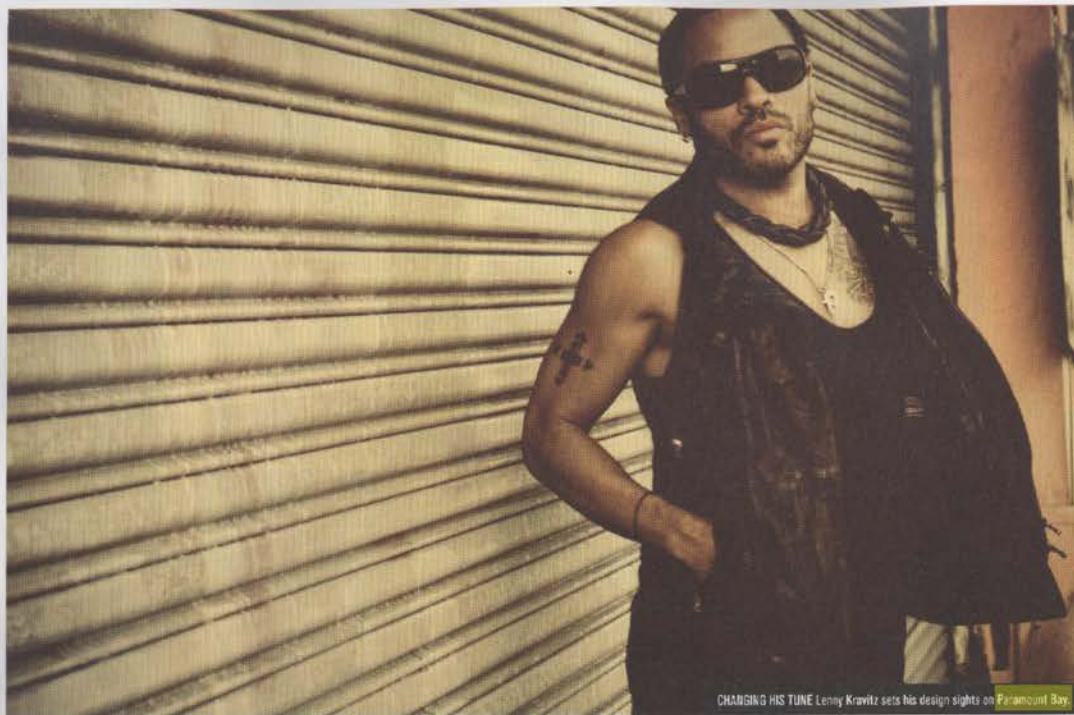




THE RADAR | PEOPLE



CHANGING HIS TUNE Lenny Kravitz sets his design sights on Paramount Bay.

Rocking The House

Lenny Kravitz returns to Miami with interior motives. | By Luis R. Rigual |

Lenny Kravitz never holds back. Not on stage. Not when it comes to style. Certainly not in his personal life. His latest project surely qualifies in that regard. Through Kravitz Design, the firm he formed in 2003, the rock god is heading up the "lobby to penthouse" décor of *Paramount Bay*, a 47-story residential tower in Downtown (set for early 2012) that will be Kravitz's largest design job yet—and his future Miami pad. Of course, the fact that he's doing this on the heels of releasing a new album, just before embarking on a world concert tour and in the midst of shooting a movie couldn't help but make us wonder...

You're all over the place these days, aren't you? Right now, I don't even know where I am... in the back of a tour bus somewhere. *Your firm was chosen to head up the design of Paramount Bay from a very small list that included designers like Yabu Pushelberg and Patricia Urquiola. Did knowing that make getting the job all that much sweeter?* It's just sweet in general. Sometimes it takes people a minute to comprehend that I can switch hats, so I am putting my all into this project. *What do you have planned for the design?* I find that a lot of places in Miami tend to be very sleek and white, which is fine, but I didn't want to do that typical Miami thing here. I wanted more soul, more earth tones, more textures, so that's where we're going with it. *Are there any Lenny signatures in there?* I am really into very bold pieces that you might say are quite masculine but at the same time have a feminine quality to them. *Should we expect a rock 'n' roll vibe?* I mean yes, but not in the way people think.

