

DESIGN DIRECTIONS

A VISIONARY FORMATION

THREE'S COMPANY

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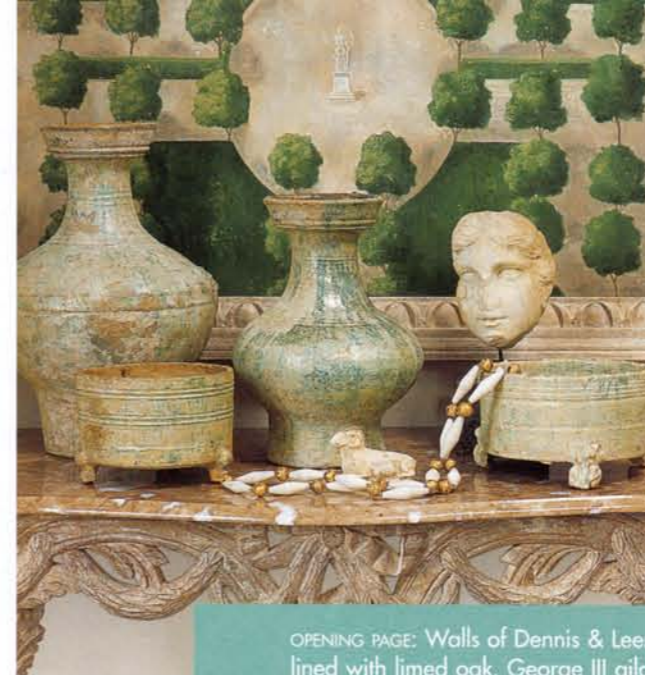
When three young design students met in their college cafeteria in the late 1970s, there was more than lunch on their minds. Richard Hallberg, Barbara Wiseley and Dan Cuevas were dreaming of creating their own furniture line and showroom. More important, they made their dream a reality with the opening of their own interior design firms, and with not one, but two showrooms: Formations and Dennis & Leen.

For almost thirty years, Richard and Barbara have been partners in Hallberg-Wiseley Designs, a firm specializing in residential interiors with a strong emphasis on architecture. From an Art Deco Mediterranean villa to Wiseley's own home (*Veranda* July/August 2007 and October 2007, respectively), the design team has developed a signature style that mixes antiques, contemporary furnishings, accessories and art. Renowned for their eighteenth-century style and finishes, they began learning about furniture production by

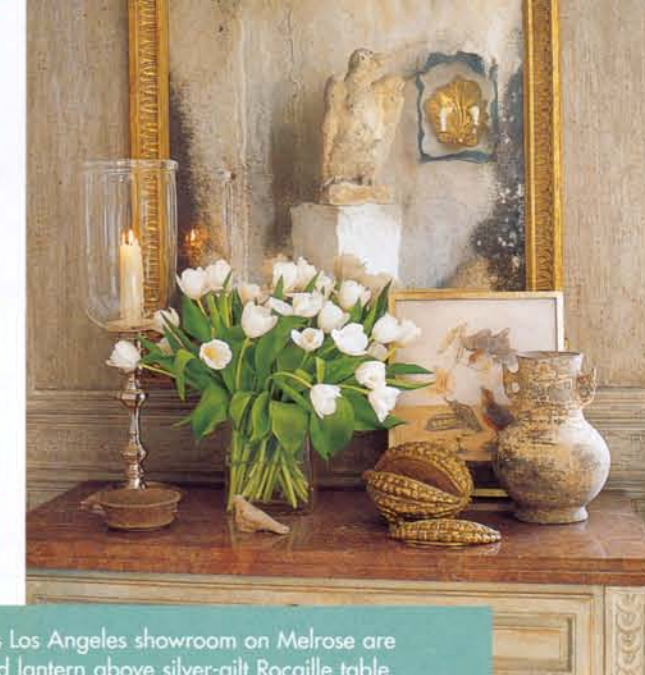
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Left Picture:

- DENNIS & LEEN GEORGE III LANTERN DL-LN17
- DENNIS & LEEN BOTANICAL PRINTS WITH GILT FRAMES DL-ART31-42
- DENNIS & LEEN ROCAILLE SIDE TABLE DL-OC05
- DENNIS & LEEN LION LEG SIDE TABLE DL-OC01
- DENNIS & LEEN CARYATID CONSOLE DL-CN28



OPENING PAGE: Walls of Dennis & Leen's Los Angeles showroom on Melrose are lined with limed oak. George III gilded lantern above silver-gilt Rocaille table. Antique European caryatids by door. CLOCKWISE FROM TOP LEFT: Dennis & Leen console hosts French landscape study and Han pottery. Dennis & Leen's Verdille mirror. Collection of 18th-c. frames. Dennis & Leen's William & Mary table.



commissioning custom furniture. Over twenty years ago, they saw the opportunity to design reproductions not only for clients, but for a larger population.

