



LEISURE WITH DESIGN

ABOUT GOOD - FORM GATHERINGS:

#leisurewithdesign

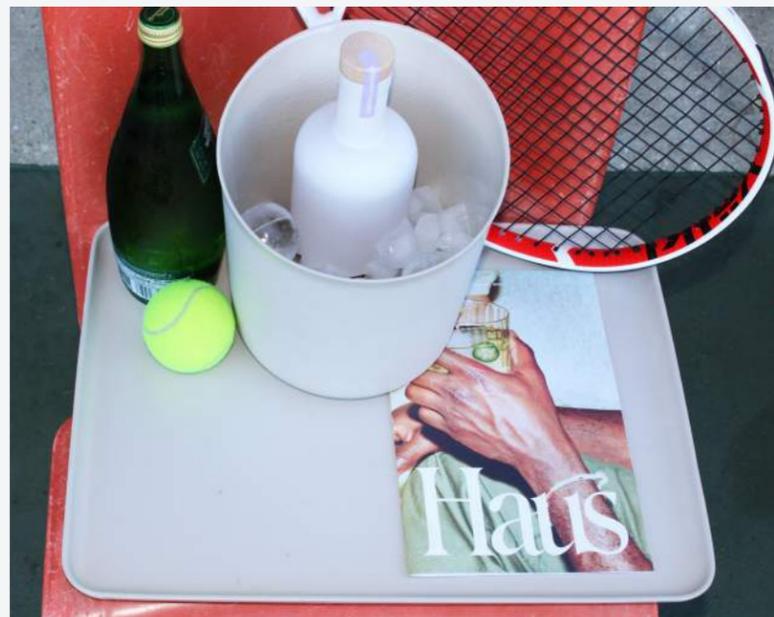
A curated monthly IRL network (sometimes involving a net) of active designers, architects, real estate and other built environment professionals.

Gatherings take place at significantly designed locations with an activity, sport, or playful component to help keep the creative mind in motion.

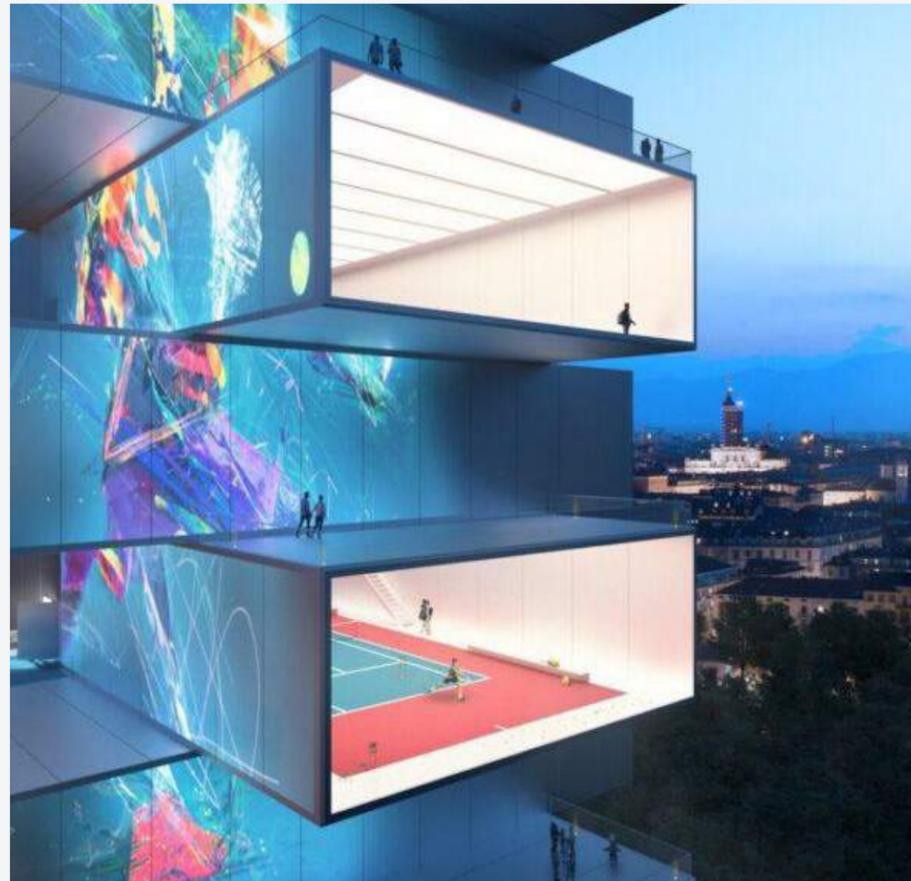
Beverages and good company are abound.

good-form started in 2020 with a successful series of activations of a group tennis clinic (outdoors), located at the iconic John Lautner designed Silver Top residence. I built a relationship with the on-site tennis pro's (who are also brothers) and they make the sport engaging and approachable for all levels of the sport.

