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specs+spaces Reporter, Dunn-Edwards Corporation

Jonamor Decor: Creating a Vision

01/08/12 **Kastle Waserman** | specs+spaces Reporter, Dunn-Edwards Corporation

Whether it's bright and bold and rock 'n' roll, or a mix of exotic and European inspirations on a softer palette, Jonamor Décor can pretty much handle anything a client throws their way and come up with a space that brings the owner's vision to life.

The end result also usually brings a few dropped jaws.

Interior designer Jonona Amor has the gift of taking someone's references, no matter how wild or conservative they may be, and creating spectacular settings that completely reflect a person's personal preferences. "The clients generally always have an idea of how they want a room to feel and function, but they don't always have an innate sense of how it all can go together," she says. "I go through and assess every like and dislike and bring it together using my design training and my eye. There are no real rules, it's all sort of suggestive. It's always driven by their vision of what they want, and what their passions and influences are."



She starts with an intake interview – just letting the client reveal what they like. "I just absorb all the information," Jonona said. "If I get enough information, I can start to see through their eyes. It's really about communicating."

Jonona started in interior design through a love and flair for working with vintage furniture. She came to Los Angeles in 2004 and became manager of the LaBrea Antique Collection and entered UCLA Extension's Profession Level Interior Design Program. She later worked at the Otto Design Group as the vintage furniture buyer for Urban Outfitters, furnishing all of the stores in the United States and Canada.

She then met Senor Amor, a well-known local DJ and mutual lover of retro style and vintage furnishings. They eventually partnered, married and co-owned the vintage furniture store, Retropia, before starting Jonamor Décor in 2009.



Jonamor's clients have included many entertainment industry names such as the Go-Go's Jane Wiedlin, comedienne/drag artist Jackie Beat, music producer Tomas Costanza and "The Ricky Gervais Show" producer Lisa Ullmann. As might be expected from this creative roster, their tastes were bold, varied and challenging.

The key to Jonamor's success has been in creating looks using layering, color and texture to provide a vivid reflection of their client's personal style. They incorporate wallpaper, fabrics, furniture, art and of

course, paint color to build a feeling. They exclusively use Dunn-Edwards Paints for the quality and extensive color selection. "I usually start by finding out the client's relationship to color," says Jonona. "They might have a photo or some kind of fabric they like. I take that and make a color palette to complement the style they want. I hate that '80s Rubik's cube look with every wall a different color. I'm more of a traditionalist about sticking within a palette. Having different types of clients has helped me step out of my comfort zone and do things I've never done. Even more subtle palettes are very exciting for me because then you can pop in other colors if you have neutral wall choices. Slowly layering and popping things in is what makes the setting feel comfortable and lived in."

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HOUSE TOURS – TOMAS COSTANZA AND KILLINGWORTH RECORDING STUDIO

I went on a house tour to see some of their work up close. Our first stop was Tomas Costanza's radically renovated 1940s Studio City ranch house, turned ultra hip, '70s-influenced home with adjacent recording studio and musician guest quarters.

See the slideshow - Tomas Costanza's Home:

Jonona started by having Costanza jot down some styles he liked. When he wrote down "Elvis, Morocco, Willy Wonka, the Brady Bunch and Clockwork Orange," she knew she had a job on her hands, but was excited about the possibilities of going with big bold choices. Costanza also wanted to completely renovate the home, formerly owned by "Little Rascals" starlet Darla Hood, that seemingly hadn't been updated since the '70s.

"Everything was chestnut brown with light blue carpet in every room of the house. It looked really dreary and depressing," Costanza said. "I like a lot of color and I wanted something fun with a lot of energy. I wanted it to feel like you're stepping into a different world in every room," he added.

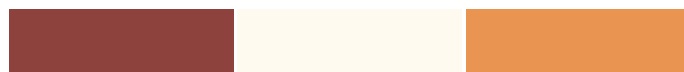
With the help of Jonamor Décor, a vintage furniture shopping trip in Palm Springs and an army of contractors, Costanza was able to give a completely different look to the house and the built-on recording studio, where he has worked with such noted names as Blues Traveler and Clinton Sparks.

See the slideshow Killingsworth Recording Studio

The result is a festive, wondrous space that serves up a big colorful dose of creative inspiration. "Jonona and Senor basically brought the vision into the house," Costanza said proudly. "I still look at it and love it. And I enjoy showing it to people and see them go, 'Oohhhh, wowwww!' I never would have been able to do it on my own, ever."

