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LA

ISSUE 66

DOWNTOWNER[®]

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THE INSIDER'S VIEW OF DOWNTOWN CULTURE, FOOD, DRINKS, FASHION & THE PEOPLE WHO SHAPE IT.

A FERROCONCRETE PUBLICATION

— ferroconcrete.com —

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NEIHULE ACADEMY OF BEAUTY

A NECESSARY REVISION TO BEAUTY EDUCATION

Written By Dakota Nate

Photographed By Robiee Ziegler

If you're learning a specific trade, especially one that calls for the creativity of a painter, the precision of a surgeon, and the warmth of a therapist pulled together into one profession, you could only hope that the school you go to to learn that trade and fine-tune your skills would be everything you could ever ask for and more. Unfortunately, as far as most beauty schools go in 2020, there's an extreme lack of modernity, and an even more dire lack of innovation. This is what prompted a movement by two experts in the field to take their knowledge and put their heads together with other industry professionals to create a much more successful path for beauty education in Los Angeles.

Neihule Salon has created quite a name for itself off of Olive & 6th Street as Downtown Los Angeles has transformed around it for the last decade. Owners Yvonne and Atouzo Neihule have now set out to build a new standard for the beauty industry with their hybrid salon and beauty school, Neihule Academy of Beauty, just a few blocks from their flagship salon. With over 30 years of combined experience in the industry, this husband and wife team are paving a new path for students entering their world with an elevated learning experience across all fronts.

"We wanted to break the mold and build a whole other location where it feels and acts like a high-end salon and students learn in that environment," says Yvonne. "The quality of education is very different than your average beauty school, that's why we've been so successful."

(Continued on Page 4)

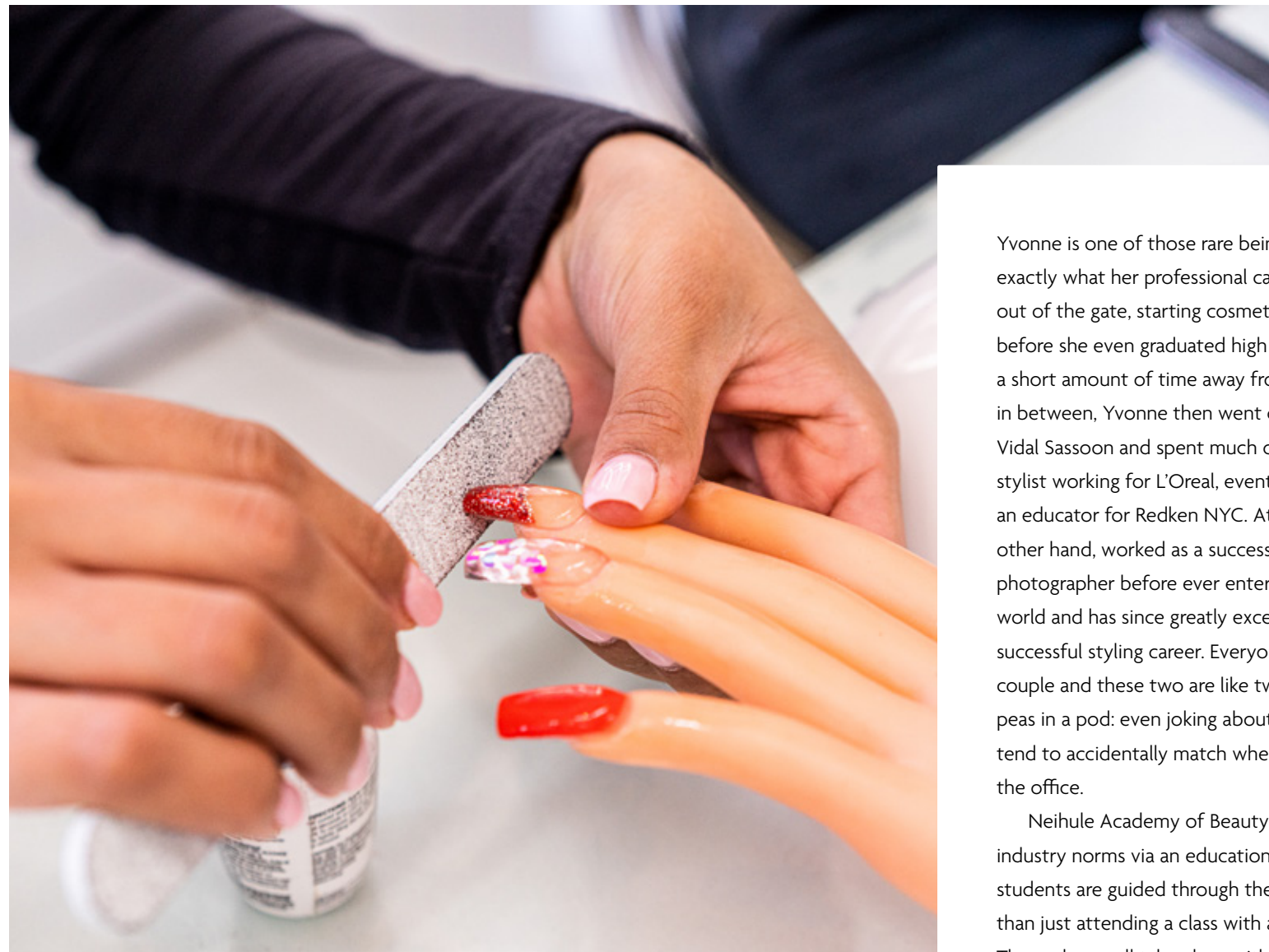


Next stop: more connections in DTLA.

