

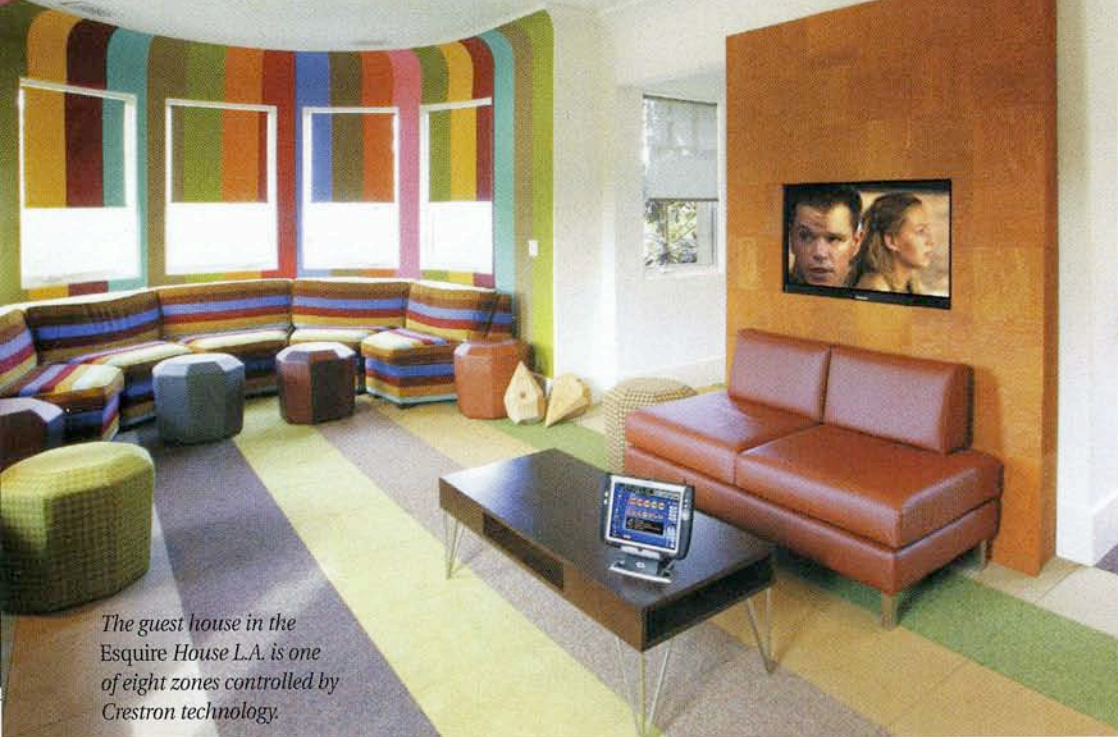


The billiards room in the Esquire House L.A. features the Isys i/O TPMC-10 WiFi touchpanel.

