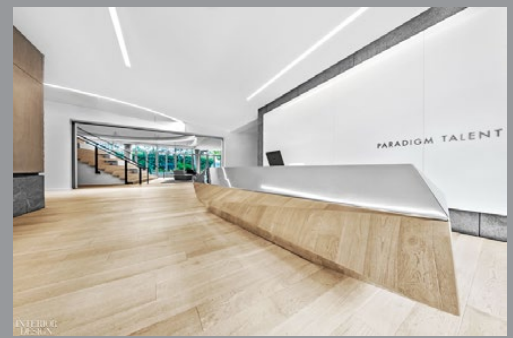


# Paradigm Talent Agency

## Los Angeles

A powerhouse with eight locations across the U.S. as well as in Toronto and London, Paradigm “understood that architecture does matter,” Rottet Studio founding principal Richard Riveire begins. “They really get that an agency can leapfrog over competitors by bringing everyone under one roof, giving them a great place to work, and making sure that conversations and impromptu meetings happen.” So, employees from the music, literary, film, and TV divisions, previously at three separate L.A. sites, are now together in Beverly Hills.



Design Firm- Rottet Studio / Photographer- Eric Laignel

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Flights aren't stacked but slightly rotated inside circular openings that differ in size difficult to engineer, to say the least. “LED halos accentuate the perimeters,” Dedeyan says. The ensemble presents quite a climb, especially for those with vertigo. A mirrored ceiling produces a dizzying kaleidoscope effect, making the height appear as six stories, not three.



Notable for a landmark fountain, a monumental pyramid, standing in the front courtyard, the 1980s building had a storied past as the former home of the agency ICM Partners but had been vacant for seven years. Though Riveire and principal Harout Dedeyan term their intervention there “tenant improvement,” that’s just Rottet Studio’s typically understated manner. We call the project a complete gut job, with only the limestone and granite wall cladding and the skylight retained. The 82,000-square-foot U-shape interior was entirely rebuilt. Plus, the courtyard, which previously “leaked like a sieve,” Riveire says, was repaved and replanted around the pyramid.

The greatest challenge was “to figure out new ways of working inside a 30-year-old building,” Riveire continues. “By jamming things together, we could create an exciting design that changes all the time.” The device that “moved the throttle setting toward more common spaces,” he explains, was the insertion of a central stair atrium—obviously the big move. “We had to whack out 1,000 square feet on two of the floors.”

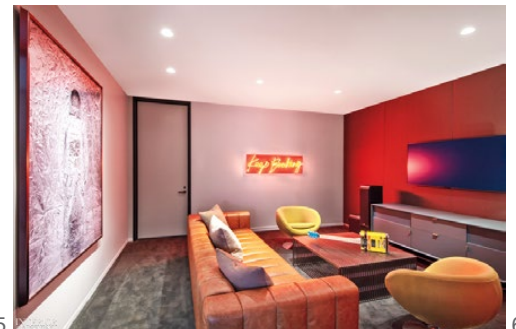
No mere grand staircase, this. It’s not only the people connector between the three levels but also a multitasker. The lower, wider flight can serve as a vertical space for solo work, thanks to the blocky cushions scattered across the steps, or as a venue for all-hands company meetings, when combined with the reception area and an adjacent conference room.

Sharing dramatic creds is the reception desk. Riveire, who’s highly knowledgeable about hospitality projects, too, compares it to “the front desk of a hotel.” He goes on to liken the long, purposely low form in mirror-polished stainless steel to “a squished pickle.” We see inspirations of sculptures by Anish Kapoor. Regardless, it’s an Instagram moment.



Speaking of art, there’s no shortage of spectacular pieces, some of them commissioned. Initiated by Gores, the program was assembled by a DJ-curator, DB Burkeman, in collaboration with a more conventional art consultant. Standouts include the atrium’s colorful text-based screen prints, kinetic black-and-white photographs of figures in the elevator lobbies, and a corridor’s collage inspired by comic books, hip-hop, and graffiti.

Surprisingly, knowing Rottet Studio as we do, furnishings are generally not custom. Widely available residential pieces, they could be found in many a stylish living room. Flooring, consistent with that vibe, is white-oak planks in common spaces. “The wood is a contrast to all that stone on the walls,” Riveire explains.



Carpeted work spaces follow the customary setup. Glass-fronted private offices for agents face assistants at a benching system. Most offices have sit-stand desks. (Many in the stand position during our visit.) Sprinkled among the offices are casual lounges, up for grabs as needed. What’s unusual is the lack of hierarchy among divisions. No single one ranks above any other.

