

INTERVIEW:

Catherine Meyler

By Matthieu Duquette | Photo by Koury Angelo



You may have never heard the name Catherine Meyler, but in the entertainment Mecca that is Los Angeles, she is in high demand by the likes of Steven Meisel, Tom Ford, and countless others, thanks to her connections with the greatest private residences in the area.

Meyler is the founder and president of Meyler & Company, a location management firm that works like a talent agent for the most desirable set destinations in the print, commercial, and motion picture industries. Catherine's love of architecture is apparent from the moment you meet her; yet, aside from her devotion to the properties she oversees, she is a wonder in her own right.

Her life story is a true inspiration and a tale of the American dream come true.

Catherine emigrated from England to the United States in the late eighties. Waitress, secretary, and nanny were some of the odd jobs she rolled up her sleeves for in the years before her big break. As with so many other stories like hers, the amazing happened when she least expected it. She approached a friend who owned a production company and took a temporary position in the Locations Department, with an original plan of earning enough to afford a one-way ticket back home. Thanks to her love of architecture and involvement in the Los Angeles

Conservancy (a historic preservation organization), Catherine was able to wow a prospective client with her knowledge of mid-century modernist homes, landing her first account as a location agent. She went on to become "the one to know" in LA for all things modernist, with connections to houses by Pierre Koenig, Rudolf Schindler, and Richard Neutra.

Meyler & Company was founded in 1999. The fashion world was soon knocking down her door, eager to make use of her one-of-a-kind knowledge and familiarity with the most sought-after homes in Southern California. Now, ten years later, the labor of love continues. Although Meyler & Company has flourished into a multi-million dollar business, Catherine continues to look back and learn from her past. The challenges of her new life may be different now, but the same gracious attitude still remains. Her life story is a true inspiration and a tale of the American dream come true.

MID-CENTURY MODERN: A DEFINITION

Mid-Century Modern is a style that generally describes mid-20th century developments in design, architecture, and urban development from roughly 1933 to 1965. Mid-Century architecture was a development of Frank Lloyd Wright's principles of organic architecture, combined with many elements reflected in the International and Bauhaus movements. Mid-century modernism, however, was much more organic in form and less rectilinear. Like many of Wright's designs, Mid-Century architecture was frequently employed in residential structures with the goal of bringing modernism into America's post-war suburbs. This style emphasized creating structures with ample windows and open floor-plans with the intention of opening up interior spaces and bringing the outdoors in. Many Mid-century houses utilized then-groundbreaking post and beam architectural design that eliminated bulky support walls in favor of walls seemingly made of glass. Function was as important as form in Mid-Century designs, with an emphasis placed specifically on targeting the needs of the average American family. Examples of residential Mid-Century modern architecture are frequently referred to as the California Modern style. Despite the relatively small amount of true Mid-Century Modern ever built, it's still arguably considered one of the most influential architectural and design styles.

Well-known Mid-Century Modern's designers:

Alvar Aalto
Harry Bertoa
Marcel Breuer
Charles and Ray Eames
Eileen Gray
Arne Jacobsen
Pierre Koenig
Ludwig Mies van der Rohe
George Nelson
Richard Neutra
Isamu Noguchi
Eero Saarinen
Rudolf Schindler

*Thanks, Wikipedia!