Beginning January 10, 2020, expect westbound 1st St to be closed between Vignes St and Alameda St, through April 2020 in downtown LA. This major milestone marks the transition to the final phase of construction for the Regional Connector Transit Project and brings this project one step closer to completion.

Plan ahead and use alternate routes to avoid delays. Learn more at metro.net/regionalconnector.

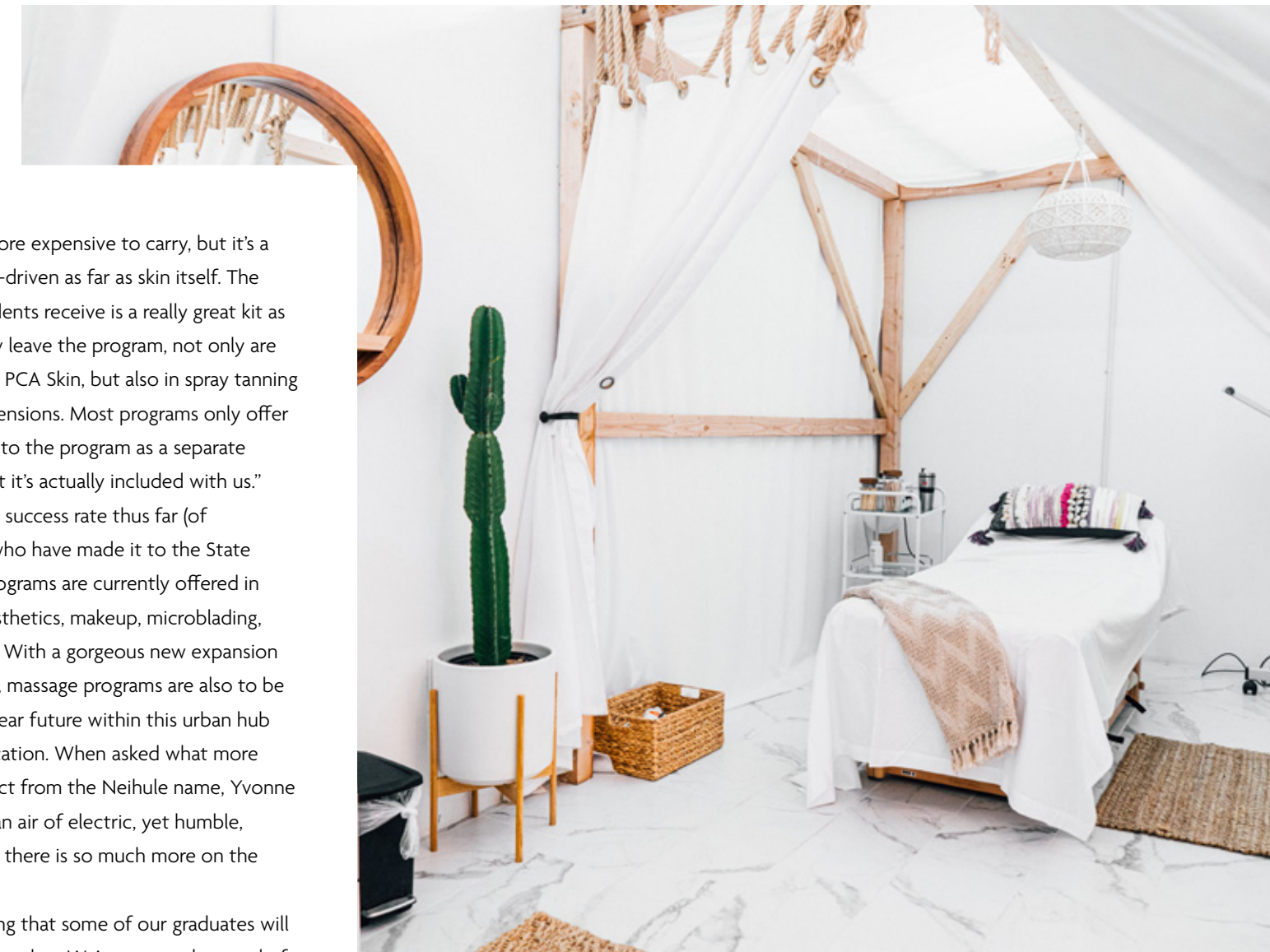
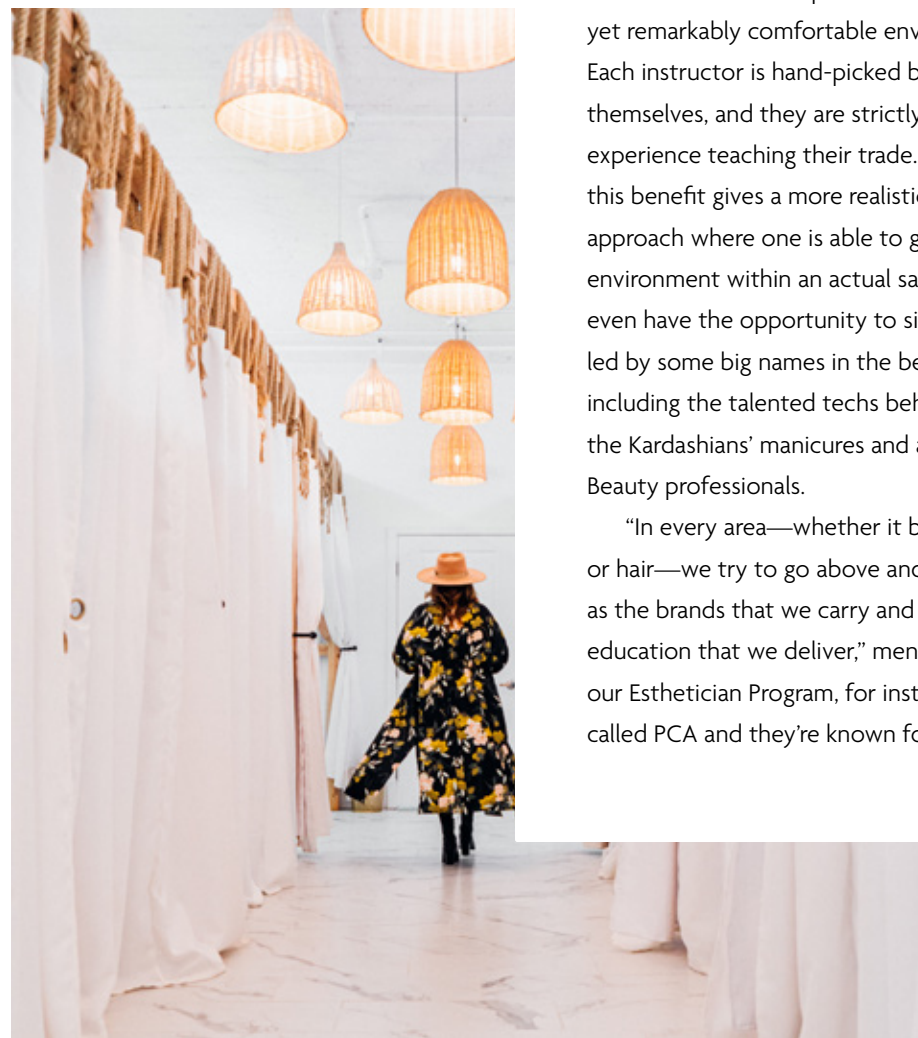




