
SJM
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SPOT LIGHT
on
African Fashion Week Toronto
TAKING IT TO THE WORLD!
ADEBAYO JONES:
GODFATHER of African Fashion
Helmer Joseph:
Avant-Gard SUPERSTAR Designer
AFWT's Isaac Ansah
KWESIYA'S KLEAN LINES
...plus
LOOK BOOK
EXCLUSIVES
Carlo Rinomato:
Rock Star Architect
The QEW Shuffle: Natalie Lue's
Journey from TIFF to LAC

SMJ MAGAZINE

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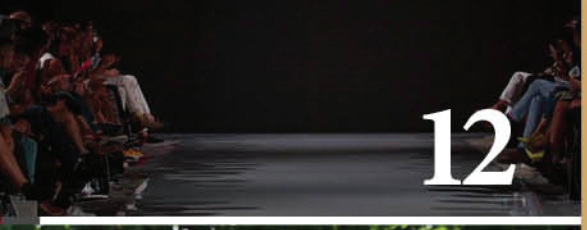

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Exclusive Interview With

Rock Star Architect Carlo Rinomato

and Invition to SMJ Magazine inside his Masterpiece

THE HOUSE OF THE HILL

By Andrew Terry Pasieka

Carlo Rinomato cuts a flamboyant figure. He looks like the featured artist you would meet at his art gallery opening, or the manager you would bump into backstage at his clients' concert.

So forgive us when we arrived at his airily spacious mansion north of Toronto for an early afternoon interview and the house became the star! The star is called The House Of The Hill (more on the name later), and the driveway gives away its namesake. (We're not saying it is a 45-degree climb, but it sure felt like it!)



With Mother Nature in all its glory just beyond the series of patios, walkouts, and stairs that surround the building; a sculpted, neatly arranged shrubbery along these borders and throughout a well-manicured lawn; and the sharp elevations of the uniquely-designed and shaped structure rising above the tree lines, the overall effect is stunning.





We were met at the lower level garage entrance by Carlo himself, nattily dressed in navy blue, from open neck design shirt down to skinny jeans and loafers. After a short tour, we sat down in his ornate living room/dining room, on clear glass chairs around a clear glass table, with a large line sketch of a stallion's head on the wall to our left.

Looking around this incredible 5000 sq. ft., 5 bedrooms, 5.5 bathroom living space, words describing designer and builder Carlo Rinomato and his company design Generation Homes—innovative; trend-setting, luxurious, cool, and sexy—come to mind. Yet we are talking to an artistic environmentalist in the design sense, as his motto is 'less is more.' He used the environment, in this case, the hill, as a blank canvas, and poured the details of the house out from the hill, instead of imposing a structure on the hill. He was inspired by the great architect Frank Lloyd Wright, who stated, "No house should ever be on a hill…it should be of the hill, belonging to it. Hill and house should live together, each the happier for the other." Ergo, The House Of The Hill.

When we offered an opinion that the house was more about the view looking out than the engineering looking in, Carlo nodded in agreement, and enthused that anyone who could imagine the house in an exotic setting would reap its full value. For Carlo, his setting is overlooking the Adriatic Sea.

Was this passion always there? The beginning of design Generation Homes and its predecessors, mind you, was 53 years ago, so obviously Carlo Rinomato was not there at the outset. He says that the company was formed on the philosophy of hard work and honorability. His dad was originally a drywall contractor, and wound up working at that profession for over 50 years. Carlo started out as a laborer, forming New Generation Drywall in 1988, before dGH came into fruition. He recalls the proficiency of his dad's teachings, and says proudly that he was better than any university professor.

From these simple beginnings came projects that were anything but that. The House Of The Hill took three years to build, and Carlo described it as a difficult, intense, romantic time where success came more readily from staying calm. We asked about the apparent conflict in terms and how he kept his emotions in check. He said he focused on how honored he was by being able to say "I shall build a home and invite the world to come." He wanted to build something that embraced both fashion and construction; he says the individual rooms are like articles of clothing that make up a wardrobe. Far from bragging about the finished product, he wants to remain in a personal space where "humility is everything."

Humility helps Carlo to stay grounded, especially since he has been tagged 'Celebrity Designer' and 'Rock Star Architect.' Even though his talent is designing/building, he relishes those 'glam' labels and says artistry is his real gift. He has written some poetry and music and models, but it is more than that.

"I was raised in Italy in a fashionable environment. Everything I have done has had an element of fashion in it. Everything that I have built I have considered art. That is why I say that I have over 200 art pieces."

Both his celebrity and rock star monikers were on display at an Open House held in July, and a private fashion show featuring celebrity designer Adebayo Jones in late August. What was his take on the two events?

"July felt like a man who had fallen in love with a woman whose affair had become so intense that it culminated in a marriage of souls. August was like a honeymoon with each model's parade through the rooms a verification of the vows. All dreams can come true. You just have to find the right audience."

Leaving The House Of The Hill and driving down that steep driveway, it struck us that whoever becomes the new owner may not be a celebrity or rock star, but they will have to be a dreamer. A dreamer of an exotic place that is befitting this 'House Of The Hill.'

http://www.designgeneration.a/house-of-the-hill.html
Other House Of The Hill photos: Stallone Media
Carlo Rinomato in Eaden Myles: Envoy Photography















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