In 1986, Dan Cuevas, principal of Daniel Cuevas Design, their Melrose Avenue next-door neighbor, joined Hallberg and Wiseley to open Formations. Their first showroom in Los Angeles offered a seamless assortment of their favorite things: stone mantels and vessels, contemporary iron tables and mirrors, antique accessories, well-patinated reproductions of antique furniture and even their own inventive line of ceramics.

Many of the city's top designers flocked to Formations' opening, including invited guests Jerry Leen and Leo Dennis. As prominent members of the design community, Dennis and Leen had opened their own showroom in Los Angeles twenty-five years earlier with an exuberant collection of antiques, chandeliers and reproductions. Dennis and Leen snapped up many items for themselves at Formations, giving the new showroom a much-needed stamp of approval. As business grew for Hallberg, Wiseley and Cuevas, so did their newfound friendship with Dennis and Leen, who became trusted

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Upper Left:

- DENNIS & LEEN LANDSCAPE STUDIES W/EGG & DART FRAME DL-ART51-54
- DENNIS & LEEN RIBBON CONSOLE DL-CN02
- DENNIS & LEEN ROMAN HEAD WITH IRON BASE DL-AC64

Upper Right:

- DENNIS & LEEN VERDILLE MIRROR DL-MR20
- DENNIS & LEEN LARGE SILVER CANDLESTICK WITH GLASS HURRICANE DL-AC103

- DENNIS & LEEN HAND COLORED BIRD PRINTS DL-ART61-66
- DENNIS & LEEN PARIS COMMUNE DL-CN05

Lower Right:

- DENNIS & LEEN TOLE LAMP DL-LP06
- DENNIS & LEEN WILLIAM & MARY SIDE TABLE DL-OC12



ABOVE: Next door to Dennis & Leen is sister company, Formations. In foreground, Formations' Iron Greek Key table. LEFT TO RIGHT: Flemish mirror hangs above Trieste console. Olympia cabinet with bronze stool. Formations' mantel in background.

mentors. Three years later, the esteemed design duo decided to retire, making an arrangement for Formations to buy their company.

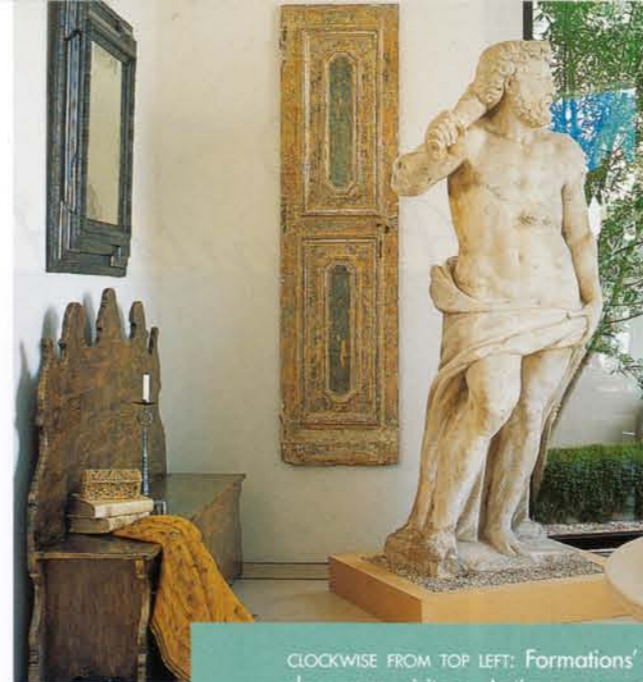
Today, the three designers have stayed true to Dennis and Leen's allegiance to the integrity of period furnishings, while fulfilling their own aspirations. "We still get together regularly just as we did in the beginning—constantly dreaming, creating and designing new additions," says Wiseley. Whereas Formations offers more rustic, contemporary designs, Dennis & Leen encompasses a wider range of refined seventeenth- and eighteenth-century furnishings that reference, but do not replicate in the literal sense, the time-honored traditions of those periods. Although the two collections have different points of view, they maintain a synergy that allows them to mix well with each other.

