

LOS ANGELES CONFIDENTIAL™

HOME DESIGN BY NOTNEUTRAL | BEHIND CB RICHARD ELLIS'S RETAIL HAVENS | POST-EMMY REHAB

LUXE LIFE

ART HOUSE

FOR MANY ANGELENOS the home is an extension of one's personal aesthetic, a sensibility that reveals itself in a city-wide penchant for great design and an eclectic mix of residential architecture. From turn-of-the-century Arts and Crafts to Mediterranean, Midcentury, and Modern, our fair city has it all. We also have our share of dwellings designed by highly regarded architects, and if that's the kind of signature living you seek, real estate mavericks Mike Deasy and George Penner will hook you up.

In 2005, Deasy—a Yale-educated former urban planner and four-year president of the Multiple Listing Service—left his namesake company Mossler, Deasy and Doe, taking along Penner, the firm's chief operating officer (previously an ad man with powerhouse Deutsch, Inc., Penner also runs Penner Design Group, a prosperous home-restoration and -resale business). The pair launched Deasy/Penner & Partners that same year. Adhering to the principle of "home as art," Deasy/Penner & Partners represent architecturally significant properties from established as well as emerging talent. Their reach is from Malibu to Palm Springs, and their demographic is home buyers who recognize the importance of good design and are willing to pay for it.

In a sense, Deasy lives his work: he hangs his hat in Harwell Harris' Entenza House, which was restored by Penner Design Group. Both partners have a passion for the arts, a sentiment that's reflected in the properties they represent, which bear the stamps of such luminaries as Richard Neutra, Ray Kappe, Frank Gehry, and James Tyler. With offices in Venice, Beverly Hills, Pasadena, and Palm Springs, Deasy says that their intention "is to create spaces that enhance the way people live their lives." And if the growth of their business and ever-expanding team of agents is any indication, the concept is catching on.—CORA OLSON



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