

LA DESIGN

A Quarterly Publication of the American Society of Interior Designers - Los Angeles Chapter



WINTER 2007-08
In this Issue:
GREEN DESIGN
Working with Contractors
Greystone
Our Students' Reports
Industry Partner Updates
UCLA's Timme Center

PULLMAN FURNITURE
CREATES THE ULTIMATE IN
IN-HOME THEATRE COMFORT

Page 5



Ernie Roth, Allied Member ASID

A New Level of Sophistication, Understatement & Client Experience

By Amy Spach
Los Angeles freelance writer
Principal, AS Written Communications



Style balanced by comfort. Architectural transformation. Innovative artisan details. Variation created by light and texture. This is the signature of a space designed by **Ernie Roth**, Allied Member ASID.

“Enveloping and welcoming,” writes **Los Angeles Magazine** when describing Ernie’s interior for Fraiche, the Mediterranean restaurant in Culver City.

The high-end residential and commercial interior designer brings a confident, discreet, and elegant approach to the projects commissioned with his LA-based firm, Roth Interiors Inc.

Ernie, a graduate of environmental design from California College of the Arts, received advanced training at UCLA Extension and Art Center. He’s a two-time winner of HGTV’s Designers’ Challenge. Highly experienced in film and commercial production design. And a veteran professional who skillfully blends style and design integrity with a client’s desired experience.

“Whether a client wants a sleek, sensual bathroom retreat or a multi-generational, rustic family room, I immerse myself

in what they want to say about themselves and their lives,” explains Ernie.

Client collaboration plays a key role in Ernie’s projects and he invites their input at the earliest conceptual stages.

During client presentations, Ernie integrates digital technology, computer-enhanced illustrations and QuickTime movies. These dynamic, photo-realistic views and walk-through movies provide an interactive and fresh alternative to predictable and static design boards. And they usually wow clients on first sight. You can experience one of Ernie’s clients videos at the Roth Interiors website, www.rothinteriors-inc.com.

This distinctive approach to design work helps Ernie earn clients’ trust and build a personal bond. From there, he creates a comfortable place for clients to expand their vision and welcome a personalized design solution.

Central to his designs is a focus on the people who live, work and play in the spaces he creates, and he carefully selects color schemes and lighting that flatters. Another design principle Ernie favors is an empha-

sis on depth of space and form. He believes that “good design does not depend on the size of the space but how that space is handled.”

With projects that range from LA’s top restaurants, such as Fraiche and BottleRock, to elaborate film sets and new residential spaces for entertainment industry clients, Ernie relies on an expansive design fluency to fully realize his clients’ preferences. And then he takes it a few steps further.

For one client, a high-profile screenwriter, Ernie created an architectural curvilinear bookcase that enhanced the space’s soar-





ing ceilings and celebrated his client's love of literature. An inventive, custom-crafted Tibetan trunk, topped by a shagreen valise and placed at the foot of a bed, functions as more than mere television storage. The piece, which automatically lifts to display and position a media system, is modern artistry that blends spirituality, antiquity and delightful innovation.

In his design for Fraiche, Ernie transformed a vast former bank space into a vibrant mélange of gold, maroon and warm woods. Detail accents include walnut floors, French river rock walls and ultrasuede seating. A polished copper bar introduces textural definition. The glass partition wall screens an open kitchen while keeping the atmosphere inviting. The result is quintessentially LA - casually sophisticated dining with a modern twist.

With clients along the California coast, Ernie credits his ability to understand and personally connect with them as a significant force behind the rapid and growing success of Roth Interiors Inc. He has expanded his services to clients by using a strong network of talented craftsmen, con-



tractors and other design professionals.

Ernie also finds enormous value in belonging to the ASID community. He takes advantage of ASID's tools for business development and education at both the local and national levels. He notes that the more involved he becomes in ASID, "the greater my performance at the higher levels of our profession." ■

"Whether a client wants a sleek, sensual bathroom retreat or a multi-generational, rustic family room, I immerse myself in what they want to say about themselves and their lives."