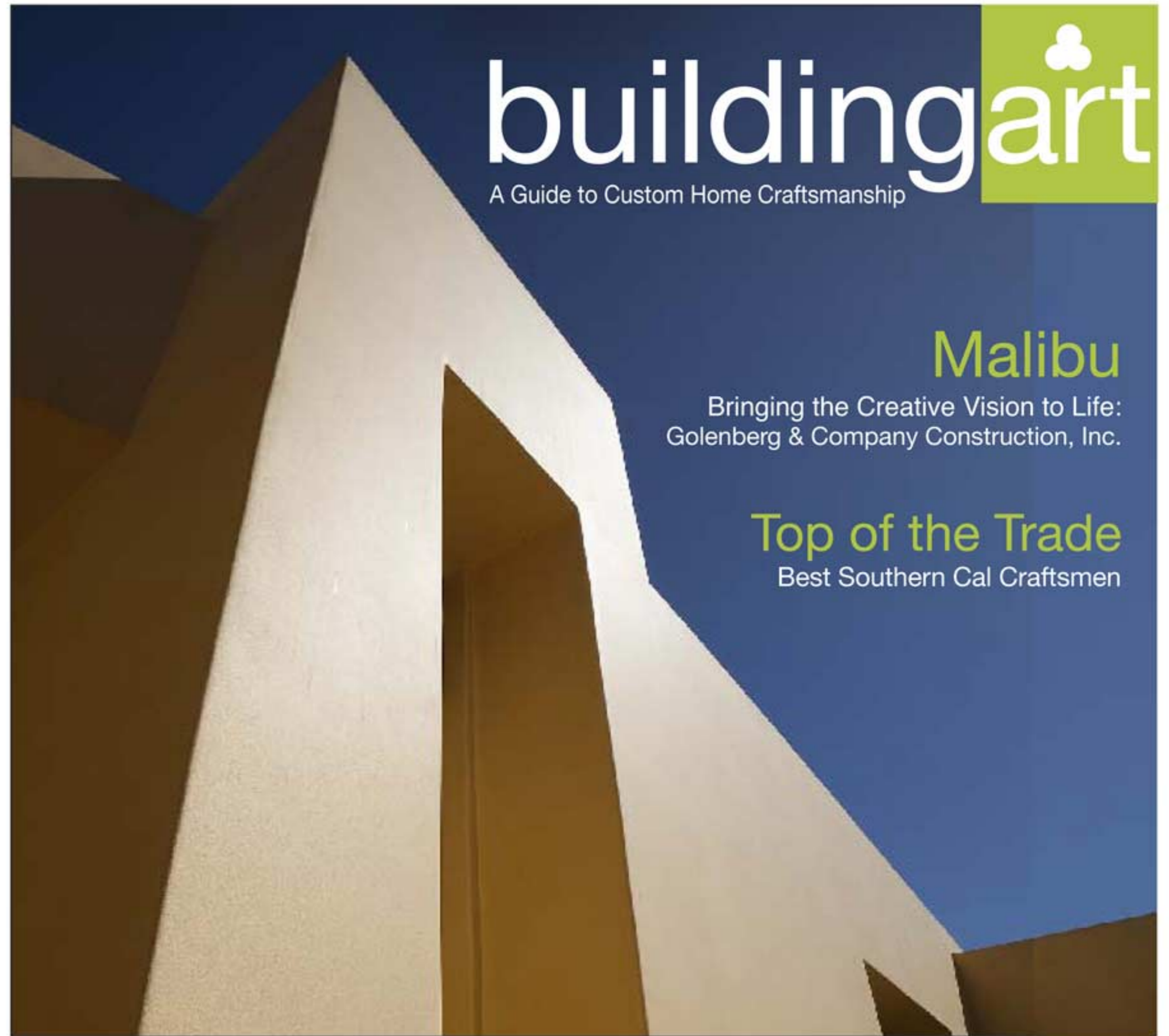




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**buildingart**  
A Guide to Custom Home Craftsmanship



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## Malibu

Bringing the Creative Vision to Life:  
Golenberg & Company Construction, Inc.

