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CALIFORNIA STYLE



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WHAT'S HOT

**PERMANENT
COLLECTION**
co-founders
Fanny Singer and
Mariah Nielson.



Eyes on the Prize

Edited by KELSEY MCKINNON

> “The word ‘curate’ gets overused, but it is exactly what we’re doing,” says Fanny Singer, writer, curator and co-founder of **Permanent Collection**, a new brand that collaborates with contemporary artists, designers, manufacturers and artists’ estates to create garments, home objects and accessories inspired by timeless design. Together with her friend, business partner and fel-

low curator, Mariah Nielson, the two (who divide their time between the Bay Area and London) have devised a capsule collection spanning coats to ceramic cups.

The pair have impressive résumés in art and academia, and share a network of luminaries in the lifestyle communities. Nielson, who is the daughter of late NorCal sculptor J.B. Blunk, completed the Royal

WHAT'S HOT



Clockwise from left: Blunk Cups based on originals from Nielson's late father, artist **J.B. BLUNK**, \$350/set of four. Italian Sandals handmade by **ATELIER ATTAL**, \$350. Barbara wool coat in black, \$500.

College of Art and the Victoria and Albert Museum's program for her master's in design history; Singer, whose mother is chef Alice Waters, is a writer and Yale alum with a Ph.D. in art history from Cambridge.

Their cultured sensibility is apparent in the streamlined silhouettes and subtle color palette of each item. Clothing like the Agnes coat takes cues from a cocoon-like 1940s jacket belonging to Nielson, and objects such as the Blunk Cups are based on the artist's organically shaped clay forms. A pair of cognac leather slides, dubbed, simply, the Italian Sandals, are a modern rendition of a vintage pair Nielson bought 15 years ago in a secondhand shop and are now being made by the duo's beloved Parisian shoemaker, Atelier Attal. "We never position ourselves as designers," insists Singer. "Our training informs how we choose things."

More familial collaborations are in the pipeline: one with Nielson's mother, Christine, who founded bedding company Coyuchi, plus a highly anticipated line of kitchen items with Waters.

Launching in tandem with Permanent Collection is the pair's journal, *Works on Paper*. The collection-themed first issue in-



cludes contributions from *The New Yorker* theater critic Hilton Als, artist Fritz Haeg and Joseph Becker, SFMOMA's assistant curator of architecture and design.

Through the brand and journal, Nielson and Singer are homing in on the intersection of art and fashion, not just in the way each piece is selected and created, but also in the way people purchase and collect. "We see the customer looking at these pieces as a long-term investment in the same way someone purchases art," says Singer. "It's about believing in the quality of the work." permanentcollection.com.

• MELISSA MAGSAYSAY

WRITTEN BY DANIELLE DIMEGLIO AND LESLEY MCKENZIE; PERMANENT COLLECTION; COAT: ROBIN STEIN; SANDALS: DANIEL DENT; CUPS: DANIEL DENT; KOSLOW PORTRAIT AND BOOK COVER: CLAIRE COTTRELL; JAIME BEECHAM AND NACHO ALEGRE; FALL: COURTESY OF JONATHAN MONK AND CASEY KAPLAN, NEW YORK

SAN FRANCISCO

It's a Sign

From abstract neon sculptures to provocative fluorescent signs, a new exhibition, "Let There Be (More) Light," explores politics, social critique and dialogue through an incandescent lens. Taking over the newly minted **Jessica Silverman Gallery South** (an intimate pop-up space across from its larger mainstay), the show features 22 installations from talents such as Nina Canell, the late Jason Rhoades, and L.A.-based Andrea Bowers, while nodding to early pioneers of the medium like Robert Irwin. *Oct. 13-Nov. 19; 495 Ellis St., S.F., 415-255-9508; jessicasilvermangallery.com.*



JONATHAN MONK's *Fall*, 2011.



L.A. chef and entrepreneur **JESSICA KOSLOW** of **SQIRL**.



LOS ANGELES

Hit Parade

When it comes to popular recipes in Jessica Koslow's first book, *Everything I Want to Eat: Sqirl and the New California Cooking* (Abrams, \$40), it's a toss-up between her sorrel pesto rice bowl and ricotta toast—staples at her cult-status Silver Lake eatery. "It's like Michael Phelps versus Usain Bolt—both brilliant and not comparable," she says. The book also features Koslow's signature jams plus new recipes that may eventually work their way onto the restaurant's menu. "I am interested in everyday dishes that people never knew they wanted," says Koslow, who is also focused on a new dining concept opening in spring 2017. sqirlla.com.