Yvonne is one of those rare beings who knew exactly what her professional calling was right out of the gate, starting cosmetology school before she even graduated high school. Spending a short amount of time away from the industry in between, Yvonne then went on to train with Vidal Sassoon and spent much of her career as a stylist working for L’Oreal, eventually becoming an educator for Redken NYC. Atouzo, on the other hand, worked as a successful fashion photographer before ever entering the beauty world and has since greatly excelled in his own successful styling career. Everyone loves a power couple and these two are like two fashion-forward peas in a pod: even joking about the way they tend to accidentally match when they arrive at the office.

Neihule Academy of Beauty cuts through industry norms via an educational model where students are guided through their practices rather than just attending a class with an assessment. These classes all take place within a high-end, yet remarkably comfortable environment. Each instructor is hand-picked by the Neihule’s themselves, and they are strictly required to have experience teaching their trade. As a student, this benefit gives a more realistic and hands-on approach where one is able to grow into the salon environment within an actual salon. Enrollees even have the opportunity to sit in on seminars led by some big names in the beauty industry, including the talented techs behind Cardi B and the Kardashians’ manicures and a panel of Redken Beauty professionals.

“In every area—whether it be nails, esthetics, or hair—we try to go above and beyond as far as the brands that we carry and the type of education that we deliver,” mentions Yvonne. “For our Esthetician Program, for instance, we use a line called PCA and they’re known for chemical peels,



which is a bit more expensive to carry, but it’s a lot more results-driven as far as skin itself. The kit that the students receive is a really great kit as well. When they leave the program, not only are they certified in PCA Skin, but also in spray tanning and eyelash extensions. Most programs only offer that in addition to the program as a separate certification, but it’s actually included with us.”

With a 100% success rate thus far (of their students who have made it to the State Board Exam), programs are currently offered in cosmetology, esthetics, makeup, microblading, and manicuring. With a gorgeous new expansion to the academy, massage programs are also to be offered in the near future within this urban hub for beauty education. When asked what more there is to expect from the Neihule name, Yvonne mentions with an air of electric, yet humble, confidence that there is so much more on the horizon.

“We’re hoping that some of our graduates will then work at our salon. We’re extremely proud of what we’ve done so far and are excited about the future and moving into massage. We also hope to bring on a makeup line in the near future. There are a lot of possibilities here.”

If you’re looking to hone in on your skills and enter the professional world of beauty, look no further. When it comes to pampering yourself, it’s also mighty hard to beat the prices at Neihule Academy of Beauty. With such promising training, it may be difficult to see the comparison between their students and a seasoned professional. The next time you’re due for a full set or a trim, trust in Neihule’s team to provide you with a service that is anything but sub par.

FIND IT HERE:
305 E 8th St. #101
neihuleacademy.com





DEATH & CO

THE COCKTAIL BAR THAT'S DYING TO MEET YOU

Written By Mariana Ramos
Photographed By Pascal Shirley

13 years ago the DTLA renaissance was slowly waking up the city and its residents and visitors. Though most of them were 9–5 office folk, it would soon develop into the revolutionary force we know it to be today. Meanwhile, in the East Village borough of New York, a new cocktail bar was redefining the way America drank its cocktails. Death & Co is infamous for revolutionizing the craft cocktail. It's been called, "NYC's Most Influential Cocktail Bar" for over a decade, and that's just in New York. Their second location in Denver is also a must-see spot and now they've opened in an elegant subterranean space in our very own Arts District.

