreneur. He has continuously challenged me to grow in many areas of my life.

WHAT ARE THE MAIN DETERMINANTS IN YOUR DESIGN PROCESS?

At SFA, our designers use their expertise to carry out our clients' visions to their fullest artistic potential.

WHICH AWARDS MEAN THE MOST TO YOU?

The 1995 Platinum Circle Award for "Outstanding Status in the Hospitality Resort Industry," as it placed me with icons who I had always admired. Being recognized as one of the "Top 40 Best Interior Designers in the World" by the *Robb Report* was also incredibly flattering.



LOCATION: International

SQFT: 174'

FEATURES: Winner of the 2008 Showboat International Sailing Yacht of the Year, "Tamsen's" interiors blend classic Perini Navi yachting elements with contemporary design. Teak walls and floors, marble countertops, rich leather sofas, and walnut cornices and tabletops create a lush, welcoming style.



LOCATION: Manhattan, NY

SQFT: 1,000

FEATURES: Miraval Living's luxury condominiums offer the exceptional elements of New York City living with resort amenities. With the goal of creating an escapist urban retreat, SFA employed three distinct designs that would cater to Miraval Living's well-traveled residents.



LOCATION: Los Angeles, CA

SQFT: 25,000

FEATURES: After winning the 1991 Elan Gold Award for Best Interior Design - Luxury Community, Firestone was asked to return for the property's renovation. The new design was inspired by the many world cultures represented within the building.