

JESSICA HELGERSON SANTA BARBARA, CALIFORNIA

If you had not become a designer, what would you be doing? My romantic dream in high school was to waitress at a truck stop in the desert. Sort of Baghdad Café. How would you describe your style? Simple, uncluttered, inspired by form and materials more than objects.

Who inspires you? Penny Herring, with whom I have collaborated for many years.

Describe your dream project.

I'd love to work on small boutique hotels with environmental goals similar to ours, using natural materials. If you could go back in time, where would you stop?

Recently, in Morocco, I was amazed at the beauty of a Koranic school built in 1570. I enjoyed the fantasy of studying there 500 years ago.

When we first opened, we never could have imagined that our environmental interests would lead to such exciting projects