David Kaplan, Alex Day, Ravi DeRossi, and Devon Tarby, backed by their team of professionals, opened what may now be the most important bar in Los Angeles, period. In the L.A. cocktail scene, "craft" can be used to describe the art of doing things, so when a big newcomer like Death & Co comes in, big expectations were in play. Head bartender, Matthew Belanger, put together a menu that has raised the bar. "We wanted to utilize the opportunity of fresh ingredients now available to us here in California," says Belanger. The menu is categorized by cocktail profile: everything from light and playful to elegant and timeless, with fresh produce from eucalyptus to papaya. However, Belanger says this menu is different from New York and Denver's because it is "spirit focused"; meaning he didn't want to overpower the flavors of the spirits themselves amongst all the fresh produce and other ingredients.

Belanger claims California not only has the abundance of produce but also an abundance of spirits available to work with. You see, here in L.A., we're also big on "craft" distilling (there's



that word again). It's also an art and in Downtown, distilleries are popping up by the dozen, making Belanger's R&D process a joy. While his team assembled the plentiful cocktail fare, the kitchen was cooking up a menu that not only compliments it, but demands your attention.

Culinary Director, Wes Hamilton, and Chef Ana Palomares brought forth their A-game and findings of the Pacific Coast freshness that the West Coast celebrates. The food menu is small and curated, with either plates for one, or larger offerings for sharing; all pair well with plenty of drink options on the menu.

The uniqueness of the hospitality here stands out via the concept of the Standing Room, pun intended. Death & Co does not accept reservations but they will put you on a waitlist with a text message to notify you when a table has opened up. While in the Standing Room, instead of sending you off into the arms of another bar, they'll simply send you to the front, where there is a standing area with limited booth seating, and a whole different menu available. Think of it as the amuse-bouche to the experience waiting for you just past the curtains.

Death & Co opened with great fanfare on New Year's Eve and the place has been packed nearly every day since, with cheers and resonance of acceptance and adoration from longtime fans of the brand. Owner Kaplan says, "Death & Co has resonated so well with our guests because it serves cocktails with passion and attentive hospitality in a uniquely democratic setting. It's this energy that we're excited to express in so many dynamic ways. Death & Co L.A. is an evolution from where we began years ago, and we couldn't be more excited to bring that energy to L.A.'s already thriving food and drink scene."

Death and Co's arrival in DTLA marks our neighborhood as an important destination for the drinking scene in all of Los Angeles. All are welcome and invited by their friendly staff who are literally dying to meet you.

