

Esquire House Los Angeles, California

After the success of their Ultimate Bachelor Pad project in New York's Trump World Tower last year, the popular upscale magazine Esquire has created another abode that reflects its credo of "Man at His Best" - the Esquire House LA.



The \$12 million, 11,000 square-foot Mediterranean-style home in Beverly Hills personifies the elegant and sophisticated lifestyle epitomized in Esquire. Designed by celebrated architect Richard Landry with interiors designed by tastemakers including Giorgio Armani, Hugo Boss and Todd Oldham, the Esquire House LA is stocked with the finest examples of everything – including technology.

In choosing participants for the project, Esquire sought to include "the world's most highly regarded premium brands to spotlight during 25-plus events and fundraisers this fall that will bring together leaders and influencers of today's culture."

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Naturally, when they needed the best of the best to control everything in the home owned by professional football star and L.A. native Keyshawn Johnson of the Dallas Cowboys, Esquire chose Crestron.

Two Crestron dealers were involved in the project; Southern California Electronics of Sherman Oaks served as the project's electronics consultant and wired the entire house, while Roberts Audio & Video of Beverly Hills handled the installation and programming of the Crestron system.

Esquire House LA features many of Crestron's latest offerings, including award-winning products like the **Isys i/O™ TPMC-10 WiFi Touchpanel** in the fun rooms like the screening room (see photo) and game room, a

WPR-48 waterproof remote in the pool area and **C2N-TXM Tuner** for XM Satellite Radio. There are also wall-mounted **TPS-2000L's** and Crestron keypads throughout the house for controlling lights, temperature and more.

Crestron audio distribution is also in full swing in the Esquire House, with a **CNX-PAD8A** sending music throughout each zone powered by a Crestron **CNAMPX-16X60 amplifier**. A **CP2E control system** is the brains of the Esquire House LA's AV system.

"The Esquire House LA is home to many of the world's leading companies and the house serves to bring their brands to life," explained Esquire V.P. and Publisher Kevin O'Malley. "Crestron is certainly no exception and we are ecstatic to have their well-known, first-class technology on display."

Over the course of three months, Esquire has hosted numerous celebrity/charity-themed events that raise money for worthy causes. Just a few weeks ago, the first event held at the house, Celebrity Poker Night for the Alzheimer's charity Keep Memory Alive, packed the House with Hollywood's rich and famous. Actors Ben Affleck and Leonardo DiCaprio were seen having fun putting the Isys i/O WiFi through its paces while they played cards in the Game Room.



"We've had such a wonderful response from all of our guests who have visited and spent time at the Esquire House," says O'Malley. "The Crestron system has been a big hit with our visitors and all of our participants truly exemplify 'Man at His Best'."

For more on Esquire House LA, visit www.esquire.com/lahouse. And, keep an eye out for Crestron in upcoming issues of Esquire in the Style Agenda section, as well as for the Isys i/O WiFi in the Gear section.