**Top of the Trade**  
Best Southern Cal Craftsmen

Winter 2009  
Issue No.1

Southern California Spotlight



Malibu beach house built by Golenberg & Company

# Vision

Bringing the Creative Vision to Life in Custom Home Building & Remodeling

Golenberg & Company Construction, Inc.

Founded in 1990 after Gregg Golenberg spent eight years honing his craft as a painter in L.A.'s most exclusive neighborhoods, Golenberg & Co. is known for building and remodeling custom homes with exceptional artistry. "Being an artist and a builder, I was inspired early on by the talents of the architects, interior designers and craftspeople I worked with. But I wasn't satisfied. I wanted to create a company of my own to build homes with the uncompromising quality and fine craftsmanship that architects and interior designers envisioned. Working together we would ensure our clients lived in the home of their dreams."

### Planning for Success

In his early days as a subcontractor, Golenberg noticed there was often a lack of organization on projects, resulting in unrealistic timeframes and lack of support. "I knew my planning skills and attention to detail could make all the difference for the craftspeople and the client. I wanted the job site to be an environment of creativity, bringing out the best work of all team members."





After receiving his "B" License, Golenberg started out on smaller remodels, learning about all aspects of home building. "I gained tremendous experience and understanding of the elements — grading, concrete, steel, framing, electrical, plumbing, mechanicals, sound insulation, plaster, and A/V technology. I began to understand that every day was about finding solutions and keeping the project moving in a positive direction." Early on, his focus was on the artistry and architectural integrity of the project, ensuring completed remodels looked like they were part of the original structure, not add-ons.

**An 80-foot-long swimming pool designed by David Tisherman welcomes visitors.**

### Dedication to the Details

Working with the city's top interior designers and providing the quality finishes they demanded, Golenberg further integrated the two worlds of building and finishing, understanding the domino effect they had on each other. "If you start without an exact, correct layout in the beginning, you can't cover it up in the finish. Instead each phase needs to be checked and rechecked during the course of construction to ensure getting it right." This passion for getting the details perfect and envisioning the abstract has guided Golenberg & Co. through a range of high-profile projects in many different architectural styles, always delivering the finest craftsmanship possible.

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## Building with State-of-the-Art Technology

*Sophisticated yet easy-to-use systems provide control inside and outside the beach house and can be remotely programmed to ensure it's always ready for guests. State-of-the-art technologies have been seamlessly integrated, complementing the home's old-world/new world appeal. Amenities include:*

**Lutron:** The HomeWorks system gives easy, intelligent, and sophisticated control of the home's interior and exterior lighting. Daylight can also be controlled by integrating HomeWorks with Sevoia QED shades and draperies.

house. Energy consumption is lowered by programming according to the position of the sun. Solar panels and pool functions are also integrated into the touch panels, so any system can be turned remotely on/off as needed.

**Hydronic radiant floors:** Modulated by wall sensors to provide total comfort year-round, this system provides total efficiency yet is a fraction of the cost of forced air. With macro/micro zoning and scheduling, any part of the house can be controlled separately. There are no concerns with the placement of registers or grilles.



high-efficiency mechanicals

**Crestron:** Crestron technology offers integrated solutions for audio, video, computer, environmental systems, and lighting controls. With this technology you can control "whole house" functions from a single panel. All security can be relayed to any TV in the

the investment. Control equipment is accurate to 1 degree and 1 percent, and is hidden within the cabinetry.

### Solar-capable saltwater lap pool:

The location and construction of the swimming pool is one of the more visually interesting aspects of the design of the home. Located in the front yard, the pool serves as a visual corridor directing the path to the house. As you enter the grounds your eye is drawn to the wonderful reflections created by the pool's 80-foot length. The perimeter overflow creates a visually seamless bonding of water and deck material. The Kapandritti stone, quarried in Greece, was laser cut for the grates and drain heads that surround the pool. The water flows over the edge into the grated channel and then to a remote surge tank that acts as a reservoir. This water returns to the pool. This same system is used in Olympic swimming pools to minimize wave action and enhance the joy of swimming. The pool is plumbed for complete solar heating capabilities and energy efficiency.