FIND IT HERE:
810 E 3rd St.
deathandcompany.com





DRINK

A

DEATH & CO

810 E 3rd St.
deathandcompany.com



EAT

B

THE HRB EXPERIENCE

529 W 6th St.
thehrbexperience.com



MOVE

C

NEIHULE ACADEMY OF BEAUTY

305 E 8th St. #101
neihuleacademy.com

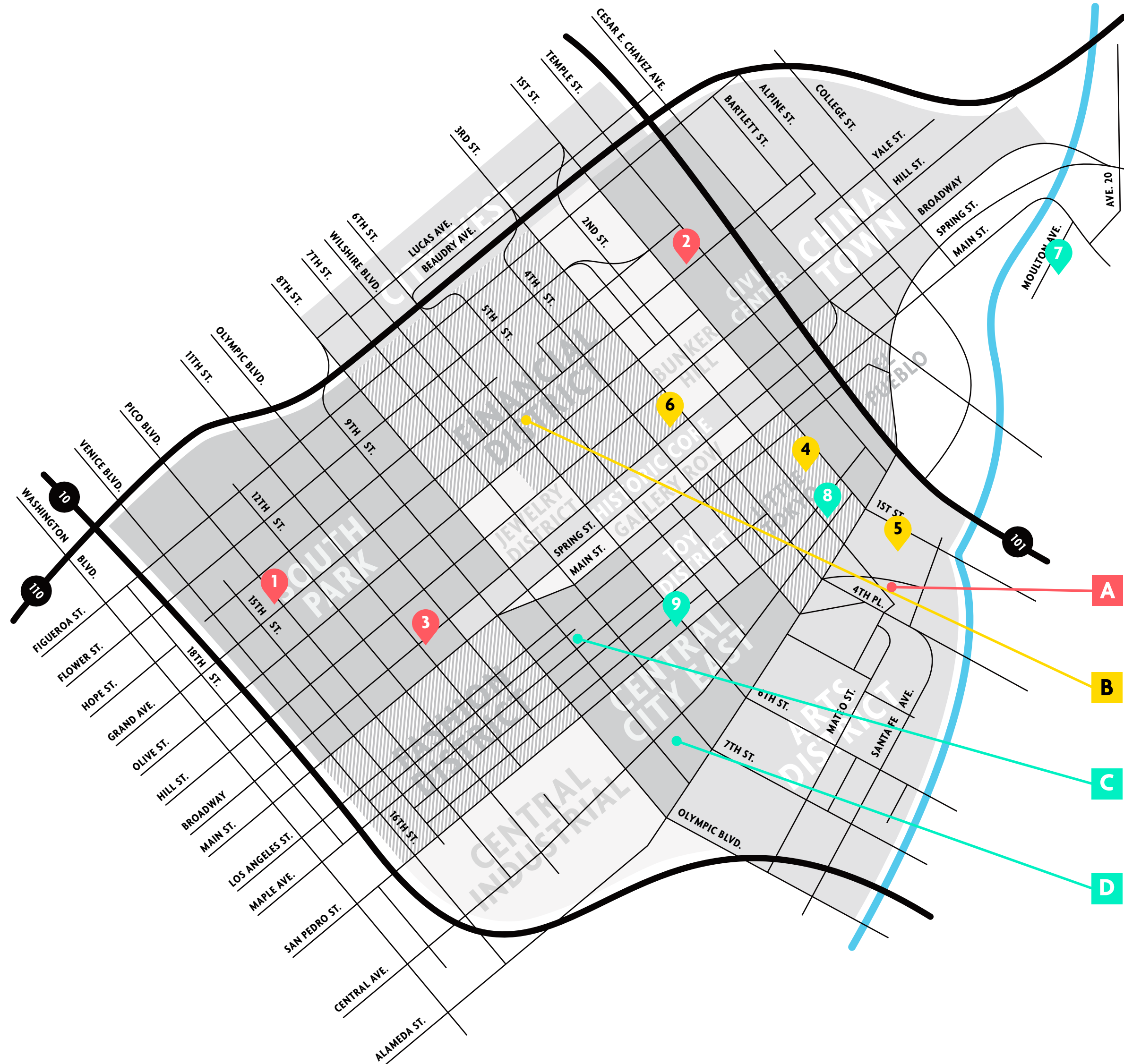
D

MARKET MARKET

777 Alameda St.
phoeniciaflea.com/market-market

- CITY STREETS
- FREEWAYS
- LA RIVER
- M METRO RAIL STATIONS

*MAP SIMPLIFIED & NOT TO SCALE



DOWNTOWN FAVORITES

- 1 MACCHIATO**
418 W Pico Blvd. — gotmacchiato.com
This cute little coffee/dessert shop boasts all sorts of sweet caffeinated concoctions, as well as colorful macarons, ice cream sandwiches, boba tea and waffles galore.
- 2 THE MULLIN WINE BAR**
205 N Grand Ave. — themullinla.com
The adult beverage portion of the Abernathy's revolving-door dining area at the Dorothy Chandler Pavillion, Mullin Wine Bar's wine comes with great views and an excellent bar program. The wine is curated from Lou Wine Shop, which prides itself on its natural and unusual wines. If you're looking for something stronger, the mixology program by Christiaan Rollich, who wrote a book about his farm-to-glass cocktail program, will treat you right.
- 3 PILOT**
1060 S Broadway — pilotdta.com
The Hoxton's rooftop bar has lovely cocktails to match their stunning view of DTLA. The drink menu is tongue-in-cheek. Be sure to check out The Honeybear on Holiday: a tequila-based drink that comes in a honey bear squeeze bottle nestled in a glass full of ice, making it look like the bear is chilling at the pool. Do it for the (golden) 'grams, y'all.
- 4 MARUKAI MARKET**
123 S Onizuka St. #105 — marukai.com
Hands down one of the best places in DTLA to grab a quick sushi, sando or soba during your lunch break. Marukai is a wonderful grocery store in its own right, but between its Japanese ceramics and cheap, fresh pre-made meals, it's a hidden-in-plain-sight treasure trove.
- 5 FATHER'S OFFICE**
905 E 2nd St. — fathersoffice.com/location/downtown-la
The much-celebrated Father's Office opens its 3rd location, this one in the Arts District. The menu of elevated bar food is pretty killer, but you're there for the no-substitutions-allowed burger and their outstanding beer program.
- 6 SARI SARI STORE**
317 S Broadway — sarisaristorela.com
"Sari sari" translates to "whatever" in Tagalog, and James Beard nominated Maragrita Manzke has been making unbelievable dishes in Grand Central Market since 2017. The late, great Jonathan Gold famously boasted that he once stopped by the restaurant five times in three days.
- 7 BARBELL BRIGADE**
646 Gibbons St. — barbellbrigade.com
If you're at Barbell Brigade, it's because you pump some serious iron. The location, near the Brewery Artists Colony, adds to the gritty vibe of the place. "Dominate Humbly" is their motto, and the friendly staff will guide you through your reps and squats.
- 8 JAPANGELES**
141 Japanese Village Plaza — instagram.com/japangeles
Celebrating the love between LA and Japan, this clothing store features rare streetwear items of high quality for this hip as sh*t brand. Buy it in the store because they don't have an online shop — they're that cool.
- 9 MIDNIGHT MISSION**
601 S San Pedro St. — midnightmission.org
The Midnight Mission was established in 1914 to give homeless and at-risk people a path to recovery and an ability to transcend homelessness. They are always looking for volunteers, and it's a great way to give back to our beloved community.



MARKET MARKET

POP UP TASTEMAKERS

Written By Abel Horwitz
Photographed By Rebekah Lemire

James Anthony looks out over the line of vendors selling handmade and curated goods that have set up shop at ROW DTLA. Anthony is the founder of East + West Experiential Markets, which gathers creative makers of clothing, ceramics, candles, bath goods, footwear—as well as vintage resellers—together at pop up maker's markets found across the United States.

Anthony is quick to laugh, friendly and warm, and his personality is reflected in Market Market, his newest project, which is now running every other Saturday at the ROW.

In 2014, he created his first maker's market in Phoenicia, New York, a quaint little town in the Catskills that had been re-discovered by young hipsters and artists.

"I noticed that there was a return to the desire for things that were homemade. The term 'maker' was starting to be used to describe the movement," Anthony explains.

"I find that it's the curious who are interested in buying things that are meaningful, that are handmade and sustainable and will last a lifetime," says James. "And part of our manifesto is that if we are going to survive as a human race, we need to need to move away from disposable living."

After the success of the first market, he and his team began moving west across the country, putting together pop up markets in different regions and areas across the United States.

Market Market cements him in one of Los Angeles' creative hubs, the Arts District. Previously, he has brought markets to Palm Springs and the Nomad Hotel on 7th Street,

but when the ROW reached out to him asking for a complementary experience to balance out Sunday's popular Smorgasburg event, James jumped at the opportunity.

