

# SAN FRANCISCO

## TRAILBLAZER

A DESIGNING WOMAN MAKES HER MARK



### THREE STYLE STATEMENTS



"Coffee Bar in the Mission is the most minimalist space I've created so far. I can't stand to have clutter or anything around me that doesn't serve a particular function."



"I am really proud of my design for the Citizen's Band, a 'fine diner' in the South of Market neighborhood."



"I love being able to collaborate with my friends. For Yousendit SF, painter Jessica Niello created the paper-plane installation, Anzfer Farms built the custom bar, and Ohio Design and Alexis Moran made the furniture."

Lauren Geremia designs interiors with the calm assurance of someone twice her age. A Bay Area talent in demand among tech companies (Asana, Rdio, Yousendit) and hip bars and restaurants (Coffee Bar, Umami, Churchill), she credits her studies at Rhode Island School of Design with instilling in her a strong work ethic. As evidenced by her sleek Emeryville home studio, she likes filling spaces with objects that are beautiful *and* functional. She's proud to be part of a city with a vibrant creative community, and she often turns to other members for their expertise. Geremia admires designer Charles de Lisle ("for his impeccable eye"), gallerists Jessica Silverman and Eli Ridgway, and photographer Catherine Wagner.

She dreams of someday creating spaces for businesses that touch the lives of many people—like a boutique hotel, a movie theater, even a bank or a pharmacy. Her recent jobs include a downtown building on Bryant Street, a forthcoming restaurant on Market Street, and a project with Danielle Fong of LightSail Energy in Berkeley (the two women were both on the *Forbes* list of "30 Under 30" innovators). Geremia has also worked with biotech firms, and she hopes to do more with health-care and science-related companies: She enjoys the challenge of devising office spaces that contain laboratories. In any case, the young designer's future will undoubtedly be bright—her first lighting line launches next year. [geremiadesign.com](http://geremiadesign.com)



## RETAIL & RESTAURANTS

BAY AREA SHOPS, BARS AND EATERIES

### 4505 MEATS BUTCHER SHOP

1909 Mission Street  
[4505meats.com](http://4505meats.com)

If you ever yearned to live in an era when every person had their own butcher, baker and candlestick maker, then Ryan Farr's meat shop will fulfill part of your fantasies. Shoppers can choose from local, pasture-raised, cut-to-order steaks, terrines and cold cuts. Farr also occasionally offers his famous pork green chili and a delicious selection of hot dogs and sausages, including a 'Zilla dog (bacon-studded hot dog with spicy chicharrones and Namu kimchi).

### AESOP

2450 Fillmore Street  
[aesop.com](http://aesop.com)

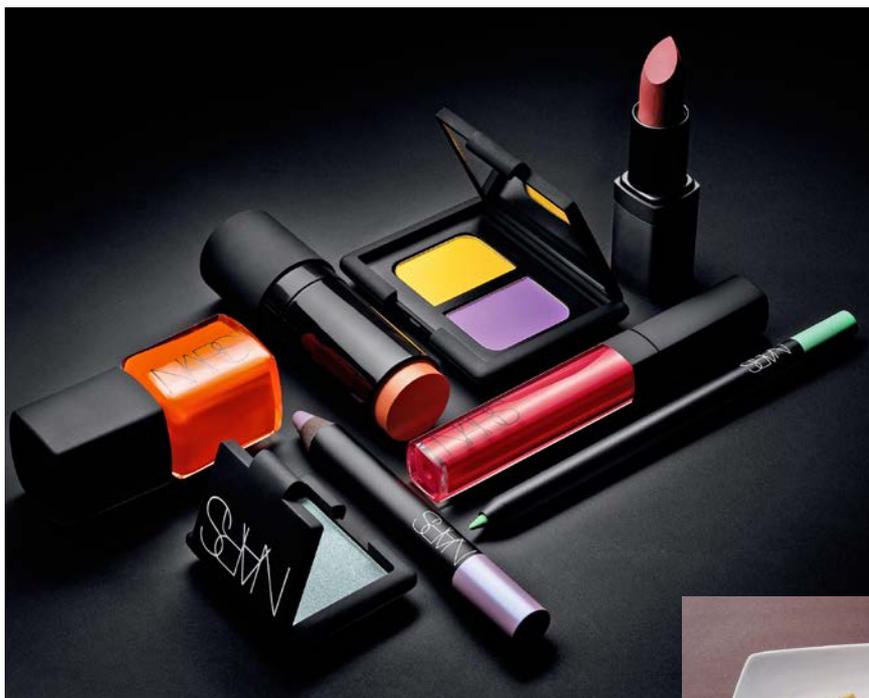
The Aussie brand Aesop's light-filled, minimalist space (its first West Coast location) proudly showcases its wares on shelves crafted from repurposed-wood boxes. The hair, body and face products that this modern-day apothecary stocks are all packed

with antioxidants. Treat your skin to chamomile-, rosemary- and sandalwood-infused cleansers, toners and creams (its Moroccan Neroli Shaving Serum is a best-seller), and try out the company's latest creation, the Parsley Seed Anti-Oxidant Hydrator with white tea and willow herb.

