



## Eurostyle Modern

VELVET HAMMERSCHMIDT & MARK FRIEDMAN

Transplanted New Yorker Mark Friedman, a software CEO, always wanted to live in a loft. He didn't realize his dream, however, until moving from his tiny Manhattan apartment to a spacious abode in Santa Monica. He and his wife, interior designer Velvet Hammerschmidt, now live in a penthouse loft with 15-foot-tall ceilings. Friedman says happily, "We're within walking distance of the Third Street Promenade, Montana Avenue, the ocean, and both our offices."

Living close to both work and the ocean always was Friedman's dream, but its realization was difficult. "There weren't any big, spacious loft buildings in Santa Monica," he says. "They didn't exist."

He solved the problem by making building partners of five like-minded friends. Architect Bill Brantley of Aarts in Santa Monica designed the three-story, six-unit building, a complex of corner