

Skater on Board With Arty Venue

Chad Muska's role includes serving as curator at space backed by Supra brand.

Skateboard legend-turned-artist **Chad Muska** is seeing his two worlds collide with the opening of Melrose/Fairfax, a creative space made in collaboration with Salem, Ore., skate brand **Supra**.

Muska built and curated the multipurpose venue, which opened last month and is scheduled to run through Labor Day, to serve as an art gallery featuring his work, a retail shop with Supra's latest footwear and apparel, and event space.

Muska said the location previously served as Supra's marketing office, with the Melrose Avenue entrance sealed off to the public.

"I approached them with the idea of doing this project and having a place to bring things together," he said. "I've always tried to have a separation from (skateboarding and art) but this space quickly blended them together."

Visitors can pick from a selection of apparel such as exclusive tops only available at the shop, as well as the re-release of Supra and Muska's iconic Skytop III shoe in new colors and updated designs, which coincided with the debut of Melrose/Fairfax.

They can also get the chance to see Muska at work inside the gal-



Getting Creative: Pop-up multipurpose space Melrose/Fairfax.

lery-studio space that is partitioned off from the main retail floor.

Muska said the art on display is still a work-in-progress with many of the pieces made up of concrete, steel, and polyurethane resin.

"In no way is this a final instal-

lation," he said. "This is an invitation into my studio. It's an ongoing and changing thing and that's the point of difference. It's more personal to see where the work is being created."

— *Subrina Hudson*

Pop Star Cues Up Student Supplies

Yoobi, Pharrell Williams' collective team up to create products designed by kids.

Yoobi, an El Segundo school and office supply company, has launched a collaboration with pop musician **Pharrell Williams'** creative collective, **I Am Other**, which specializes in music, film, TV, fashion and technology.

"It was a natural fit to work with I Am Other," according to **Ido Leffler**, Yoobi's chief executive, who said that by collaborating with the collective, "We found kids through social media and focus groups from all walks of life to participate in creating the unique collection."



Class-y: Pharrell Williams, left, with Yoobi's Ido Leffler.

The more than 50 kid-designed and -inspired items include limited-edition notebooks and binders, backpacks, pens and pencils, folders, and lunch bags, ranging in price from 99 cents to \$29.99. Yoobi has a longstanding relationship with **Target Corp.**, which carries the line.

Yoobi donates a portion of each purchase to a K-5 classroom in need, something a spokeswoman said has helped the company to 50 percent year-over-year growth in back-to-school sales. Yoobi has given supplies to more than 1.5 million children across the country, including Los Angeles Unified School District students, since launching in 2014.

The company has nearly doubled its staff to 22 from 12 during that period, and will be moving to a larger office space in El Segundo later this month. Leffler said the company, which has a retail outlet in Arcadia, plans to open a second L.A. store in the near future.

"The store is a lab for us," he said. "We can test items, bring in creativity, and learn what's working and what we can improve."

— *Kristin Marguerite Doidge*

Getting in Gear on Ferraris

Bruce Leeds waited nearly 50 years to indulge his childhood passion for Ferraris, but when he finally entered the Ferrari world, he did so with gusto.

Leeds, an export-import compliance attorney in the L.A. office of **Braumiller Law**

Group, grew up in a family of sports car enthusiasts and

would go whenever he could to see his Ferrari dream cars. But it wasn't until six years ago that he bought a used 2002 Ferrari. When he finally did get behind the wheel, he found the car much more comfortable than he imagined.

"Yes, it was a thrill to drive it at first, but it was also easy to drive and has all the creature comforts," Leeds said. "We used to have a restored 1957 Chevrolet and that was very uncomfortable to drive. This, by comparison, is a dream."

Leeds, 69, soon joined the **Ferrari Club of America's** south-west chapter. And with a bit of tender loving care for his Ferrari, he managed to win eight platinum awards from the club for keeping his car as close to original mint condition as possible.

Leeds rose to a board position with the club and is currently the chapter's chairman.

His most cherished experiences with the club? Driving with other members to Yosemite and Death Valley national parks.

Oh, and what about the Ferrari's vaunted speed? According to Leeds, the manual says the car can go a maximum of 202 miles per hour and that a Ferrari Club member once boasted of hitting 185 miles per hour on the highway.

"Of course, that member wasn't me," he said.



PHOTO BY ROYCE RAMSEY

Hitting Road: Bruce Leeds and wife, Peggy, with their 2002 Ferrari.

Dancing to Own Tune

The mind-body connection prized by yogis and dancers has an unlikely fan: fashion and consumer goods attorney **Deborah Greaves**.

Greaves, 56, has taken up ballroom dancing outside of her bustling law practice serving apparel clients in the Garment District downtown. A partner at **Brutzkus Gubner**, Greaves finds the time to perform in shows twice a year.

"One of the things I like about dance is the rhythm of it and understanding the way music is structured," she said. "It's really an intellectual process."

For more than a year and a half, Greaves and her fiancé have been focused on learning salon

dances – the rumba, cha-cha, waltz, tango, and fox trot – taking classes several times a week at a nearby **Arthur Murray** dance school. Greaves said it might surprise people that most lawyers are actually driven by the kind of creativity found in dance more than the linear thinking associated with the profession.

"Many attorneys have an analytical component to their brain but applying it takes a certain amount of creativity," she said.

Most importantly, it's a hobby that "doesn't have to get old," said Greaves.

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JONATHAN DIAMOND



Greaves

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