### AGGREGATE SUPPLY

806 Valencia Street  
[aggregatesupplysf.com](http://aggregatesupplysf.com)

Magic can happen when friends come together. In the latest example of sensational synergy, home décor supplier Acacia, clothiers Turk+Taylor and natural skin care company Heliotrope have joined forces to create a Mission superstore. The brands' shared love of locally made and sourced goods have turned this into a one-stop shop for green living. At Aggregate, you'll find Heliotrope's small-batch fragrant lotions, Turk+Taylor's sustainable apparel, and Acacia's striking, one-of-a-kind tables of reclaimed barn wood.



Clockwise from top left: Nars' 1970s glam summer makeup collection (\$19 to \$39); the dining room at M.Y. China; ravioli with oxtail, leeks and fava beans at Lungomare; riders enjoy a SoulCycle class.

**HELIOS BENCH**

**Galanter & Jones**  
715 Bryant Street  
[galanterandjones.com](http://galanterandjones.com)

Fog City dampness keeping you from enjoying your patio? The heated curves of the custom Helios bench (\$4,900, available at Galanter & Jones) will ensure that you and your guests have a cozy alfresco fiesta. Made of cast stone, each lounge (which comfortably accommodates four) is handmade in San Francisco, and more than 20 color combinations are available.



**LUNGOMARE**

**One Broadway, Jack London Square, Oakland**  
[lungomareoakland.com](http://lungomareoakland.com)

*Lungomare* means promenade in Italian, and it's an apt name for this new waterfront restaurant that has a lovely outdoor patio to take in the bay views. Executive chef Craig DiFonzo has devised a Cinque Terre-inspired menu of coastal Italian seafood entrees and handmade pastas and pizzas. Before sitting down to dine, you can sip craft cocktails and custom beers (from Linden Street Brewery) in the spacious bar and lounge.

"Lungomare is an expression of our core values: Supporting local products and ingredients, and celebrating Oakland as a culinary destination," owner Chris Pastena says.

**M.Y. CHINA**

**845 Market Street**  
[mychinasf.com](http://mychinasf.com)

Talk about playing with your food—at Martin Yan's new restaurant, you can watch his chefs display the art of noodle pulling. You'll enjoy their demonstration while you munch on juicy dumplings, crispy spring rolls, and, of course, the noodles in dishes like wild-boar scissor-cut noodles or beef hand-pulled noodle soup. The cocktail menu has its share of temptations, like Big Trouble in M.Y. China (a shot of Red Star *er guo tou baijiu* with Tsingtao beer), or Fire in the Wok (Azul tequila, lime juice, Fresno pepper, agave, club soda).



**NARS COSMETICS**

**2050 Fillmore Street**  
[narscosmetics.com](http://narscosmetics.com)

Cosmetic master François Nars, notorious for his cheekily named products—who can forget *Orgasm* or *Barbarella*?—has opened a sleek boutique in Lower Pacific Heights. The space stuns with snow-white walls, accented with flashes of black and high-gloss red (the same shade as his *Jungle Red* lipstick). Four makeup artists, trained by Nars, beautify customers with his products, including the 413 BLKR line created just for his shops. Don't miss browsing through François' Favorite Things, an eclectic mix of some of the books, photos and films that have inspired him over the years.

**SOULCYCLE**

**2095 Union Street and Marin Country Mart, Larkspur**  
[soul-cycle.com](http://soul-cycle.com)

Fitness mavens Elizabeth Cutler and Julie West have taken their SoulCycle franchise west,

opening their first two Bay Area outposts (one in the Cow Hollow shopping district and another in the newly renovated Marin Country Mart). The cycling studio has become the obsession of celebs like Lady Gaga and Jake Gyllenhaal, who hammer the pedals for calorie-torching spin sessions led by fierce, self-affirming instructors and fueled by high-energy music. An expansion to northern California was inevitable for the brand. As co-founder Julie Rice explains, "Much like SoulCycle, San Francisco is a vibrant, energetic and joyful community."

**SPEAKEASY TAP ROOM**

**1195 Evans Avenue**  
[goodbeer.com](http://goodbeer.com)

Motivated by its packed weekend happy hours, Bayview brewery Speakeasy Ales & Lagers has decided to open a space where they're able to offer their brews all week long. The Taproom offers flagship beers Prohibition Ale, Big Daddy and Big Daddy I.P.A.,

along with 10 other brews and an array of tasty snacks. True to its name, the dark and comfy spot, conceived and built by local artist and designer Kelly Maloney, has a speakeasy-style wooden door with a sliding peephole. If a round of drinks doesn't quench your thirst, you can request a tour of the attached brewery or book the 30-seat tasting room for a private party.

**TRICK DOG**

**3010 20th Street**  
[trickdogbar.com](http://trickdogbar.com)

This Mission bar is a design lover's dream, from its bi-level interior—created by the Bon Vivants—that's tricked out with colorful bar stools, iron banisters and found objects, to a cocktail menu that resembles a Pantone color guide. The drinks are named after actual Pantone shades like St. Elmo's Fire (Flor de Cana rum, banana cordial, West Indies tincture, bitters) or Grandma's Sweater (Beefeater 24 gin, Zucca Rabarbaro, blood orange and lime juices, mint, bitter lemon soda). The eats are just as memorable, and highlights include salt-cod-wrapped Scotch eggs, excellent charcuterie and rectangular burgers cleverly served in hot dog buns.

MORE BAY AREA OPENINGS...  
**DUJOUR.COM/CITIES**