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Something For Everyone!

FALL FORWARD

INTO FASHION *with* ALESSANDRA AMBROSIO



AMERICAN GRAPHIC DESIGN
AWARD WINNING MAGAZINE

PHOTOGRAPHY BY
Cámara Lucida

INTERIOR DESIGN *with* AN ECO-FRIENDLY MIND

*Interview with award winning Interior Designer,
Johnny Moallempour*

INTERVIEW CONDUCTED BY William Jackson

Designing out of his San Francisco-based studio, NARI (National Association of the Remodeling Industry) award winning designer Johnny Moallempour specializes in interior design and decorating, residential and commercial remodeling and renovations, new construction, space planning, and custom furniture design. He defines his style as “specific to the location, the architectural style, the purpose, and the people and their lives,” and should appear natural and comfortable.

In this exclusive Q&A, Moallempour talks to *InFluential Magazine* about the growing role of health, safety and sustainability in the home.

InFluential Magazine: How do health, safety and sustainability influence your work?

Johnny Moallempour: The majority of my clients are concerned about their health and that of their families and the impact of their activities on the environment. As an option, we can recommend products and materials that are eco-friendly and are free of hazardous chemicals.

InM: Have these always been key considerations in your designs?

Moallempour: Consumer and government demands require we remain aware of the latest innovations in technology and materials available to incorporate into our design plans. To meet the ever changing need of clients, we have to be prepared to offer eco-friendly



Johnny Moallempour

design choices. The forward thinking designer has to be ahead of the curve in this manner.

InM: Are eco-friendly concerns becoming important to your clients?

Moallempour: Most definitely. As San Francisco is leading the way as being amongst the most eco-friendly city in the United States, our clients are very concerned about the type of carbon footprint they are leaving on the earth, and it certainly includes those activities close to home. We do our best to incorporate their needs while being as budget friendly as possible, both without compromise to design.

InM: What are key traits most common with eco-friendly furnishings?

Moallempour: Popular are fabrics made from organic natural materials such as cotton, linen, hemp and raw silk.



San Mateo, California Green Project



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There are species of wood that naturally grow quickly and are easily replaced such as bamboo, and [there is] reclaimed wood. Some water-based finishes are low on harmful chemicals and must be specially requested from designers and cabinet makers.

As a design practice, we pay close attention to design aesthetics. For example, to mitigate the harmful effects of long term exposure to electric current, electrical outlets, light switches and appliances are strategically placed.

InM: Does being eco-friendly mean trade-off in design?

Moallempour: Incorporating eco-friendly choices in our design does not compromise a beautifully finished space. The best designer is able marry both the client's taste and creating a safe and eco-friendly space. As a society we are looking for long-term solutions to the major damage we have done to our planet. Eco-friendly design is a no-

brainer. It is time for some significant changes and this is just one of them!

InM: You've just completed a beautiful eco-friendly interior design project in San Mateo, California. Tell us about the choice to incorporate an eco-friendly design throughout the project.

Moallempour: The client, a chemical engineer, was very adamant about her house being very clean from harmful chemicals. So accessories, design choices and products had to be eco-friendly; no exceptions here. A unique request is the installation of a central vacuum system which can be used to ensure potentially harmful air circulating in the house is directed away from the living spaces into the garage.