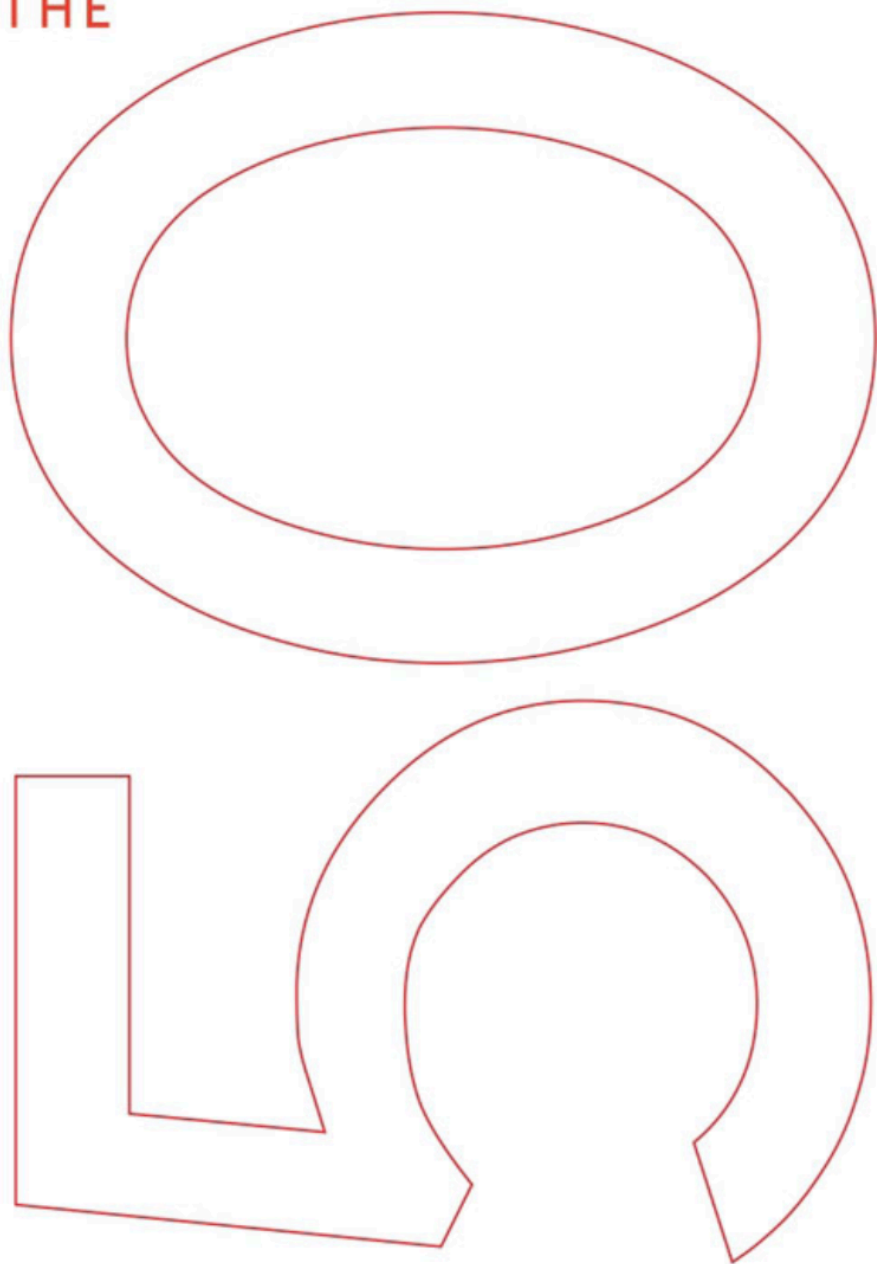




THE



FROM THE BEST SHOWROOMS  
TO THE TOP TASTEMAKERS,  
THESE 50 PEOPLE AND PLACES  
ARE SHAPING THE DESIGN  
SCENE IN CALIFORNIA.

BY CASEY GILLSESIE, LAURA ECKSTEIN JONES,  
ALLISON MITCHELL AND CAROLYNE ZINKO

## BRIGETTE ROMANEK

(Los Angeles, [romanekdesignstudio.com](http://romanekdesignstudio.com))  
The self-taught founder of Romanek Design Studio draws inspiration from her extensive travels to create fresh spaces that stand the test of time. A-list clients like Beyoncé, Madonna and Lady Gaga trust her vision, as does AllBright founder Debbie Wosskow, who hired Romanek to design the L.A. brand of her women's-focused private club.

