

# Hunker Featured in Forbes



222 views | May 13, 2019, 12:03pm

## A Publisher With A Showroom: Hunker Gets A Brick And Mortar Home Base



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Arts

*I cover the intersection of music, dating, style, art, and travel.*



The living room at Hunker House. HUNKER

Touted as a “home design site dedicated to the idea that good design should be a part of everyday life,” [Hunker](#) is a first-timer friendly, no expert necessary editorial platform offering design solutions and tips from real people for real people. Hunker's online content is comprised of a mixture of DIY guides, design news, tours of beautiful spaces, and full length features. Their [Instagram](#) shares an in depth and unpretentious collection of home inspiration and #designgoals to their 169,900 followers, and they're latest addition is going offline.

“As Hunker continues to cement its place within the home category, it's become important to have a physical space for experiential programming that is authentic to who we are as a brand,” said Jason Lepore, vice President and general manager for Hunker.

“If the Hunker brand were a home, it would be this house,” said Eve Epstein, editor in chief of Hunker. “We wanted to create a physical embodiment of the Hunker identity: a headquarters where the helpful meets the inspirational for real people designing real spaces. Hunker House isn't a pop-up, but a permanent platform for telling culturally relevant stories and working with like-minded partners.”



The study in Hunker House. [HUNKER](#)

Located just off Abbot Kinney Boulevard in the undeniably wanderlust-y neighborhood of Venice, California, Hunker has taken over a tri-level loft and aptly named it Hunker Home. Far beyond your run-of-the-mill showroom that is supposed to look like a home, but never feels remotely homey, Hunker House is where Hunker will bring all of its design obsessions to reality while still appearing achievable for consumers.

To view the entire story, visit:

<https://www.forbes.com/sites/raewitte/2019/05/13/a-publisher-with-a-showroom-hunker-gets-a-brick-and-mortar-home-base/#8bad7c147fef>