"I grew up in LA," says Anthony, "so this brings me back here. It's amazing to see what has happened Downtown—all these beautiful buildings that have been given a new life."

There's a playfulness to the vendors that James and his team select. He prides himself on his curation, following his lifelong motto of surrounding himself with smart, talented people.

The majority of vendors are the artists themselves, such as Paul Lowe Ceramics, which crafts stunning, handcrafted ceramic bowls, utensils and pots with a beautiful design. The crafts deliberately are dappled, showcasing Lowe's fingerprints all over the items.

Over at the Hazumomo clothing company stall Paulo Manaid sells from his Natibo Atbp line, which sources hand-woven prints from Philipino tribes that are then sewn into shirts, sweaters, bags and jackets.

You'll also find Brayden LeBlanc and Sean Smith, two cotton candy artists who go by The Puffs, crafting massive cotton candy shapes and colors, honoring the LGBT community.

"We asked ourselves, 'What's the gayest thing we can make?'" jokes LeBlanc, "and we came up with various designs of cotton candy."

"It adds fun and levity to the whole thing," says Smith, "and 10% of our proceeds go to LGBT charities."

Market Market is a lovely place to shop for quality, tasteful and distinctive clothing, homegoods and self-care items. It gives downtowners an opportunity to support artists directly and to be a part of the social fabric of our beloved neighborhood.

FIND IT HERE:
777 Alameda St.
phoeniciaflea.com/market-market





THE HRB EXPERIENCE

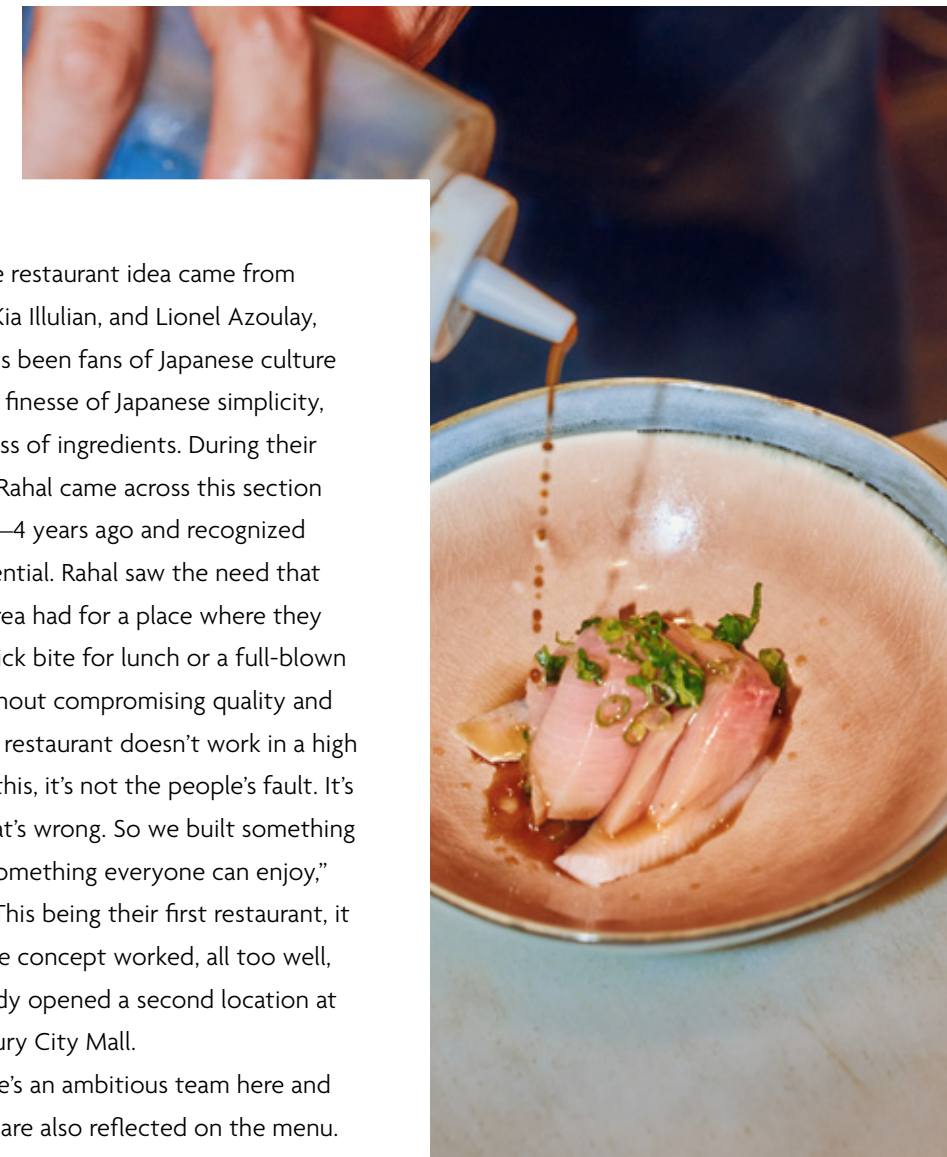
**BOLD INTENSITY AND SIMPLICITY
ALL ROLLED INTO ONE**

*Written By Mariana Ramos
Photographed By Jack Strutz, Prop Stylist Casha Doemland*

The Financial District in Downtown LA is slowly emerging as a dining destination. Before 2019, everything west of 6th and Hill seemed somewhat inaccessible due to the grandeur of L.A. Prime, La Boucherie, and 71 Above. On the ground level, there were hidden gems, but nothing exuberant in quality, at least not until now. The HRB Experience opened its doors on the ground level of the Pacific Mutual building and the flocks of patrons rushing to fill the seats along the counter are no joke.

