



**PUBLICATION DATE:**

**October 8, 2024**

**ISBN:** 978-1-58093-638-5

**FORMAT:** Hardback

**PRICE:** \$64.95 US | \$84.95 CA  
£44.95 UK | €54.95 EU

**PAGES:** 256

**TRIM:** 9½ x 11½ inches

**ILL:** 250 color



## Love How You Live Adventures in Interior Design

By Rodman Primack with Rudy Weissenberg

**The first book from the AD100 interior designer renowned for joyful, vibrant, intensely personal homes imbued with art, color, pattern, and craftsmanship**

A decidedly global outlook brings passion and a playful spirit to all of AD100 designer Rodman Primack's projects. His work with his partner Rudy Weissenberg has garnered attention over two decades for breaking hierarchies by layering textures, patterns, art, and bold colors to create vibrant, joyful spaces. Underpinning all of Primack's projects is the radical philosophy that spontaneity, juxtaposition, collection, and emotion in any setting lead to satisfying spaces, and that the objects we value need not be expensive, making high design relatable.

The debut book from this globetrotting designer, *Love How You Live: Adventures in Interior Design* takes readers on a tour of thirteen international residences—including Primack and Weissenberg's own homes—each reflecting the culture and conditions of their locations and the passions of their inhabitants. A belief that beauty can always be found in site-specific authenticity enriches all Primack's projects, which span locations from Mexico City, Guatemala, and London to New York, California, Kentucky, Hawaii, Cape Cod, and Miami.

Primack champions supporting local makers—the book also includes features spotlighting fourteen artists and artisans living around the world with whom Primack collaborates. These callouts each receive two double-page spreads and are interspersed throughout the projects. They encourage readers to look to their own local craftspeople and sources from farmers markets to art fairs for inspiration and accent pieces to give rooms depth, spirit, and personality.

Opening with a foreword by Mexico City-based architect and writer Ana Karina Zatarain and an introduction from Primack himself, *Love How You Live* emphasizes that the most meaningful interiors come from joy, comfort, and human connection. As Primack writes, 'Nurture what you love and share that with others. Seek out the beauty in authenticity and minimize your investment in trying to emulate the supposed 'good taste' of others. Embrace flexibility and chance, the unresolved and unexpected. These principles work in decorating because they work in life.'

Primack and Weissenberg's international interiors practice is driven by cultural amplification and cross-disciplinary conversations, focusing on collaborative relationships with architects, artists, and craftspeople. The interiors and overall package of *Love How You Live* are undeniably fun, and with this book, the authors declare that what is delightful can also be profound, inspiring readers to take on the adventure of creating their own well-loved and well-lived-in spaces.

### Media Contacts

**Laura Mintz**, Monacelli  
lmintz@monacellipress.com

**Alexander Galan**, VIDOUN  
ag@vidoun.com

**Monacelli**  
**A Phaidon Company**  
111 Broadway, Suite 301  
New York, NY 10006

# Love How You Live: Adventures in Interior Design



## About the Authors

**Rodman Primack** grew up in Laguna Beach, California, and Sun Valley, Idaho, and was the longtime executive director of Design Miami. Early in his career, he worked at Christie's, Phillips, and with renowned art dealer Larry Gagosian, and designer Peter Marino. This is the first book by the founder of RP Miller, one of the AD100's most innovative and hierarchy-breaking interior design firms.

**Rudy Weissenberg** grew up in Guatemala City, Guatemala, and worked in US Spanish language media for many years before turning his attention to curating collectible design exhibitions. With Rodman Primack, he founded the Mexico City-based design gallery AGO Projects and is also involved with the interior practice.

## About Monacelli

As a leading publisher of illustrated books for more than twenty-five years, **Monacelli** has challenged the conventions of publishing to produce provocative, inspiring, and essential titles. Founded in 1994 by Gianfranco Monacelli, the organization has released nearly 600 books on architecture, art, interior design, landscape and gardens, photography, and the applied arts. Monacelli's books have been made in collaboration with prominent practitioners and scholars ever since its inaugural title, the groundbreaking *S,M,L,XL* by Rem Koolhaas and Bruce Mau. In 2015, the applied arts imprint Monacelli Studio was launched, adding elevated books on art instruction, photography technique, and crafts to the publisher's roster. In 2020, Monacelli joined the Phaidon family of companies.

## Media Contacts

**Laura Mintz**, Monacelli  
lmintz@monacellipress.com

**Alexander Galan**, VIDOUN  
ag@vidoun.com

**Monacelli**  
**A Phaidon Company**  
111 Broadway, Suite 301  
New York, NY 10006