When I think of rock 'n' roll I think of that famous [Patrick Lichfield] photograph of Mick and Bianca Jagger right after their wedding in St. Tropez in the back of a Bentley with him wearing that three-piece suit. Rock 'n' roll to me is over-the-top, but still elegant. *Do you find the creative process for music and interior design similar in any way?* For me it's the same animal. When you've cut the initial rhythm track of a song, you then have to figure out where to put drums, strings, percussion, background vocals; that's the same way you figure out a space. You start with an empty room and then you layer it. *What can you tell us about your part in the screen adaptation of The Hunger Games?* Not much, but if you've read the book you know it's another world. Gary Ross is directing. The shoot is coming up and I know it's going to be incredible. *And you're also going on tour this fall?* Yes, in September. My new album [dropped] on August 29, so I'm doing a lot. All at one time. My plate is quite full. ☑

(MY MIAMI)

Favorite restaurant? Zuma. When in Miami, I'm there three days a week. Best shopping? I like C. Madeleine's for great vintage. Favorite landmark? The Freedom Tower. When I drive by, I always look up. Best-kept secret? Athens Juice on Collins. It's run by two brothers and they're really cool cats.



LUIS R. RIGUAL
Editor-in-Chief

Editor's Note

Sept/Oct 2011

Fall is a loaded term in magazine circles. One that comes with all sorts of expectations: renewal, style, thickness (of the hardbound, paper variety, of course). Who decided this is anyone's guess, but the message is clear: autumn is a time to put the pedal to the metal, get back to business, jump into the swing of things—take your cliché pick—and it's up to us, the media, to show you how.

In the past, summer months in Miami were seen as something to put up with—that middle stretch of humid lethargy before the riches of the new season (cooler temperatures! Stone crabs! Base!). But that hasn't been the case in recent years, and most especially this one. With record heat came record activity: restaurant openings left and right, more events than ever surrounding Swim Week, the largest crowds we've seen at our very own Splashion and To Live and Dine parties, and not one, not two, but three nights of back-to-back celebrations for the debut of the Dream Hotel in South Beach. There was also the ELLE Spa opening with all its red carpet/paparazzi excess and that little 25th anniversary deal for Virgin Atlantic's Miami-London route at the Raleigh, where Richard Branson arrived via Lamborghini *after* arriving at the press conference on a speedboat earlier that day. Lazy days of summer? Not by far.

I'm not bragging about my busy social calendar. I'm simply making the point that the "in-season/off-season" some of us look at Miami is outdated. We're officially on a 12-month cycle and it's only bound to get busier. Starting with Fashion's Night Out in September and the first-ever Wynwood Art Fair at the end of October, we're in for

an awesome autumn... and a wild winter after that. It's not just events and parties either. It's life in Miami in general. Turn to our *Home Hot List* feature, and you'll see that the city's interior designers, architects and showrooms have been just as taxed as the party planners and restaurateurs with openings, expansions and projects of their own. After all, nothing says renewal like a new space. For even more inspiration, check out Bobby Killgore's *Home Design* feature on designer Marianne Pilotaz's island residence, a bastion of restrained elegance and architecture amidst the ever more elaborate abodes of Key Biscayne. Along that design note, don't miss my *Radar People* interview with Lenny Kravitz regarding his interior motives for **Paramount Bay** in Downtown or Rebecca Kleinman's roundup in *Radar Now* of the newest, most eclectic lifestyle shops to have opened their doors around town as of late.

Of course, we can't talk fall without talking style. And we've got plenty of that as well—some 50-plus pages to be exact. Our *Radar Fashion* section offers an A through Z compendium of everything new and now: trends, accessories, tastemakers... you name it. And no, we didn't forget the guys. In *Radar Style*, we check in with the city's foremost men's shirt designers, while Senior Contributing Editor Riki Altman closes the book in *Look Who's Talking* with Matthew Chevillard, who filled her in on the next phase of his Del Toro Shoes line—three words: manta ray loafers.

Summer was sizzling, yes, but mark my words: fall will be much hotter.

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