“Experience” is an appropriate word to describe the time spent at HRB because it is not dinner and a show, but it is dinner as a show and the main stars are the ingredients. The menu is very simple. You don’t even have to choose for yourself. It’s meant to encourage the Omakase way of dining, a style in Japan that simply translates to “chef’s choice.” Truly, at this establishment, the chef knows best.

Once you place the order, the handrolls are served to you on a brown paper placemat fresh off the line, and meant to be devoured right away. No time for pleasantries here. It even says so on the menu. The rolls are meant to be enjoyed fresh, “As soon as they are served.” You’d miss out on the crunchiness of the fresh nori if you stare at it for too long or take too many photos. That is where their attention to detail shines.



The idea for the restaurant idea came from Ludovic Rahal, Kia Illulian, and Lionel Azoulay, who have always been fans of Japanese culture and cuisine, the finesse of Japanese simplicity, and the freshness of ingredients. During their planning stage, Rahal came across this section of Downtown 3–4 years ago and recognized immediate potential. Rahal saw the need that people in the area had for a place where they could grab a quick bite for lunch or a full-blown experience, without compromising quality and hospitality. “If a restaurant doesn’t work in a high traffic area like this, it’s not the people’s fault. It’s the concept that’s wrong. So we built something well rounded, something everyone can enjoy,” explains Rahal. This being their first restaurant, it is safe to say the concept worked, all too well, as they’ve already opened a second location at Westfield Century City Mall.

Clearly, there’s an ambitious team here and their ambitions are also reflected on the menu. There’s more than good rice and fresh seafood here. There are also tartares, special handrolls using soy wraps instead of nori, fresh uni, and sashimi. Though already proven to be a hit, Rahal plans to keep the creativity rolling on the menu, as it will go through changes every season.

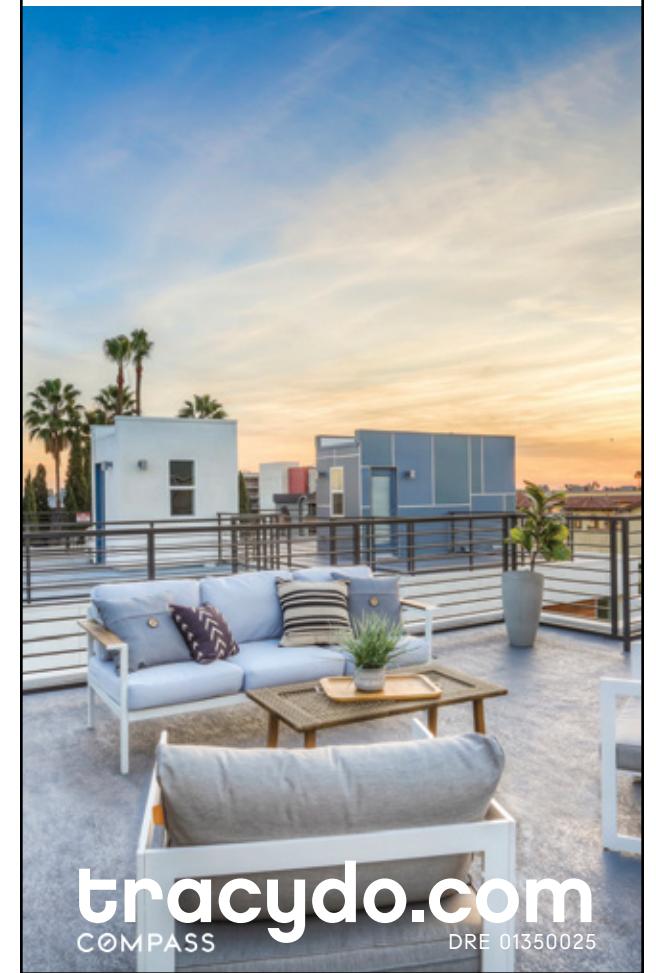
The HRB Experience should be held in high regard and with applause for their success in opening a much-desired restaurant in one of the highest foot traffic areas of Downtown. The fact they’ve held their own and already expanding is what first-time restaurant owners dream of. Only the truly dedicated ever get this lucky. Go experience it for yourself, but call ahead of time to check on the line.

FIND IT HERE:
529 W 6th St.
thehrbexperience.com



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FERROCONCRETE

THE STORY BEHIND LA DOWNTOWNER

Written By Janica de Guzman
Images Courtesy of Ferroconcrete

If Hollywood is a city of broken dreams, then DTLA is where ideas come alive. Our city boasts creative inspiration from the picturesque skyline to graffiti-filled alleyways, and world-renowned museums to independent design shops. There's no shortage of people with ideas and the ambition to make them a reality. Ferroconcrete, a DTLA-based branding studio and creator of LA Downtowner is one of the many creatives who use DTLA as their launchpad.

In 2006, founder Yo Santosa won the pitch to brand the cult yogurt shop, Pinkberry. She had no office, zero employees, but the drive to make this startup a success. In her loft on Main Street, the boundary between live/work was slim to none. She answered conference calls in her bathroom and conducted presentations in her bedroom. To Downtowners, this isn't unusual—it's the hustle. Through it all, Pinkberry grew from one store to over 200 worldwide. And in fourteen years, Yo established Ferroconcrete as an award-winning branding agency working with upstart brands and established ones like TBS, The Today Show and TNT.