Tomas Costanza House, Dunn-Edwards Colors Used:

House



Deep Crimson (DEA152)

Vanilla Shake (DEW325)

Yams (DE5200)



Passionate Plum (DEA144)

Red Contrast (DEA106)

Whisper (DEW340)



Day Lily (DEW317)

Wedge of Lime (DE5549)

White (DEW380)



Lapis (DE5846)

Black (DEA187)

Guest Room and Band Apartment



Ocean Night (DE5901)

Burmese Gold (DE5300)

Recording Studio



Leprechaun (DEA126)

Burmese Gold (DE5300)

Covered Wagon (DE6196)

HOUSE TOUR – LISA ULLMANN

Our next stop was Lisa Ullmann's quaint Echo Park two-story townhouse. Her inspirations were softer, telling Jonona, "I'm conservative but want glamour and reflections of my travels to France, Italy and India" Again, Jonamor Décor rose to the challenge.

[See the slideshow](#)

For Ullmann, the color choices began with a photo she had of a blue kitchen. "We decided on the color palette of blues and purples and pinks," said Jonona on the planning stage. "Those always go together and the more shades you put together, the better it looks. So we just started popping things in. At first it looks really bright but the more you add, the more it starts to look pretty."

Ullmann's redesign included repainting, adding wallpaper, putting in hardwood floors, and buying all new furniture, which she was able to do affordably with the help of Jonona's knack for vintage treasure hunting. "I prefer buying vintage from an environmental perspective. I got great deals on everything," said Lisa. "It shows you don't have to spend crazy amounts of money to have a great place."

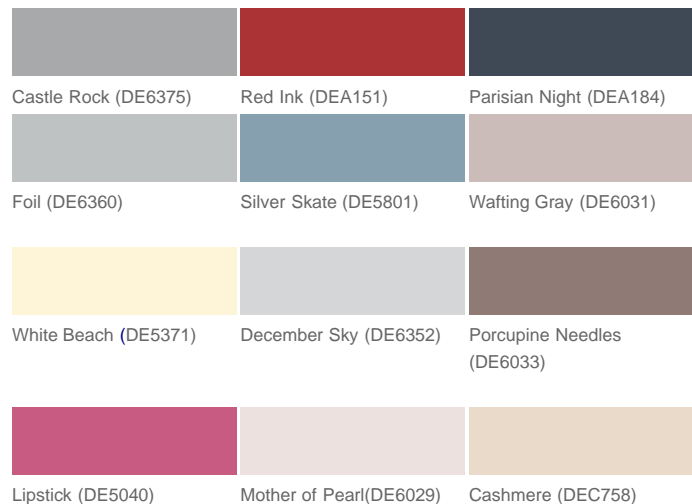
She said the majority of her investment was in the floors and walls. She made sure what she used was good quality. "I knew it was like sweat equity. I got my place pretty cheap and the reason why was because it showed

horribly, everything in it was beige. I had notions of what I wanted but no real understanding of what design was. I didn't even consider wallpaper but I was open to suggestions on how to complement the concept in a different way."

The end result is collection of what Jonona calls "little jewel box rooms," that are soft but filled with color and texture and yes, those exotic travels. "It's fun to look back on the original list of ideas and see that you really were able to make it Italian, French *and* Indian, but it's not hitting you in the face. It's subtle and that's what makes it work." Jonona said.

Sometimes when I travel and come home I still can't believe this is my place." Lisa added. "It feels really palatial to me. I'm so grateful for all of it."

Lisa Ullmann House – Dunn-Edwards Colors Used:



For more on Jonamor Decor, visit the website: www.jonamordecor.com

Photos by Kastle Waserman

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Fleur says:

January 20, 2012 at 5:14 AM

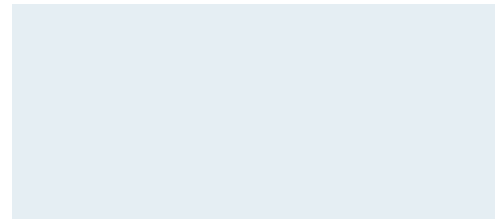
I like this concept of taking a client's personal tastes and ideas and transforming it into an interior and a sense of a feeling and mood. Combining this process with layering and adding to these ideas and preferences

through colour, texture, design and a feel is genius. I wish all interior designers worked this way. This process can only reflect the individual's persona. Regards, Fleur

judy miles says:

January 10, 2012 at 11:26 AM

I would love for Jonamor to do my home!



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