

HIGH IQ

NEW-AGE HOUSING came to San Diego last year when the fully furnished, right-down-to-the-wall-mounted-TV, IQ Haus start was maneuvered onto a vacant lot on Little Italy's Kettner Boulevard. This off-the-grid 320-square-foot rectangular abode — complete with Italian kitchen cabinetry, German hardware, Low E-glass and rain-



Jesper Pedersen

shower bathroom — provided affordable modern living that was ready to take up temporary or permanent residence on any plot of land. Starting at about \$40 a square foot, the modular home also came in 640-square-foot configurations.

The brain child of Danish architect and contemporary-furniture-store maven Jesper Pedersen and his in-France business partner Lee Gilroy, the innovative project has since been followed by the 1,380- to 5,760-square-foot IQ Luxe model — a six-block system designed after Lego in which the blocks can be combined in any preferred way.

Is this really the home of the future? "I wanted to design an eco-friendly prefab with high-end features for an affordable price," says Pedersen. "The only way to do this was to design a simple system and put it in mass production."

Pedersen and Gilroy have an office in San Diego and, as of the end of last year, a second one in Marseilles, France, where they are assembling a modular 220-student housing project.

An example of one of their custom projects, which was designed with recycled containers and reclaimed wood, is at the 5 Estrellas Winery in Valle de Guadalupe, Baja California.

— PHYLLIS VAN DOREN

