

Absolutely Prefab!

Now showing: A Little Italy architect injects Euro style into the next-gen home

| By AnnaMaria Stephens | Photography by Ethan Pines |

Go figure. The hippest prefab house on the market was inspired by child's play. "I'm from Denmark, very close to the Lego factory," explains architect Jesper Pedersen. His DNA European Design Studio—headquartered at The Q in Little Italy—just debuted its stunning IQ haus, a sustainable, container-based system that snaps and locks. Four different containers mean countless configurations. IQ haus—and its diminutive sibling, the IQ s-tart, now on view at Kettner and Grape—puts high design at an unbelievably low price point. "Mass production makes it affordable," says Pedersen. The turnkey prefabs are fully loaded with an Italian kitchen, a freestanding tub and a flat-screen. Orders are piling up following a buzzy unveiling at the recent Dwell on Design conference, which led to a blogging frenzy. In the works: a 40-container

development in the Laguna Mountains and the 5 Estrellas winery in Valle de Guadalupe, a Mexico boutique property built entirely from reclaimed materials. A decade ago, Pedersen expatriated from Copenhagen to SoCal

to be with his wife, Cathi, an O.C. native who helps run DNA. "It's so expensive to build here in the U.S.," he sighs. "A lot of architects do prefab, but they go too custom and pricey so it's never taken off." Eventually, the Pedersens plan to design their own. For now, they make do at their pad in La Jolla filled with midcentury Danish designs. "I'd like to live in a white house with everything white in it," says Pedersen. With his five o'clock shadow, the Dane could pass for a SoCal surf exec. But his inner Euro snob comes out when talk turns to food or design. "My wife always says that," he laughs. "It must be true." R

Pedersen's Hots

Simplicity, my wife, Valle de Guadalupe, Noma Restaurant in Copenhagen, surfing P.B., Quint Gallery in La Jolla, Little Italy's Red Velvet Wine Bar, Boomerang for Modern, Bencotto Kitchen (cured meat with fritto!)

Pedersen's Nots

Anything supersized, too much color, skinny jeans, displaying designer labels, Tommy Bahama shirts



CONTAIN YOURSELF

"A lot of architects do prefab, but they go too custom and pricey so it's never taken off," says Jesper Pedersen, whose new prefab model is on display in Little Italy.