



## Lenny Kravitz

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Four-time Grammy award winner for Best Male Rock Vocal Performance. Record sales of over 30 million records. One of the most successful and talented singers in international pop music.

Lenny Kravitz is the author of "I'll Be Waiting" and "Believe" and the founder of Kravitz Design.

Restless artistic talent cannot shackle a thread of inspiration. Even with Kravitz's musical talents, the beating notes flowing through his mind is simply not enough to fully express himself. Lenny Kravitz's world also features design dimensions constructed by colorful colors and contradictory critical thinking.

Lenny Kravitz has been globally recognized as an award-winning musician and approaches his passion for music, and life in general, as an intrinsic whole fueled by his interests in travel, design, and fashion.



PARIS  
MILAN  
RIO  
NYC  
MIAMI  
LA  
VEGAS  
BAHAMAS



Over the last decade, Lenny Kravitz and his team at Kravitz Design have executed a variety of projects throughout the world focusing on residential, commercial, and product design. For example, luxury suites in Las Vegas and Miami Beach, limited edition camera and case for Leica called the "Correspondent," created Trousdale, a collection of ceramics and created a collection of sunglasses and watches for the Brazilian brand Chili Beans, a collection of architectural hardware for Rocky Mountain Hardware, and launched a 20 pieces collection with CB2 etc.

"HOME SHOULD  
BE A PLACE WHERE  
YOU FEEL LIKE  
YOURSELF AND WHERE  
YOUR SPIRIT IS  
COMFORTABLE."

- LENNY KRAVITZ



Lenny Kravitz is  
shaking up the  
worlds of art,  
music, and design.

## 他说：

*Music and design are very similar. They're both sculptural and layered and come from nothing. You start with a base, and then you build on top of it. In the end, you have a mood. A vibe. Something that makes you feel differently*

**How does being surrounded by great design affect someone's life?**

Q<sub>1</sub>

A: Being around great design does a lot for the senses. When I'm in an environment that is satisfying to me, it makes me more creative and relaxed. It affects the way I socialize and how I feel. It changes everything.

**What is the draw of the NoLita neighborhood?**

Q<sub>2</sub>

A: A good balance between the old school and the new school. It's always a great place to walk around. Besides having the new people that have moved there, you still have a lot of folks whose families have been there for generations, so it's a really great mix of people and energy. People downtown always had the cutting-edge fashion and still do.

Q<sub>3</sub>

**How are music and design similar?**

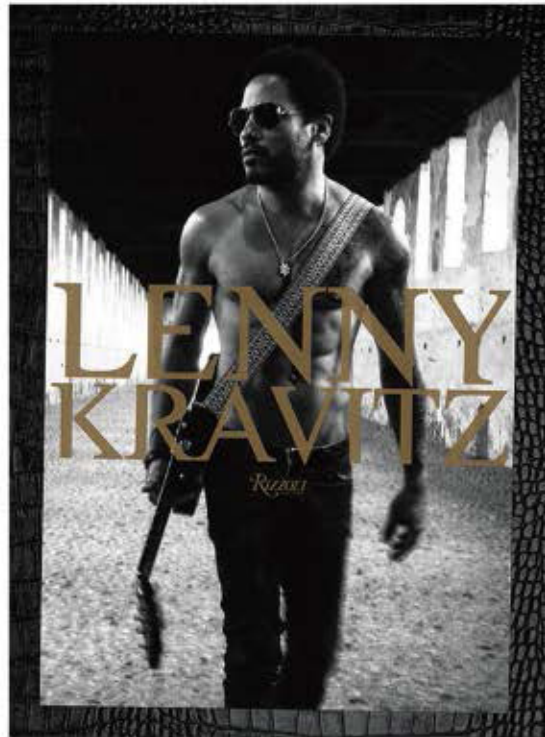
A: Music and design are very similar. They're both sculptural and layered and come from nothing. You start with a base, and then you build on top of it. In the end, you have a mood. A vibe. Something that makes you feel differently than you did before.

**Q4** How did you get interested in design?

I think my fascination for design really developed without me being aware of it. As a kid, I was aware of my room, the space, the objects, the lighting—when the lighting was the way I liked it when it wasn't—and I was aware of the way the space felt. When I got my own place after I had my record deal, I wanted to make a statement but I didn't have the bread to do it, so I began to make furniture.

**Q5** How do you describe the aesthetic of 75 Kenmare?

Traveling to France and to Spain after I made my first record turned me on to Art Nouveau. I was very much into the furniture of Majorelle and into the architecture of Gaudi.



***AKravitz Design is that we are not one thing. It's all about adapting to the project and being able to be flexible. Creatively, I always want to be changing, to be growing.***

— Lenny Kravitz