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Five Questions With Ramtin Ray Nosrati: Architectural Entrepreneur



Warren Bobrow Contributor 

Vices

I work with cannabis and have done some wild things in life. cocktailwhisperer.com

Ramtin Ray Nosrati



Ramtin Ray Nosrati: Cannabis and Architectural Entrepreneur VVPICTOGRAPHY 2014

I'm usually not impressed by outlandish showings of wealth, but there always is a possibility that someone will go even further than anything that I've ever seen possible. With that said, Ramtin Ray Nosrati is now raising the bar of building one of a kind ultra-high-net worth mega-mansions for the person who truly has everything. Well, they do have everything except for one of Ramtin's custom designed homes. Oh sure they might have a Gulfstream, or a Hinkley yacht. But they don't have Ramtin's sage advice. Which is exemplified in his cannabis-centrist talent.

But first, what makes the work that Ramtin does so intriguing?

He certainly can build a beautiful home using the most expensive components available in the world, that is for certain. Is it the location of these homes, built into the steep cliffs that surround West Los Angeles? The neighbors, are they rock stars and movie moguls? What about the intricate parts that go into the homes? If you said the last statement, you'd be right on target. It's important to understand the intricate culture of the place where these ultra-high-net-worth folks are living.

It's California! The land of milk and honey! Movies are made here, massive fortunes too. Some are inherited, others are made through tenacious, hard work. All have one thing in common, lots of cash to be spent as wildly and having as much fun while doing it as is humanly possible. And when there are large amounts of liquid capital at the ready, talented builders such as Ramtin Ray Nosrati come into the focus of the .1%ers. Yes, that's the .1%. The client who can afford Ramtin's work represent a very small percentage of all things M1.

In my experience from working in high net worth private banking in my (not so) illustrious past, I can tell you that a generational shift is coming very soon in wealth. Millionaires and multi-millionaires are freshly minted every day because of this shift. The truly ambitious ones take their vast inheritances, or their self-made millions and billions, then seek wildly outlandish ways to raise the bar of architectural statements. Los Angeles is the place where all this goes down. That's where Ramtin comes in. He has ways to help you lighten your fresh green-backs taking up room in your pocket. That new money needs to be spent! What Ramtin does certainly does not come inexpensively, but as the old-adage goes, if you have to ask what something costs, you probably cannot afford it.

And the cannabis rooms? These are specialty homes, geared to specialty lifestyles that mere mortals cannot yet understand, or even

conceptualize. Can you imagine having an indoor cannabis "Grow" operation, located right inside your own mansion complete with all the personal care necessary to truly grown your own ultra-high quality strains? To the cannabis enthusiast, this is like saying that you never have to smoke anyone else's strains but your own, you control it all. But like all expensive things in life, it's important to note that cannabis is a living thing. It's not like plugging in a 200 inch outdoor television or inviting a thousand people over for a barbecue on a Monday night. This takes great care. Wealthy people have more money than time, Ramtin makes the entire process

simple for the successful person, who wants something that virtually no one else has in the world. It's legal to have cannabis in California.

Please let me introduce to you Ramtin Ray Nosrati. I read an interview with him and knew he fit my lens for cannabis and entrepreneurship. Cheers!

Warren Bobrow=WB: Tell me about yourself?

Ramtin Ray Nosrati=RRN: I'm married to my high school sweet-heart, Paula, and we have two sons, ages Jayden (10) and Jordan (7). They're my focus and my purpose, and I love being with them. I have a small circle of friends who I enjoy spending time with and I'm a huge basketball fan.

WB: Why have you chosen the Los Angeles Area?

RRN: There are amazing homes and cutting-edge architecture in L.A. I already live and play here, so it was a natural progression to build my business here. I specialize in hillside homes, and there is a lot to work with in the L.A. area. And you can't beat the weather.

WB: What are your passion?

RRN: I've been blessed with an eye for design and a talent to bring those designs to life. It's become a driving force for me to not just build a luxury home, but to create a lifestyle. It's imperative that my homes be unique and different, and to give my buyers something truly special.

WB: Can you tell us more about these cannabis rooms that you are pioneering in mansions?

RRN: We aren't just building a cannabis room, we're building an adult playground within a one of a kind home. I want the whole area to be a place to relax, entertain and have fun. A secret door in a bookshelf leads people to a space where they can not only enjoy the dedicated cannabis room, but also a full bar, cigar lounge, wine cellar, pool table, a multiple screen video wall, and a golf simulator. A glass bottomed pool above you provides the ceiling, and we are even having a classic Cessna airplane brought in for the roof top deck, complete with Virtual Reality technology allowing you to virtually fly, and play video games. There's nothing like it.

WB: Do you cook?

RRN: Yes - I do. My specialty is an egg sandwich I make for my boys for breakfast.

WB: What is your favorite food?

RRN: I'm a big fan of sushi, seafood and steak.

WB: Favorite restaurant?

RRN: Nobu, Mastro's and Giorgio Baldi, an intimate Italian place in Santa Monica with a great wine list.

WB: If you could be anywhere in the world where you that be?

RRN: I love spending time at the beach or on the water. Mexico, the Bahamas or the Caribbean are all favorite destinations.

Thank you Ramtin. When I'm out in La La, I'd LOVE to see one of these homes. And I promise not to tell who it belongs to!

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