

THINKING DIFFERENT

LARS HYPKO AND MARY TA CHART A NEW COURSE IN LUXURY RESIDENTIAL DEVELOPMENT



*By Abigail Stone
Portrait by David Ash*

“We’re innovators,” says Mary Ta, who with husband and business partner Lars Hypko runs the Mass Beverly and Minotti showrooms in Los Angeles. Though Ta is referring to the California mindset, she might also be describing the couple themselves, who produce some of the most compelling and elegant new homes in Los Angeles.

Ta, who opened Minotti’s first stand-alone showroom in 2004, and Hypko, an Italian-trained South African architect, launched Mass Beverly at the request of clients who were looking for products that would complement Minotti’s exquisite pieces. A simple showroom felt too stagnant. A ground-up custom residence would better showcase the products—including kitchens, bathrooms and flooring, mostly from Europe—that Mass Beverly curates. The result, the Tanager Way house, which they unveiled 2014, not only created a seismic shift in the design community but also in the world of property development in Los Angeles.

Mary Ta and Lars Hypko have brought a high design quotient to Mass Beverly’s development projects.



Of course, there had been spec homes prior to Ta and Hypko's arrival on the scene, but they held little appeal for the international clientele pouring into Los Angeles. Drawn to the city by its exploding art market, a burgeoning restaurant scene and the influx of tech money, these buyers are looking for second, third and even fourth homes that are visually and technologically sophisticated. Tanager Way, designed by Paul McClean, captured what this new class of buyer wanted, from fully retractable glass doors in the second-floor bedroom to a 180-degree view of the city to a 65-foot infinity pool. The new Los Angeles, weaned on John Lautner and James Bond, was enthralled. In one fell swoop, Tanager Way set a high standard for what buyers would now expect from a turnkey property. "We really saw we could affect the aesthetic of the overall house," says Hypko. And impact the price. For \$25 million, it soon belonged to Calvin Klein.



Tanager Way also raised the bar for other developers. New homes are not shy about boasting luxury features: One recently advertised a cellar stocked with champagne and a gold car in the garage. But look closely. Much of the sparkle is superficial. What sets a Mass Beverly home apart from its competitors is, first of all, its seamlessness. Consider a recent custom project in the Doheny Estates for a European client: The powder room's walls echo its sculpted stone sink's gold-leaf basin; the library's ebony floor-to-ceiling cabinets allow the windows to be perfectly integrated; a dramatic 24-foot-high bar in the living room is stocked with exquisite glassware. Artisans were flown in from Italy to install and oversee their work, providing an extraordinary level of sophisticated custom finishes throughout. (The house is now listed with Paul Lester of The Agency and Branden Williams of Williams and Williams Estates.)



Mass Beverly's latest project (shown on these pages) is in Doheny Estates and features European furniture, ebony cabinetry and extraordinary luxury finishes. The bath (opposite top) opens up to wide views of Los Angeles.



Each project Mass Beverly touches advances the definition of what a contemporary home can be. Even their largest homes are designed to support a quiet weekend for a few as easily as a sprawling cocktail party. The uncompromising luxury of these properties is informed by a Mensa-level intelligence. “The homes are programmed to anticipate your needs and adapt to them,” says Hypko.

“Our clients travel,” says Ta. “They see things online, in hotels, at design shows, and they want them.” Mass Beverly’s long-standing relationships with European manufacturers—Rimadesio, DeSede, Ernestomeda, Henge, Bottega Veneta Home, Minotti and MisuraEmme, among others—make their dreams a reality, offering access to niche products and custom designs unavailable to other developers. That might include book-matched Pietra gray marble cabinet fronts, Gessi’s slender-profile phone-controlled steam shower or an outdoor kitchen that, with the touch of a button, transforms into a glittering modernist sculpture.

Hypko works closely with the brands Mass Beverly carries to ensure that they conform to California’s codes and dovetail with American fittings and electrical standards. “It helps when you speak Italian,” he laughs. Sensuous modern style informs the profile of elegant built-ins, low furniture and floating sinks. Green design is an important consideration as well. The result is urbane houses that are compelling in their visual simplicity: “Functionality and modern technology with a European take and a strong Los Angeles influence,” says Hypko. Mass appeal for an exclusive few. ■

Mass Beverly
 9000 Beverly Blvd., 310 271 2172
 massbeverly.com