**Cuvee Storage System:** Cuvee's custom climate control systems for wine cellars are built individually to the tolerances and specifications of each room. Industry standards specify storing wines at 56-58 degrees and 58-72 percent humidity. Changes in both will compromise the wine and



Cuvee storage system for wine

## Q&A

### Creating Lifelong Relationships with Clients

*Strong relationships with clients are more important than ever. Gregg Golenberg shares tips he learned in his 20-year-long building career.*

**Q: What's the key to creating strong client relationships?**

**A:** "Trust and knowing as a residential builder I'm really in the people business – the quality of the client relationship is as important as the quality of the work delivered. Over three-quarters of our business comes from direct referral from existing clients."

**Q: How do you approach a new project?**

**A:** "Research. I start by spending time to really understand the needs and visions of the client, the architect, and the designer. What's a must-have? A nice-to-have? What trade-offs, if any, are acceptable? It's equally important to understand how the client likes to communicate. Our goal is to keep the team fully informed throughout

the project. Our standard approach is to hold weekly reviews in person. Some clients want something more frequent, so we e-mail, text, or have daily phone updates."

**Q: What surprises clients the most in the build out?**

**A:** "Come to one of our job sites and you'll see the care our team takes in preparation. We make extra efforts to get things done right at every stage in the process. When we wrap up for the day you'll see the site is neat, clean and organized."

**Q: What separates your team of craftsmen from other contractors' teams?**

**A:** "Anything is possible. Working together for years in so many different settings we've built a level of understanding that comes from the experience of solving challenges together. As a team we're committed to getting the smallest details right."



Log and latilla beams and hand-carved Contera stone fireplace distinguish the poolside cabana.



### Creating Lifetime Relationships with Craftsmen and Clients

A deep commitment to his relationship with his clients, his team of craftspeople and the environment where he builds are key elements of his philosophy for success. "Residential work is very emotional for all involved, and it takes a tremendous amount of patience. We want our clients to feel complete trust and confidence in the decision-making process." Teamwork is reinforced through daily communication and collaboration. "When working on a design-build project you need to create positive energy that inspires and brings all parties to the table."

### A Focus on Exceptional Artistry in Residential Construction

Over the years Golenberg & Co. has put together an extraordinary team of trusted craftsman and subcontractors who work through daily challenges, while staying focused on maintaining the original creative vision. With a 24/7 mindset, Gregg lets his clients know the team is always available to handle the smallest detail. "Our goal is to have as good a relationship at the end of a project as we do in the beginning. Everyone involved on our projects understands our commitment lasts beyond the move in date." Over three-quarters of their business comes from direct referral from existing clients.

Golenberg & Co. Construction focuses on 4000-10,000-square-foot projects, but has built up to 33,000 square feet. "Our projects typically tend to run 24-36 months and with the level of detail and sophistication required, that amount of square footage fits the timeline well. We are passionate and dedicated about our work and see every day as a new opportunity to deliver the highest quality and artistry possible."

## Golenberg & Co. Construction, Inc. Specialties

- Builds in Southern California
- High-profile residential project management
- Comprehensive understanding of all architectural styles
- Historical renovations



Hand-hewn wood beams, finished on site, complement custom-designed wrought iron lighting and hand-troweled plaster walls.



## Managing a Successful Project

*Building or remodeling a custom home should be a rewarding experience for everyone involved.*

Golenberg & Co. Construction is known for proven project management processes, frequent communication and lots of positive, creative energy that lets each craftsman deliver an exceptional level of artistry.

Communication is the key to ensuring a smooth process from start to finish. Golenberg uses weekly meetings with the client and his team of sub-contractors to review short term and long term schedules and lead times. His supervisors are on-site every day following up on agenda items on every active project. And his long-time clients know he's always available via cell phone or email. "After 20 years of working on high-end homes, I've learned what works and how to keep the energy positive by communicating quickly. Getting the right team talking about how to overcome unexpected chal-



lenges ensures we deliver the highest quality possible for the client in a timely manner. When someone sees our projects, I want them to walk away really enjoying the experience and giving them ideas for creating their own space."