Each piece is carefully designed by Hallberg, Wiseley or Cuevas; and in most cases, by all three. "We definitely have an overall aesthetic," says Cuevas. "We can walk into an antique store, go our separate ways and at the end of the day we have all gravitated to the

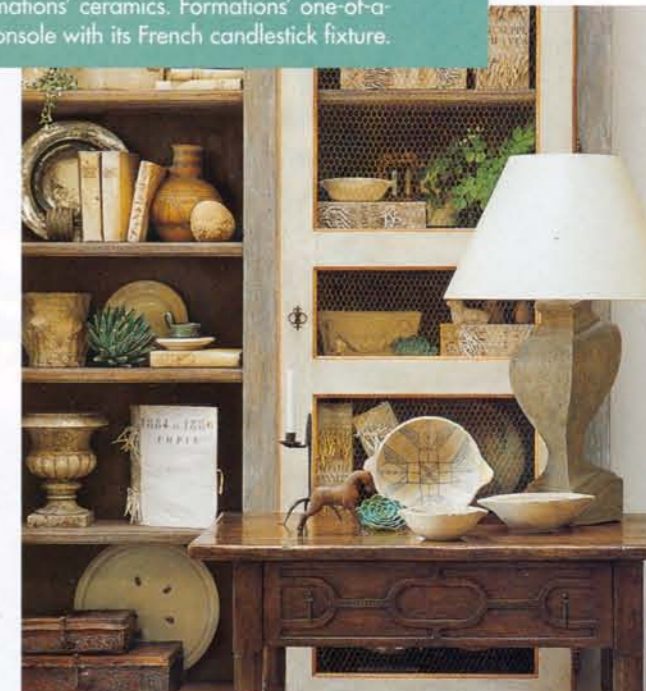
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Left Picture, Clockwise From Top:

- FORMATIONS VECCHIO LANTERN F-LN17
- FORMATIONS REGENCY MIRROR F-MR04
- FORMATIONS 16TH CENTURY FIREPLACE F-FP07
- FORMATIONS OLYMPIA CABINET F-CB04
- FORMATIONS BRONZE STOOL F-OT12
- FORMATIONS GREEK KEY SIDE TABLE F-OC02
- FORMATIONS TRIESTE CONSOLE F-CN15
- FORMATIONS MORESQUE BOWL F-AC58
- FORMATIONS CATALAN STONE MORTAR F-PL37
- FORMATIONS MOORISH IRON CANDLESTICK F-AC65
- FORMATIONS FLEMISH MIRROR F-MR10
- FORMATIONS WELL PLANTER F-PL26



CLOCKWISE FROM TOP LEFT: Formations' Piazza Bench and 16th-c. Hercules greet showroom visitors. Antique accessories on Formations' rustic stone console. Formations' Parma bookshelf and Formations' ceramics. Formations' one-of-a-kind pressed botanicals and Baroda console with its French candlestick fixture.



same objects. It's almost as if we have the same eye." Both California showrooms include one-of-a-kind antique objects and accessories as well as numerous signature pieces manufactured in the Los Angeles workshop, bustling with over 150 artisans, woodworkers, finishers and gilders. "It all starts from a passion," says Hallberg. "We are constantly trying to create incredible things that we love from our huge inventory, which provides us with inspiration. We are not just reproducing furniture, but creating history."

In addition to their flagship showrooms in Los Angeles, both companies are now represented in over thirteen to-the-trade showrooms across the country. What started as a simple vision among three friends has grown into a flourishing business, providing the trio an opportunity to travel, research and constantly design new products.

Would it be possible for one person to do it all alone? Absolutely not. Says Hallberg, "Our friendship is what keeps our creative juices going as well as our unending love for beautiful things." Adds Cuevas, "We have a lot of unfinished symphonies that we know we'll get to eventually." □ See Sources on page 222.

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Upper Left:

- FORMATIONS PIAZZA BENCH F-CH17
- FORMATIONS FLEMISH MIRROR F-MR10
- FORMATIONS REPRODUCTION ANTIQUE DOOR PANEL F-AR13

Upper Right:

- FORMATIONS GEOMETRIC FINIAL F-AC80

Lower Left:

- FORMATIONS CUSTOM BOTANICAL F-AR11
- FORMATIONS BARODA CONSOLE F-CN18
- FORMATIONS LARGE FRENCH IRON CANDLESTICK F-AC69L
- FORMATIONS SLIPWARE BIRD PLATE F-AC61

Lower Right:

- FORMATIONS PALERMO CABINET F-CB01
- FORMATIONS CORTINA END TABLE F-OC07
- FORMATIONS SMALL FRENCH IRON CANDLESTICK F-AC69S
- FORMATIONS CHIPPIE BOWLS F-AC68
- FORMATIONS MARSEILLES TABLE LAMP F-LP15