



Luminaire Opens First West Coast Showroom in West Hollywood

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[Luminaire](#) has opened the doors to its new showroom in the West Hollywood neighborhood of Los Angeles, CA. Spanning 21,000 square feet, Luminaire Los Angeles features some of the most important brands in design, such as Cassina, Cappellini, Living Divani and Moroso and debuts of new works including Sollos by Jader Almeida and kitchen designs by Luminaire for Minimal.

"We are thrilled to introduce the Luminaire brand to the Los Angeles community this November," stated Luminaire co-founder, Nasir Kassamali. "As we continue the legacy of bringing the best in global design to the U.S., we couldn't think of a better destination to enter than Los Angeles. The vitality and culture of L.A. reflect the ethos that Nargis and I founded the Luminaire brand with back in 1974. As Los Angeles grows to become a global destination for art and design, we want Luminaire to be an important part of this narrative."

Beyond the contents of the showroom, Luminaire's founders played an integral role in designing the space itself, working alongside Los Angeles-based studio MAKE. Nasir Kassamali wanted the L.A. showroom to reflect the brand's Miami roots by incorporating the same iconic metal-work on the facade of the space. The two-story structure, which was originally constructed in the 1960s, showcases vignettes exploring the Luminaire philosophy of design alongside some of the brand's best-selling works.





The opening of Luminaire's Los Angeles showroom, located at 8840 Beverly Blvd, marks an important step for the brand as they look to expand into a new, key market in the U.S. and grow their presence globally following their recent acquisition by American design manufacturer, Haworth.





Photography: Sam Frost