### Residential Building

- New home construction
- Comprehensive remodels
- Complex projects that incorporate exceptional craftsmanship, state-of-the-art technologies and special features.
- Beachfront, island and hillside construction projects
- Historical renovations

## Top Southern California Craftsmen & Subcontractors

A guide to the best teams in the business — from custom marble designers to finish carpenters to hard wood floor designers.

### ELECTRICAL

**Powerful Electric Inc.**  
**Ofer Abutbul**  
**(310) 837-9333**

With over 20 years of experience, Powerful Electric is known for taking existing lighting plans, redesigning the layout and installing the entire system. They provide custom-controlled window coverings and lighting fixtures and use Lutron manufactured controls and switches. *Specialties: electrical system design, new construction, remodels, service maintenance, generators and custom lighting systems.*

### ELECTRIC GATES

**The Dorland Co.**  
**Herb Englehardt**  
**(310) 337-0221**

Known for designing, fabricating and installing classic and contemporary electric gates, The Dorland Co. provides comprehensive service to clients in Southern California. Their beautiful custom wood and iron gates and railings complement landscaping. *Specialties: wooden and iron railings and gate operators.*

### FINISH CARPENTRY

**Silver Strand Inc.**  
**David Meador**  
**(818) 701-9707**

Since 1987 Silver Strand has provided architectural millwork, finish carpentry, cabinetry and custom molding fabrication for high-end homes. *Specialties: custom cabinetry, millwork and molding.*

### FRAMING

**SN Construction, Inc.**  
**Dave Simon**  
**(949) 457-0459**

A leader in framing for custom high-end homes, SN Construction was established in 2000 by Dave Simon. They offer the highest quality framing and general construction and start to finish service on all framing projects. *Specialties: high-end custom home and commercial framing projects.*

### HARDWOOD FLOORS

**T&G Floors**  
**Luis Vargas**  
**(818) 908-0005**

Luis Vargas has been in business for over 30 years and has worked for all the top designers in the Los Angeles area. He installs custom parquets, hardwood, reclaimed, and engineered flooring. *Specialties: hand scraping and distressed flooring.*

### HARDSCAPE

**Villa Pacific Contractors, Inc.**  
**Brad Gilbert**  
**(714) 850-1640**

As a driving force behind Villa Pacific Contractors, Inc., Brad Gilbert has enjoyed success for over 40 years. Relying on his creative talents with stone and brick, Brad has produced numerous artistic projects. *Specialties: all forms of custom stone and masonry.*



Front row: Ofer Abutbul, Luis Vargas, Rick Herrera. Middle row: Jorge Jimenez, David Meador, Joe Cali, Jim Judge, Brad Gilbert. Back row: Greg Ellis, Chris Wilson, Steve Yantzer

### HVAC

**Yantzer Brothers Air**  
**Steve Yantzer**  
**(818) 865-2310**

Family-owned-and-operated, Yantzer Brothers Air has over 29 years of experience in the heating and cooling business. Certified technicians and experienced managers provide custom HVAC solutions with industry-leading Bryant products. *Specialties: residential and commercial projects, indoor air quality, specialty systems.*

### IRONWORK

**Ironwood Design**  
**Sam Demachkie**  
**(805) 962-4334**

This privately owned ornamental and architectural iron fabrication company is based in Santa Barbara, California. The full-service shop is staffed with some of the most skilled wrought iron artisans on the West Coast; including father and son teams. It is here that old-world craftsmanship meets modern technology, resulting in high-quality, beautiful work that will last forever. *Specialties:*

*beautifully crafted, hand-wrought pieces. Projects span the commercial, residential and art worlds*

### MARBLE DESIGN

**Herrera Marble Design**  
**Rick Herrera**  
**(818) 508-7186**

Rick Herrera is a third-generation stone craftsman. He started out in his family's shop where he gained the knowledge to build a company that takes each project individually and creates a special piece of work every time. *Specialties: Focus on custom work and residences that require the same attention to stone details as to the architectural design of the home*

### PAINTING

**Jimenez Custom Painting Inc.**  
**Jorge Jimenez**  
**(818) 908-9937**

This family owned-and-operated painting firm specializes in the high-end residential sector, serving architects, builders, interior designers and homeowners in Southern California's most exclusive communities.