"It's exciting to be in a city that's being revived because we can be part of the growing community to give it a voice and help bring personality to it, especially with local businesses. Because at the end of the day, people don't fall in love with businesses, they fall in love with personalities," says Yo.

The heart and soul of DTLA is ingrained

into Ferroconcrete's DNA as they have also worked with FigAT7th, The Music Center, and Downtown Center BID. But they wanted to create something personal for DTLA's community by sharing stories of our people and culture—that's when LA Downtowner was born.

The idea came about on a Friday evening at Golden Gopher in the midst of sipping beers and sharing pizza. By Monday, it was realized that the idea wasn't conceived under the influence, but a group effort (including myself) to make it happen. Our small five person team got to work. We cold-called local businesses and contributors, developed stories, and in two months 10,000 newspapers took over every flat surface of our office. In the peak of summer, we hit the pavement and went door-to-door dropping off stacks of newspapers and connecting with neighbors. It was worth the blood, sweat and ink stains because six years later we're still here telling stories through the support of you—the readers, movers and doers.

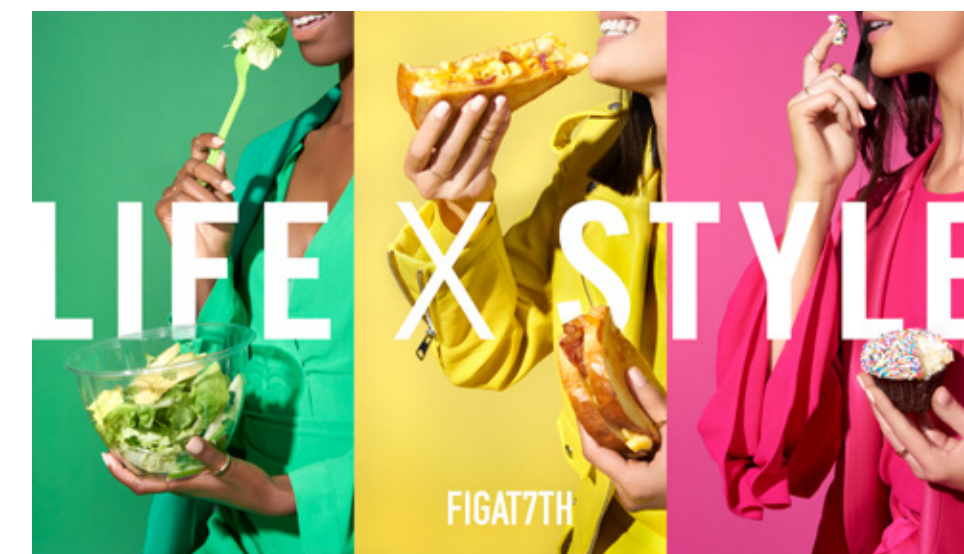
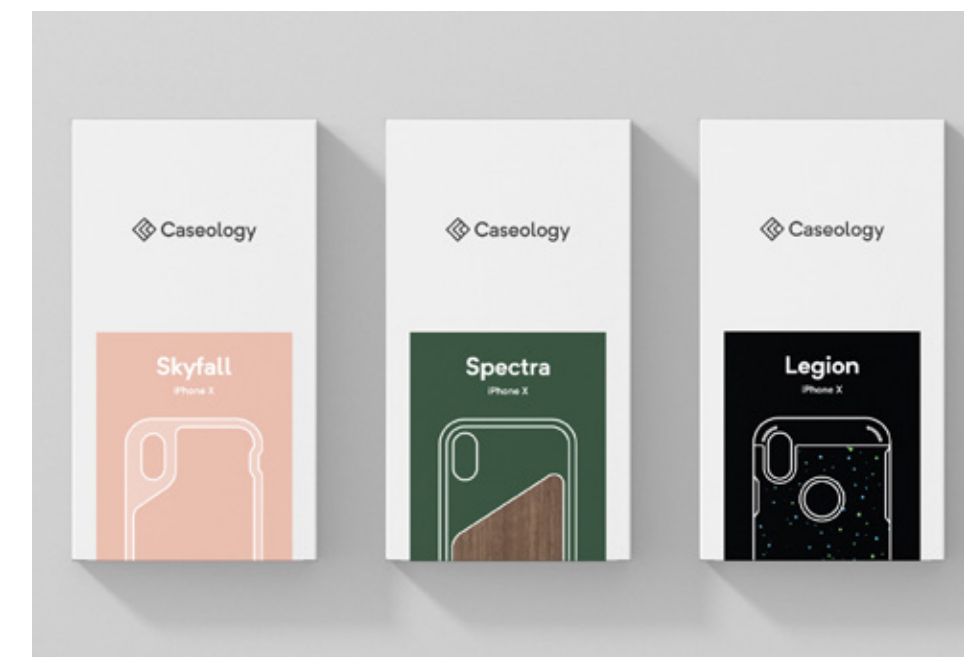
"Through LA Downtowner, we've been able to build connections while developing a better understanding of the community and what keeps people interested. Everything is sprouting up so quickly and people's attention spans are shorter, so we're proud to be able to help brands tell a more memorable story," says Owen Gee, partner at Ferroconcrete.

DTLA is the place to be for ambitious, hungry (literally and figuratively) brands and individuals. We'll leave you with a couple pieces of advice for those who are here making their ideas come to life.

"Focus on one thing and specialize, don't try to do too much at once. People need to know what you stand for," says Owen.

And, "Start in your apartment, it's low risk... and the easiest commute," says Yo.

Or you can go ahead and speak to Yo and Owen directly at hello@ferroconcrete.com.



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