

infiniti.

Pebble Beach, California

I collaborated on this project while working at The Apartment design agency. We were asked to re-define people's perception of the infiniti car brand. Our angle was that cars do not simply live by themselves. They are driven, inhabited by people filled with life. They even fit within a context, near a home, in a neighborhood. It is that dialogue that we wanted to spark. And so we did, building a neighborhood under a tent at the world-famous Concours d'Elegance in Pebble beach, California. We designed and built a fully functional home, with a driveway and garden, and included products from Ligne Roset, George Nakashima, Stua, and Paola Lenti, among others.