



the first annual
LIFESTYLE VISIONARY AWARDS
*25 BOSTONIANS WHO CHANGED THE GAME LAST YEAR IN
FASHION, FOOD, BEAUTY, TRAVEL, AND HOME DESIGN*

*The
First Annual*
**25 LIFESTYLE
VISIONARY
AWARDS**

by THE COUP BOSTON STAFF
photographed by JOEL BENJAMIN

“The only people for me are the mad ones, the ones who are mad to live, mad to talk, mad to be saved, desirous of everything at the same time...”

—Jack Kerouac

“Here's To The Crazy Ones. The misfits. The rebels. The troublemakers They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world are the ones who do.”

—Steve Jobs

The following **25** Bostonians may or may not be just a little bit crazy. They all had, at some point, a brand-new idea that gave their peers pause. Maybe it was a long-respected chef's new and unorthodox dining room service, or a car company's gutsy overturning of how we get around town. It could have been a fashion designer's against-the-tide dive into demicouture, or just as easily, one group's unrelenting push for sophisticated local nightlife, when almost all the rest of us had given up hope.

Welcome to our first annual *Lifestyle Visionary Awards*. This is where we take a look at the last year, and celebrate those who changed the way we go about our everyday lives in this town. Each one of our winners has in some way, big or small, pushed us to revise how we think about what we eat, how we dress, travel, look, decorate, and create our homes. We honor these winners not simply because they opened a new business (sometimes they did, sometimes they didn't), but rather because they offered a new concept, and revised the previously accepted rules of their local industries. In all cases, they weren't afraid to offer imaginative twists on tradition that could be considered risky, if not a tad nuts.

Then again, anyone who knows anything at all (other than how to follow rules) understands that everyone exceptional is at least a little bit crazy. And hey, sometimes it takes a little revolution in order to have evolution. By pushing the boundaries of daily life in our city, these winners made it a better place to live. That's what this magazine was created to do, and that pursuit's what we raise a glass to now.

AND THE WINNERS ARE...

NICK PENNA

SalonCapri

FOR: TAKING OLD-WORLD SERVICE CUTTING EDGE

The first SalonCapri opened in Hyde Park under Gina Penna in '67, after she'd moved to Boston from Italy. Since then, the torch has been passed to her son, Nick, who's picked it and run—fast. The original mom-and-pop spot has since shuttered, but in its place now are ultramodern, sleek locations in Newton Highlands, Legacy Place, and most recently the flagship Newbury Street address. Nick, who refuses to step away from styling despite the expanded business role he's taken on, takes inspiration for his team's cuts from global runways and fashion weeks, then renders them everyday wearable. Meanwhile, all three SalonCapri locations are some of only a few in the entire country designated as L'Oreal Professionnel's training centers. And now all of that substance has been done justice in the flat-out stunning Back Bay space—whitewashed, salvaged wood walls against gleaming chairs and ethereal lighting make it one of the most handsome, and original, salons on the street.