I curate the guest list of architecture, design and real estate industry professionals as well as supporters of the design community. I also secure beverage sponsors with unique brands such as Haus, Amass, Mananalu, and Flying Embers. With more partnerships and sponsorships to come.



Inspiration Images



good-form recalls activations from LA's past and would like to reignite these experiences and collaborate with other players in this space such as:

[One Night Stand LA](#)

[Materials & Applications](#)

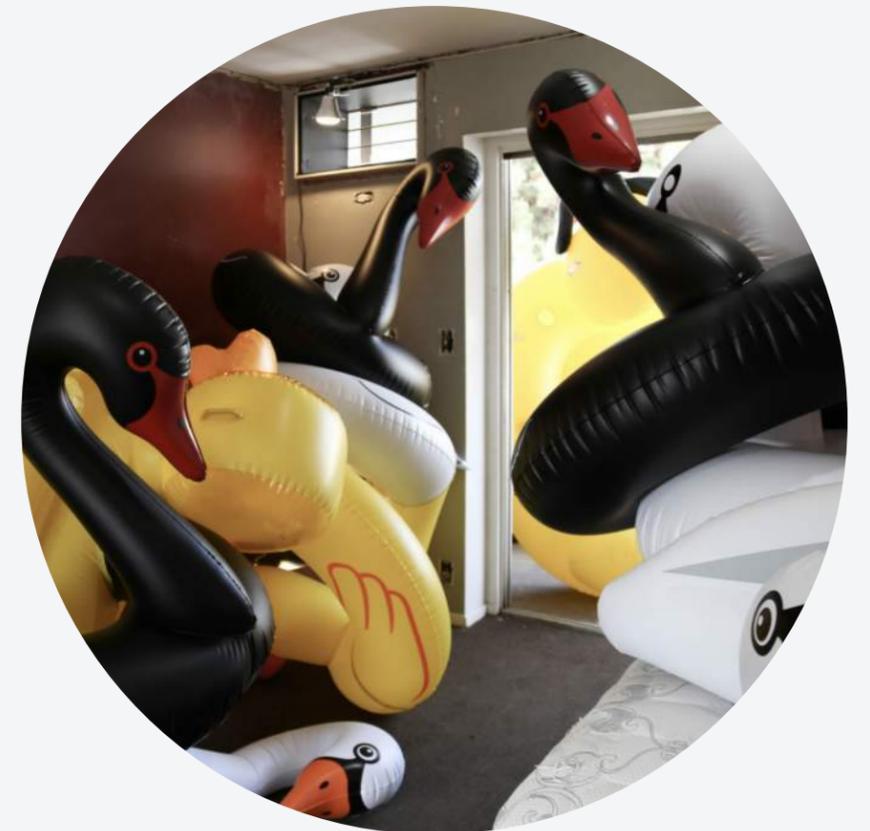
[MAK Games](#)

[Designers on Holiday](#)

[LA Design Festival](#)

[Happy Hour Agency](#)

[FORT LA](#)



good-form FUTURE

More significantly designed locations, more activations, more leisure with design with the next step being travel destinations.

Seeking partnerships and mapping out locations.



MELANIE RYAN, *good-form* Founder:

I'm a Business Development Consultant specializing in working with professional services in architecture, design and the culture that orbits them.

Currently representing:

[ODAA](#) (Architecture + Design)

[UAP](#) (Public Art)

[MOSS](#) (Interior Green Spaces)

My passion for the built environment has led to careers as Accounts Lead at a creative agency representing award-winning architectural clients to Marketing Director for a prolific Southern California real estate developer to Business Development consulting for clients positioning themselves in Los Angeles.

I bring together the like-minded and uncover collaborations; and aim to work with innovators revered in their industries that wish to expand brand positioning and nurture opportunities in untapped markets. I enjoy teaming with creative agencies that address urbanism oriented programming while acting as a localized extension to your capabilities.

I graduated from Rollins College with a B.A Degree in Environmental Studies and especially seek out collaborations with exciting people and projects that enhance community and sense of place.