## SERENA DUGAN

(Sausalita, [serenadugan.com](http://serenadugan.com))  
Having formerly served as chief creative officer of Serena & Lily, the home and lifestyle brand she launched in 2004, artist Serena Dugan has switched gears to focus on Serena Dugan Studio, a collection of paintings, wallpaper, textiles and objects that will launch at Hollywood at Home in early 2020.

## JON DE LA CRUZ

(Oakland, [dldid.com](http://dldid.com))  
Jon de la Cruz worked with top Bay Area firms before founding his own and brings a love of theater to his projects both residential (Silicon Valley) and commercial (San Francisco's Che Fico restaurant). His classic designs offer a modern twist.

## KRISTI WILL DESIGN

(Half Moon Bay, [kristiwill.com](http://kristiwill.com))  
Will and her team work with San Francisco, Silicon Valley and Big Island clients on large-scale residential design and project

management, and bring a variety of artists, architects and other vendors in on customized plans delivered on time and on budget.

## MARY ANN GABRIELE SCHICKETANZ

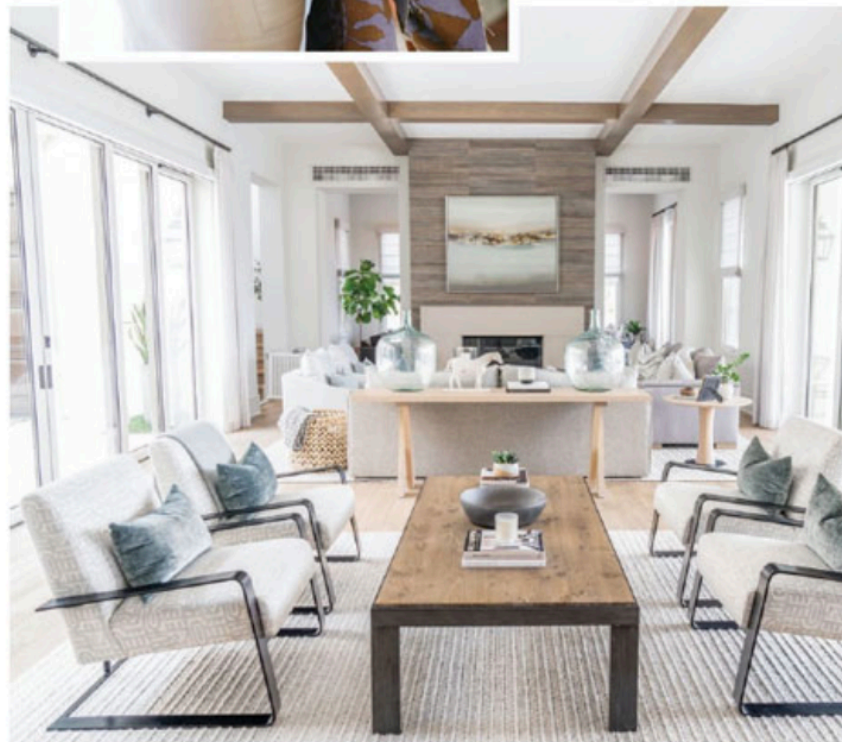
(Carmel-by-the-Sea, [studioschicketanztanz.com](http://studioschicketanztanz.com))  
Modern designs offering classic simplicity, livability and flow (whether homes embedded into hillsides or those employing *sthatpatya veda* concepts) and built with a focus on sustainability are the hallmarks of interior design and architecture firm Studio Schicketanz.

## LISA AND ARMIN STAPRANS

(Menlo Park, [stapransdesign.com](http://stapransdesign.com))  
Husband and wife Armin and Lisa Staprans of Staprans Design embrace designs that energize and soothe; she focuses on interiors while he concentrates on architecture. Their residential and commercial work (universities, libraries, tech companies) blends the Valley's innovative spirit with the handiwork of artisans.

## MEAD QUIN DESIGN

(Emeryville, [meadquindesign.com](http://meadquindesign.com))  
This up-and-coming designer, a former portrait artist whose designs have been seen at the San Francisco Decorator Showcase, works to uncover a client's inner essence while creating uncluttered, stress-free living spaces with furnishings that not only mesh with the client's spirit and identity, but have meaning and will improve with age.



From top: Serena Dugan is launching her eponymous product line at Hollywood at Home in early 2020; Robin Strickler designed this timeless Newport Coast home in a serene palette. Opposite page: Hilliard Lamps' Rainier chandelier (top) and Seraph floor lamp.

# THE PEOPLE