

STUDIO CITY

South



**MEET
WHITNEY
R. SINCOFF**

FOCUSING ON THE BIG PICTURE: MEET WHITNEY R. SINCOFF



Right around the start of October, a new television season starts and major awards-contending films begin their march toward movie theaters. Of course, circumstances are a little different this year in terms of production and filming, delaying the arrival of new shows. However, thanks to streaming services, we've got an opportunity to catch up on recent T.V. and movie hits that either deserve a second viewing or that we did not catch on the first airdate.

When you re-watch your favorites, take note of the set design—the big and small details that create the unique world a show's characters occupy. While the set provides a background, it's far more than a background player as it reflects the personalities of the characters and what sets their universe apart. While Whitney R. Sincoff's favorite motto is "Pick your battles," her attention to small details on display at Art Dimensions Gallery (artdimensionsonline.com), her Studio City art leasing and sales gallery, has inspired numerous set and production designers for more than 30 years.

The visionary business was founded by mother Lynne Cohen and operated by Whitney since her passing in 1998. As Whitney is a member of the Set Decorator's Society of America, pieces from the Art Dimensions gallery and website have appeared on such recent series as "2 Broke Girls," "GLOW," "Grown-ish," "How I Met Your Mother," "Modern Family" and "New Girl" as well as notable movies Oceans' Thirteen and Being John Malkovich. The business also caters to private collectors and corporate clients wanting to make a statement with the right choice of painting, print, sculpture and photography from a stable of 80 artists. It is also known for its "lease to own" program, as it provides clients with an opportunity to "live with the art" before electing to purchase it.

"COVID-19 has been and continues to be tough for all of us," Whitney says. "With so many people turning to entertainment for relief, it makes me happy that the art I have leased to various television shows and movies provides some comfort and smiles during such a tough time. As the set contributes to the mood of the show, no matter how prominent the art pieces are, it's good to be bringing joy to people in uncertain times."

While Art Dimensions will be closing its brick-and-mortar space in the wake of COVID-19, Whitney affirms the show will continue to go on as an online art world presence. She attends membership meetings online regularly to reconnect with set decorators during the pandemic. The art world has really moved online, and set decorators are not only used to, but are amenable to choosing pieces via this format.

Growing up, Whitney had a consummate Los Angeles/San Fernando Valley experience, attending Westlake School for Girls in Holmby Hills before it became Harvard-Westlake and relocated to the Studio City/Sherman Oaks border. She later worked at iconic trend setter retailer Fred Segal, Contemporary Artists' Services and Bobbie Greenfield Gallery. Her young adult years were bi-coastal, earning her B.A. at the University of Michigan in History of Art. And then moving on to Pepperdine where she earned her Masters' degree in Education and a teaching credential.

Her first job after college was at Caroline's Comedy Club





Photo by Cliff Kramer for Dream Pixs Fine Art Photography

"I love that my street is in a small canyon, so my home feels very private," she says. "(However) 10 minutes, we can walk right down to Ventura Boulevard where so much is going on," she says. "My closest neighbors are fantastic, and we sometimes have Sunday brunch or pizza night at each other's homes. We look out for each other. For example, one neighbor took care of our dogs one weekend while my husband and I were up in Santa Barbara. I feel safe in my community and love the connections I have built since I moved here."

When asked what her favorite memory with her husband was, Whitney immediately said, "our wedding day and while it rained hard that day, Steve and I took that as a sign of good luck. Also, there was a beautiful rainbow that I considered to be a visit from my parents who have passed away. Our family includes our two fun-loving four-legged children—our terrier mixes Bella Fortuna, 15, and Shamos, 5. Shamos loves to swim, and can often be found in our pool enjoying himself! Although our travel is limited these days, we enjoy leaving town for weekends and our most recent trip was to Ojai. Even though Ojai is not a great distance from the Valley, it definitely feels so different and magical. We loved exploring the town and relaxing by the pool at our hotel with a view of the mountains."

Whitney also believes in giving back to the communities lining Ventura Boulevard. She's on the Board of the Sherman Oaks Chamber Foundation, responsible for the painting of the more than 60 utility boxes by various artists. She also has regularly volunteered for St. Vincent Meals on Wheels, delivering meals to the elderly. Other passions include running her book club which meets once a month online, as well as walking and hiking south of the Boulevard with Steve and their dogs.

Know neighbors with a great story to tell? Nominate them for a future Studio City South cover story!

Email your ideas to eglickman@bestversionmedia.com.



in New York City working as a production assistant on its A+E television series and hosting at the club by night, but she turned her attention back to fine art and returned to Los Angeles when her mother was fighting ovarian cancer.

Leaving New York was an easy decision as it was important to me to spend quality time with Mom," Whitney recalls. "When she passed away, the decision to take over the business was very emotional yet just as natural for me. Taking over kept me connected to her as she was always my role model, my mentor and my best friend. While Art Dimensions helps me keep her spirit alive, founding The Lynne Cohen Foundation with my sisters and brother also has a similar impact. The foundation raises money for life-saving research and funds comprehensive clinics across the country serving women with ovarian and breast cancer."

Whitney proudly explains that the East Valley has been her permanent home for almost eight years, making quality time with family members easier than ever. Her aunt, uncle and first cousin reside in Encino. Her other cousins are just a short jaunt down the 101 in Westlake Village and her stepmother lives a few exits further west in Hidden Hills. Another benefit of her location is easy access to Ventura Boulevard's many cafes, restaurants and trendy shops, which she regularly explores with husband Steven Sincoff.



GLUTEN-FREE CASHEW HALVA

Recipe



By Nahid LaCiura, Naturaholic.com

Prep time: 15 min
Cook time: 20 min

Ingredients:

- 1 cup raw cashews
- 1 tsp lemon zest
- 1 tsp vanilla extract
- 3 tbsp rose water
- ½ tsp cardamom, ground
- 4 tbsp sugar
- 1 cup water



For Decoration: (optional)

- pistachio slivers
- rose buds or ground rose petals
- lemon peels

Instructions:

1. Place cashews in a food processor or blender and process until a powder starts to form.
2. Remove and sift out the big chunks.
3. Add the chunks back to the food processor and process until it is all powder.
4. Heat a pan and toast cashew flour on medium heat stirring constantly for 5-7 minutes or until golden.
5. Remove from heat.
6. Add cardamom and stir until well combined.
7. In a separate saucepan boil water and sugar and stir until sugar is dissolved.
8. Boil for 10-15 minutes until water is re-

duced and the sugar syrup has thickened slightly and coats the spoon.

9. Remove from heat and add the rose water, lemon zest and vanilla extract and mix well.
10. Add the sugar syrup to toasted cashew flour little by little and stir until it is well combined.
11. Stop when halva is at the right consistency like a thick paste.
12. If it is too wet, place it back on low heat and stir until excess water is gone.
13. Place halva on a plate and press down to smooth out the top.
14. Decorate with pistachio slivers, rose buds and lemon peels.
15. Enjoy it at room temperature with tea or coffee.



Discover Aldik Home

Los Angeles' Most Beautiful Store For More Than 65 Years



7651 Sepulveda Blvd.
Van Nuys, CA 91405

ALDIK
h o m e

AldikHome.com
(818) 988-5970