



Architects Rios Clementi Hale Studios transform Mini-Mall into a design laboratory.

The design firm has been stretching the definition of “architecture firm” for more than 20 years. Already doing urban planning, architecture, landscape, interiors, product design, graphics, and branding, the Los Angeles firm—with its new move to larger space—is building on its talent as retailer/wholesaler by becoming landlord and developer of a 17,000-square-foot mixed-use center on the city’s active Larchmont Boulevard.

“The move to Larchmont means larger space for our design operations, and an opportunity to contribute to a diverse, lively part of Los Angeles,” says Mark Rios, FAIA, FASLA, partner and founder of Rios Clementi Hale Studios. The firm, which has more than doubled its staff in the past three years, is working on several of LA’s “mega-projects”: Grand Avenue Civic Park, NBC Universal Studios, Century City Greening Plan, and Nokia Plaza at LA Live! Other recent projects: The California Endowment, Westfield Century City Dining Terrace, Mark Taper Forum renovation, Austin City Limits, Woodbury University Studio Building, and many private residences.

Comprising 12,000 square feet of studio space on both levels for the firm’s 50+ employees, 639 North Larchmont Boulevard will also be home to the 1,000-square-foot notNeutral retail flagship store, as well as the product company’s design and wholesale operations. notNeutral was established by Rios Clementi Hale Studios in 2001 to design and produce furniture, tableware, vases, pillows, and other home accessories. Additional ground-floor retail spaces will be occupied by a salon, as well as yet-to-be-named café and retail shop. “Our goal is to have a mixture of harmonious retail operations that promotes great lifestyle and design,” says Julie Smith-Clementi, IDSA, a partner of the firm and CEO of notNeutral. Rios Clementi Hale Studios will move in this December, with notNeutral opening its doors in January 2008.

Rios Clementi Hale Studios Creates Mixed-Use Space on Larchmont Boulevard

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Rendering of the new building, designed by Rios Clementi Hale Studios, on Larchmont Boulevard, Los Angeles, California.