

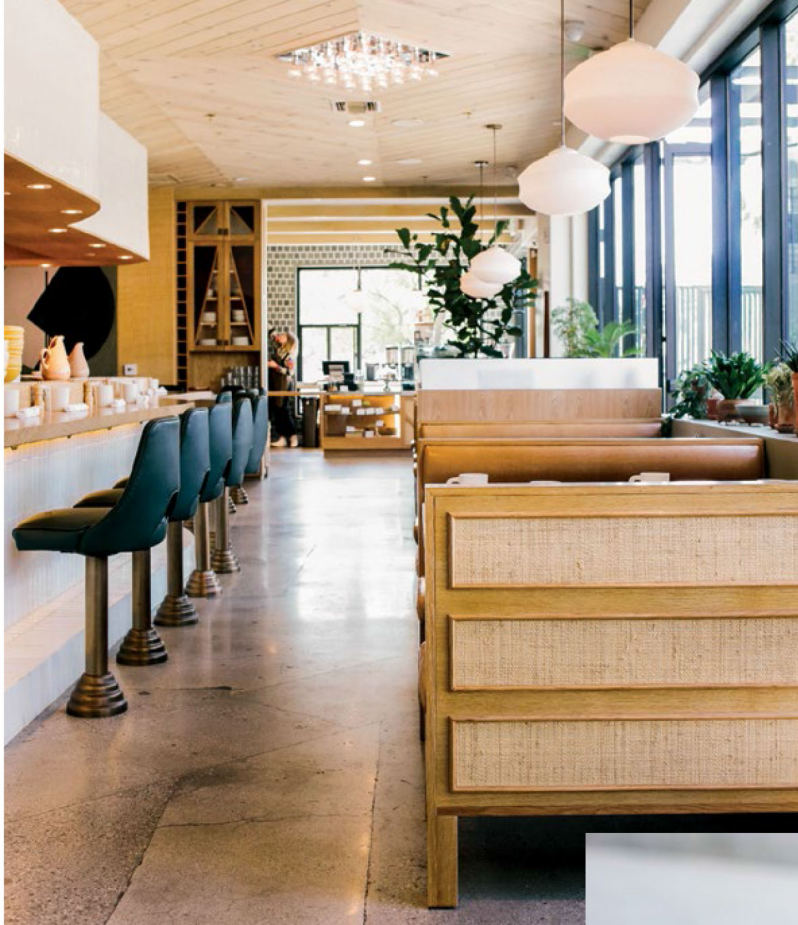
MENU

WINSOME OWNERS
MARC ROSE (LEFT)
AND MED ABOUS.

LOCAL PROVISIONS

◆ Hospitality entrepreneurs and history obsessives Marc Rose and Med Abrous harness past and present in their new restaurant, Winsome

Edited by
Lesley McKenzie



“I don’t know if we keep getting lucky, or if we’re just suckers for history,” Marc Rose jokes over breakfast at **Winsome**, the restaurant he opened in February with business partner Med Abrous. Located on the ground floor of The Elysian, a residential tower and building complex that influential L.A. architect William Pereira designed for the Metropolitan Water District in the 1960s, Winsome is an all-day, eat-drink-hang utility player on Echo Park’s eastern edge.

For this project, they kept circling back to “the idea of the neighborhood restaurants Med and I grew up going to in New York—the places you go three times a day,” says Rose, who was raised in Park Slope, Brooklyn (Abrous in Manhattan). Abrous also adds that Winsome is “an indication of us growing up in a way,” pointing to his desire to create a restaurant with a sense of community, where families can go as a weekly tradition. Designer Wendy Haworth (Cafe Gratitude, Gracias Madre) crafted a distinctly West Coast vibe both inside and on the patio—while executive chef Jeremy Strubel oversees the comfort-food-meets-SoCal-seasonal menu.

The provenance of Abrous and Rose’s other two venues leads one to believe this thing for history isn’t accidental. The duo are the force behind The Spare Room bar and boutique bowling alley at the legendary Hollywood Roosevelt Hotel, and late last year they acquired 33-year-old Chinese restaurant-cum-live-music-spot Genghis Cohen on Fairfax Avenue.

Given the pair’s interest in the past, as well as feeling connected to both their adopted city and their hometown, a certain detail in Winsome is intriguingly



Clockwise from top left: INSIDE THE WENDY HAWORTH-DESIGNED **WINSOME**. CHEF JEREMY STRUBEL’S SHAVED CAULIFLOWER SALAD. THE CORNED BEEF SANDWICH, SERVED WITH GJUSTA BREAD.

significant: After becoming obsessed with a 1938 watercolor by noted California painter Phil Dike entitled *Sunshine in Echo Park*, months of searching led Rose to Dike’s son, Woody, in Laguna Beach, who owns the original. Abrous and Rose received his blessing to transform the image into wallpaper. Might this hyper-local element be a nod of sorts to the beloved Bemelmans Bar at The Carlyle Hotel, named for Ludwig Bemelmans, the famed *Madeline* illustrator who painted its walls?

“Exactly,” they agree in near unison. If anyone can mix the DNA of a funky neighborhood diner with a classic, elegant Manhattan lounge, it’s these two. *1115 Sunset Blvd., L.A., 213-415-1818; eatwinsome.com.*

• **JESSICA RITZ**