

PLAYA VISTA, CA, September 25, 2013 **/24-7PressRelease/** -- The internationally-known, award-winning interior firm, Smith & Firestone Design (SFA), has been selected for interior design of Fountainview at Gonda Westside, a new luxury continuing care retirement community coming to Playa Vista being developed by the Los Angeles Jewish Home.

Advance reservations for its upscale residences are currently underway at the newly-opened Sales Center at 12025 Waterfront Drive.

Fountainview at Gonda Westside is a welcome addition to Los Angeles which has lacked a luxury senior living community with decor reflecting the community ambiance and the environmental beauty of the surroundings, commented Sue Firestone, founder and chairman of SFA Design.

SFA Design, the Gensler architectural firm and James Burnett of Solana Beach, landscape architect, provide a collaborative team for Fountainview at Gonda Westside that features a contemporary six-story building optimizing dramatic views and natural lighting. Integration with the external environment creates numerous ground level courtyards and a rooftop covered pool, with walking paths amidst a garden-like setting. Interior design will focus on convenience and comfort which will complement the striking architectural elements.

Public spaces are significantly designed with both interior and exterior decor to complement a range of amenities appealing to contemporary tastes, including a state-of-the-art theater, gourmet dining venues, a full service salon and day spa, as well as courtyard and patio areas that offer a cafe, bar and outdoor dining areas as resident options.

An extensive 17-year track record by SFA includes installations of luxury continuing care communities that include VI (formerly Classic Residence by Hyatt) and clubhouses for the Del Webb active adult communities as well as five-star resort hotels in the US and abroad, drawing on the firm's abilities to combine the latest trends of hospitality design with resident-centered styling that enhances the quality of life, Firestone added.

Because a senior community's public areas are extensions of residential living spaces, colors, lighting and textures will be integrated to achieve an ambiance that is timeless while encouraging interaction and connectivity with others and the environment.

SFA Design Selected as Interior Designer for Fountainview at Gonda

Written by Australian Business

"We are pleased to have been selected to work on such a significant community for the Playa Vista area and to be part of such a prestigious team," said Firestone. "It will be very gratifying to meld cutting edge interior design with such a spectacular building."

About Fountainview at Gonda Westside

Fountainview at Gonda Westside, a new continuing care retirement community opening in 2016, has begun accepting deposits at its Sales Center in Playa Vista. With an emphasis on healthy aging, Fountainview at Gonda Westside provides a continuum of care including 24 assisted living and memory care residences planned in secured areas while skilled nursing will be offered nearby. Fountainview at Gonda Westside is a nonprofit development affiliated with the Los Angeles Jewish Home's Connections to Care services.

The Sales Center at Fountainview at Gonda Westside is located at 12025 Waterfront Drive in Playa Vista and is open Sunday through Friday, closed Saturdays. Hours are from 9 a.m. to 5 p.m., except Sunday and Friday, when the office closes at 4 p.m. Call 424-216-7788 to schedule an appointment.

About SFA Design Interiors

Founded in 1996 as Smith Firestone Associates, SFA Design has become an award-winning interior design firm under the guidance of Kara Smith, President/Partner and Sue Firestone, Founder/Chairman of Smith & Firestone Associates, luxury interior designers.

The American Resort Development Association honored SFA for "Outstanding Contribution to the Improvement of the Resort Industry," as well awarding Gold and Silver Awards for outstanding design projects for Les Saisons, Sun Valley, Idaho; Disney Vacation Club; and The Hilton Club of New York City.

About Playa Vista

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Playa Vista, situated between Marina del Rey and the Westchester Bluffs, is located on the property once occupied by Howard Hughes' aircraft plant, runway and hangars. Today the land is a thriving and evolving mixed-use neighborhood with homes, creative office, retail, open space and events. More than 6,500 people live and work at Playa Vista. Playa Vista is now in the process of adding more luxury homes, office spaces, a second resident club, new parks and community spaces. Visit <http://www.playavista.com> for more information.