*Specialties: quality custom painting, beautifully detailed fine wood finishing, faux finishing, gilding, Venetian plaster and furniture finishing*

**Judge Quality**  
**Painting & Finishing (JQP)**  
**Jim Judge**  
**(805)-241-1060**

One of the premier painting and finishing contractors in Southern California, JQP has a client list that includes top names in the business and entertainment worlds. *Specialties: Residential painting, fine wood finishing including custom aged and distressed finishes, and hand rubbed/polished finishes for furniture and cabinetry.*

### PLASTERING

**The Plastering Company Inc.**  
**Greg Ellis**  
**(661) 255-5081**

A complete service company providing both custom interior plaster and exterior stucco systems. Their team of industry veterans in the field and their in-house design center/color lab can create virtually any color, finish, or shape for large and small projects. *Specialties: cast and hand-run limestone plaster moldings, authentic gypsum plaster, custom gypsum moldings, architectural foam shapes, Venetian lime putty finishes, drywall, integrally colored conventional stucco systems, complete exterior waterproofing*

### POOL DESIGN

**David Tisherman's Visuals Inc.**  
**(310) 379-6700**

Described as the "Frank Lloyd Wright of the pool industry" by Pool & Spa News, David Tisherman is a master water effects designer and builder. His work has been featured in *Architectural Digest* and *The*

*Robb Report*. *Specialties: aquatic design, engineering and construction; technically complex projects and intricate high-end water shapes*

### ROOFING

**Palisades Roofing and Construction Co. (PRC)**  
**Jim deVarenes**  
**(310) 829-3060**

With over 25 years of experience, Palisades Roofing and Construction specializes in new construction and rehabilitation of residential, commercial and industrial roofs. *Specialties: slate, concrete tile, clay tile, synthetic shakes and shingles, wood shakes and shingles, fiberglass (comp) shingles, and torch applied modified bitumen flat roof systems.*

### THEATER SYSTEMS

**Joseph Cali Systems Design**  
**Joseph Cali**  
**(310) 453-3761**

Joseph Cali Systems Design engineers system solutions for whole house automation, such as satellite entertainment, advanced lighting control, environmental HVAC control, security and CCTV systems. Their expertise includes full 35mm-film projection systems. *Specialties: multi-room audio and video, screening rooms, lighting control, security and CCTV, HVAC, pool and spa control.*

## Architecture

**A.T. Torres**  
**(310) 456-2355**

### LANDSCAPE ARCHITECTURE

**CRW Landscape**  
**Chris Wilson**  
**(310) 457-5085**

Located in Malibu, California, CRW Landscape has been in the business since 1985. They focus on custom residential landscaping in the Malibu, West Los Angeles, and West Valley areas. CRW works with a variety of landscape architects and designers creating different styles from California native to tropical themes. *Specialties: Complete landscaping services including grading, drainage, concrete and masonry work, irrigation systems, low voltage lighting, and planting*

**Maureen Barnes Gardens & Homes**  
**Maureen Barnes**  
**(310) 488-8385**

Maureen Barnes is a landscape designer specializing in private residential estates. Principal of her own firm since 1997, she has designed for an exclusive list of clients, primarily in the Los Angeles area, and in particular in Malibu. Before establishing her independent practice, she spent three years with the firm of Deborah Nevins & Associates based in New York City. Maureen's projects vary widely in style and scope, but her work is always in harmony with the overall architectural context. She was awarded a Masters of Landscape Architecture from the University of Virginia in 1996. *Specialties: private residential estates in the LA and Malibu area*