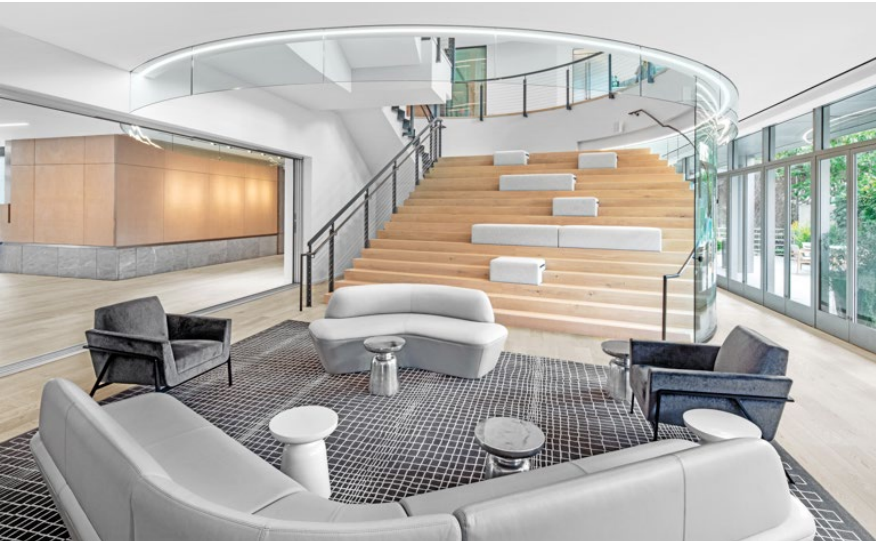


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Conference and meeting rooms and the “signing rooms” encircle the stair atrium. Really, though, everything is an ad hoc meeting space, including elevator lobbies fitted out with chic and super-comfy seating. There are also pantries and coffee bars aplenty, the best, no doubt, being the ground level’s coffee lounge opening onto the courtyard. Pull up a stool to the marble counter, or plop down on a sofa or armchairs anchored by a houndstooth rug that blends with the same pattern rendered in floor tile.



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**Photo Legend:**

- 1- Acrylic collage on canvas punctuates a corridor
- 2- LED halos ring the stair atrium.
- 3- Artwork was commissioned for a corridor
- 4- Chairs appear in a private office.
- 5- Chairs face a leather-covered sofa in the green room
- 6- The listening room is acoustically isolated.
- 7- The stair atrium’s mirror-finished stretched membrane ceiling reflects a series of screen prints.
- 8- Rising from reception’s sitting area, stairs offer additional seating on vinyl-covered cushions
- 9- In the coffee lounge, a focal wall
- 10- On three, the reception area features an armless chair

The list of amenities goes on: a screening room with adjacent green room, another room filled with candy. According to Paradigm director of special services and guest relations Rozzana Ramos, clients come just to hang out. Linger long enough, and you might spot Antonio Banderas or Henry Golding reading a script or Chris Martin, Ed Sheeren, or Sia headed to the listening room where, Riveire says, they can “crank it up to 11.”

**Project Team:**

Chris Jones; Theresa Lee; Pegah Koulaeian, Laurence Cartledge: Rottet Studio. Esquared Lighting: Lighting Consultant. Newson Brown Acoustics: Acoustical Consultant. Cibola Systems Corporation: Audio-Visual Consultant. Lendrum Fine Art: Art Consultant. Thornton Tomasetti: Structural Engineer. Arc Engineering: MEP. AMA Project Management: Project Manager. Clune Construction Company: General Contractor.

**Product Sources:**

From Front: AM Cabinets: Custom Desk (Reception). Palecek: Coffee Table (5-Green Room). RH: Chairs, Sofa (5-Green Room), Sofa (6-Listening Room). CB2: Console (5-Green Room), Side Tables (Hall), Sofa, Coffee Table (Lounge), Table (Office), Dining Chairs (Coffee Lounge). Tai Ping Carpets: Custom Rug (Sitting Area). Davis Furniture: Sofas. Holly Hunt: Chairs. West Elm: Side Tables (Lounge, Coffee Lounge, Reception Area). Martin Bratstrud: Cushions (Stairway). Blu Dot: Benches (Hall), Stools (Atrium), Credenza (6-Listening Room), Sofa (Reception Area). Summer Classics: Chairs (CourtYard). Andreu World: Chairs (Office). Alur: Storefront System. Mitchell Gold + Bob Williams: Coffee Table (9-Coffee Lounge). Gus Modern: Sofa. Shaw Hospitality: Rug. Andreu World: Barstools. Thomas O'Brien: Pendant Fixture. Zuo Modern: Chairs (9-Coffee Lounge), Chairs, Table (6-Listening Room). Tandus: Rug (Reception Area). Nienkamper: Chair. H.D. Buttercup: Armchairs. West Elm: White Side Table. Bernhardt Design: Bench. Throughout: Monarch Plank: Floor Planks. Bentley: Carpet. Barrisol: Stretched Ceiling Membrane. Benjamin Moore & Co.; Dunn-Edwards Corporation: Paint.

**Lighting Contributors:**

Linear, Recessed, Track lighting: Specialty Lighting/ Graffiti Lighting