# Bachelor Pads

*Esquire Turns to Crestron Touchscreens to Control Hip Promo House in L.A.*

by jeremy j. glowack

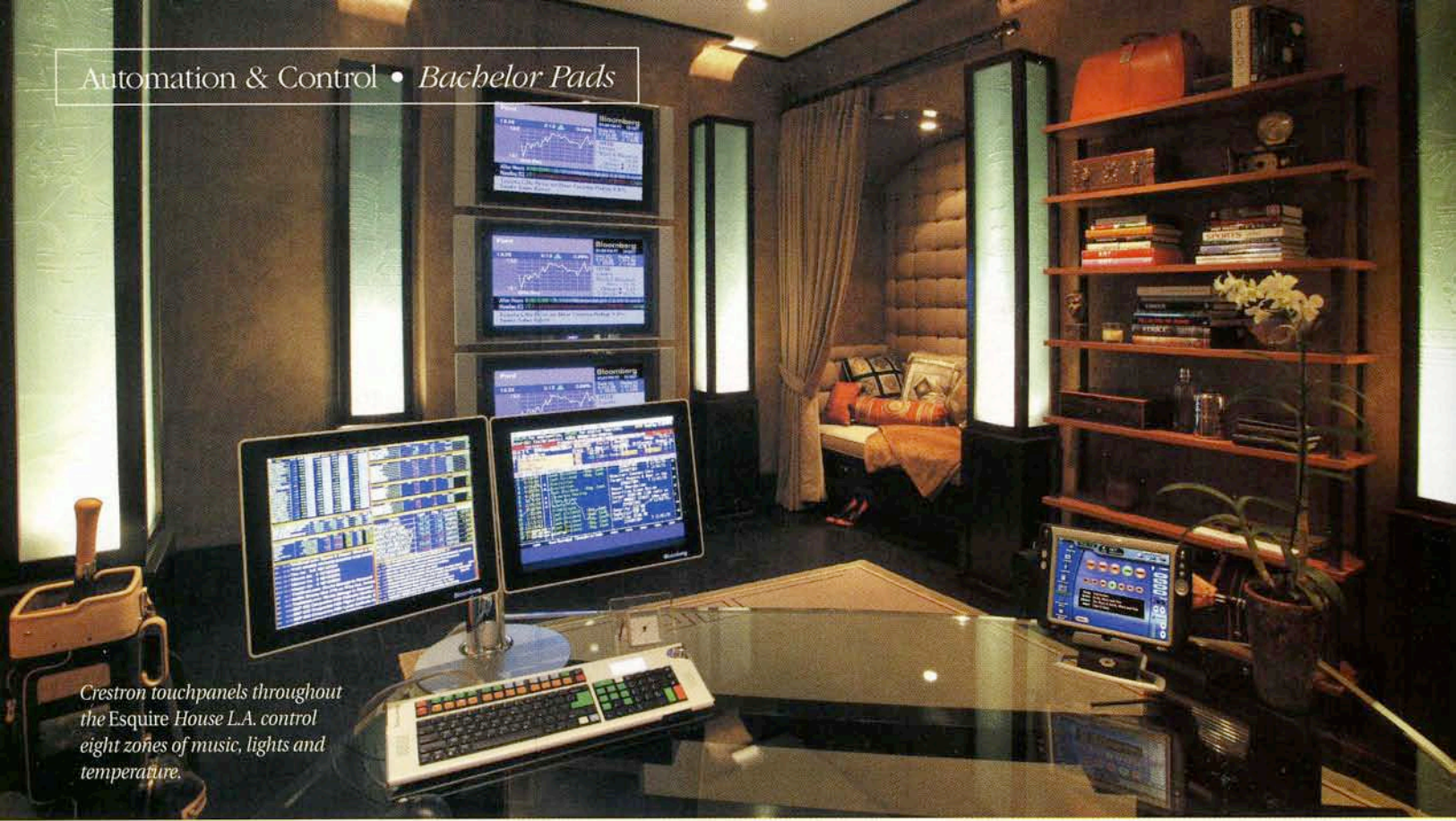


The guest house in the Esquire House L.A. is one of eight zones controlled by Crestron technology.

hosted numerous celebrity/charity-themed events that raise money for worthy causes. 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.

"The *Esquire* House L.A. is home to many of the world's leading companies and the house serves to bring their brands to life," explained *Esquire* VP and publisher Kevin O'Malley. "Crestron is certainly no exception, and we are ecstatic to have their well-known, first-class technology on display. We've had such a wonderful response from all of our guests who have visited and spent time at the *Esquire* House. The Crestron system has been a big hit with our visitors and all of our participants truly exemplify 'Man at His Best.'"

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Crestron touchpanels throughout the Esquire House L.A. control eight zones of music, lights and temperature.

what our Crestron designs have been able to do," Eitel explained. "We're running 40-acre estates with Crestron, so Gordon knows the quality of the Crestron product."

*Esquire House L.A.* features many of Crestron's latest offerings, including the Isys i/O TPMC-10 WiFi touchpanel in the screening and game rooms, a WPR-48 waterproof remote in the pool area and a C2N-TXM tuner for XM Satellite Radio. There are also wall-mounted TPS-2000L's and Crestron keypads throughout the house for controlling lights and temperature.

Crestron audio distribution is in full swing in the *Esquire House* as well, with a CNX-PAD8A sending music throughout each zone powered by a Crestron CNAMPX-16X60 amplifier. A CP21 control system is the brains of the *Esquire House L.A.*'s A/V system.

After prewire was completed by Southern California Electronics, Roberts took about a week to install the Crestron package. "We didn't do a complete turnkey Crestron system," Eitel noted. "Because they wanted the Crestron to be primarily in the central areas of the home, we took about eight zones and got those working so that people could use music and they can help show off the technology in the house. We integrated with the lighting system and HVAC, but didn't integrate with the individual plasmas in the rooms. Those were run on their own remotes."

Over the course of three months, *Esquire* has

After the success of its 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 L.A.

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 Giorgio Armani, Hugo Boss and Todd Oldham, the *Esquire* House L.A. 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." And when the magazine's marketing team needed a product 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 Home Audio & Video of Los Angeles handled the installation and programming of the Crestron system.

After an unfulfilling experience designing A/V for a designer-showcase project several years ago, Roberts president Robert Eitel says that he was reluctant to sign on for another promotional house. However, a call from *Esquire* House L.A.'s builder, Gordon Gibson Construction of Santa Monica, was all it took to change Eitel's mind.

"The last time we did something like this, it was a waste of time, and we didn't get any benefit from it," he explained. "But because Gordon Gibson was involved in this case, we jumped at the opportunity. He's a good guy and really looks out for us on his best projects."

In fact, the two companies have worked together on high-end home integration projects for more than 20 years. Roberts' proficiency with large-scale Crestron designs on those homes had convinced Gibson that his best integration partner also should be involved in the *Esquire* project. "He had seen