

FOR IMMEDIATE RELEASE

westedge DESIGN FAIR

October 22-25, 2015
The Barker Hangar | Santa Monica, California
westedgedesignfair.com

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WESTEDGE DESIGN FAIR EXPLODES WITH DESIGN TALENT

OCTOBER 22-25, 2015

www.westedgedesignfair.com



Speakers from Left to Right: Fu-Tung Cheng of Cheng Design, Robin Petravac and Catherine Bailey of Heath Ceramics, Betsy Burnham of Burnham Design and David Charvet of Jones Builders Group.

SANTA MONICA, CA (October 14, 2015) – WestEdge Design Fair returns next weekend, **October 22-25**, to the Barker Hangar in Santa Monica with an abundance of must-see design talent. The event kicks off on Thursday, October 22 with an **Opening Night Party to benefit the A+D Museum of Los Angeles**. Then throughout the weekend, those interested in diving deeper into the world of design will have the chance to attend multiple educational panels and discussions and learn from leading industry experts on the **Jenn-Air Master Class Studio** stage.

Los Angeles' leading design show opens its doors with a beach-chic **Opening Night Party**. Paying homage to our enviable surf culture, the evening will feature a silent auction of reinterpreted beach chairs designed by local architectural heavy weights Ehrlich Architects, Made in Space, Office of Mobile Design, and Frederick Fisher and Partners Architects, among a dozen others. Ticket proceeds from the evening benefit Los Angeles' preeminent design museum, the A+D Museum.

Then throughout the four days on the **Jenn-Air Master Class Studio** educational stage, attendees will have the chance to enjoy a range of informative panel discussions and seminars, featuring leading industry experts. Conversations on Thursday and Friday will

be geared towards the design trade, while weekend talks will cater to the general public. The full schedule is below and can be viewed [here](#).

Thursday, October 22

1:00-2:00 PM

Taking Care of Business: Best Practices and Effective Tools for Design Professionals

Presented by The Leaders of Design Council, and featuring: **Keith Granet**, Granet & Associates and **Meg Touborg**, METworks Inc.

2:30-3:30 PM

Connecting People Through Design

Presented by Jenn-Air, and featuring: **Steve Brown**, Jenn-Air; **Oliver M. Furth**, Oliver M. Furth Design and Decoration; and **Judy Kameon**, Elysian Landscapes

4:00-5:00 PM

Craftsmanship in Design

Moderated by **Michael Wollaeger**, and featuring: **Kevin Kolanowski**, Fuse Lighting; **Kelly Lamb**, Kelly Lamb Studio; **Thomas Lavin**, Thomas Lavin Showroom; and **Judy Smilow**, Smilow Design

Friday, October 23

10:00-11:00 AM

What Color is Your Design Parachute?

Presented by ASID, moderated by **Stephen Viscusi**, The Viscusi Group and featuring: **Deborah Davis**, Deborah Davis Design, Inc; **Laura Schwartz-Muller**, Four Point Design + Construction Inc.; **Cliff Muller**, Four Point Design + Construction, Inc.; and **Darrell Schmidt**, Darrell Schmidt Design Associates Inc.

11:30 AM-12:30 PM

Kitchens for Entertaining: Get the Essential Mix for the Consummate Party Experience

Moderated by **Russ Diamond**, Snyder Diamond, and featuring: **Della Gosset**, Wolfgang Puck Worldwide; **Barbara Lazaroff**, Imaginings Interior Design, Inc., Spago, Chinois, and Wolfgang Puck Worldwide and **Laurie Haefe**, Haefe Design

1:00-2:00 PM

The Best of Everything: The New Shingled House

Moderated by **Joe Jucas**, Lucas Design Studio, Inc. and Harbinger, and featuring: **John Ike**, **Thomas A. Kligerman** and **Joel Barkley**, Ike Kligerman Barkley

2:30-3:30 PM

Evolution: Translating Creativity into Form

Featuring: **Fu-Tung Cheng**, Cheng Design

4:00-5:00 PM

Buy to Forget: Zombie Urbanism

Moderated by **Frances Anderton**, KCRW, and featuring: **Trip Haenisch**, Trip Haenisch & Associates; **Jaime Rummerfield** and **Ron Woodson**, Woodson and Rummerfield's House of Design

5:30-6:30 PM

The New Dynamic: Design Meets Technology

Presented by **Dering Hall**, moderated by **Peter Sallick**, Dering Hall, and featuring: **Jamie Bush**, Jamie Bush + Co. and **Delta Wright**, Curated

Saturday, October 24

11:30-12:30 PM

Entertaining with Style

Moderated by **Tracy Seng**, *Los Angeles* magazine, and featuring: **Clare Davis**, Harper Sloane Productions; **Marc Friedland**, Couture Communications; **Kathryn M. Ireland**, Kathryn M. Ireland Textiles; **Nichole Wright**, Bon Vivant Events; and **Eddie Zaratsian**, Tic-Tock Floral

1:00-2:00 PM

Bringing the Travel Experience Home: Design Inspiration From Around the World

Moderated by **Andrea Stanford**, CMagazine, and featuring: **Tim Campbell**, Studio Tim Campbell; **Sue Firestone**, Smith & Firestone Associates; and **Nathan Turner**, Nathan Turner Inc.

2:30-3:30 PM

How Technology is Changing the Landscape of Interior Design

Moderated by **Jennifer Mehditash**, *California Home + Design*, and featuring: **Anna Brockway**, Chairish; **Jaime Derringer**, Design Milk; and **Mat Sanders**, MyDomaine and Consort Design

4:00-5:00 PM

Tile Makes a Room with Heath Ceramics

Moderated by **Barbara Bestor**, Bestor Architecture, and featuring: **Catherine Bailey** and **Robin Petravic**, Heath Ceramics

Sunday, October 25

11:30-12:30 PM

Coastal Chic--Creating the Perfect Beach Sanctuary

Moderated by **Susan McFadden**, *California Homes* Magazine, and featuring: **Betsy Burnham**, Burnham Design; **Doug Burdge**, Burdge & Associates Architects; and **David Charvet**, Jones Builders Group

1:00-2:00 PM

Hollywood in Your Own Home—Set Decorator Secrets

Presented by SDSA, Moderated by **Juan Morales**, *Emmy Magazine*, and featuring: **Don Diers**, **Beauchamp Fontaine**, **Jan Pascale**, **Halina Siwolop**, and **Bryan John Venegas**, SDSA Members

2:30-3:30 PM

Modernism in Palm Springs

Presented by Modernism Week, moderated by **Vanessa Kogevinas**, Vanessa K. Productions, and featuring: **Christopher Kennedy**, Christopher Kennedy Inc.

WestEdge promises to bring the best designers, makers and architects from across the nation, and the world, to the doorsteps of Los Angeles. For four days, the press, trade and public will have an opportunity to shop more than 150 exhibiting brands and products for the home, ranging from furniture and lighting to kitchen and bath lines. The show will include curated selections from leading brands, live demonstrations, and multiple luxury design lounges where attendees can relax, unwind and find the ultimate in inspiration.

The **2015 Sponsors** include: Asahi, Carl Hansen & Son, Jenn-Air, Le Meridien Delfina Santa Monica Hotel, Snyder Diamond, Southwest Greens, Sunbrella, Tito's Handmade Vodka, Volvo, and Wallpaperdirect.

The **2015 Charity Partner** is the Architecture and Design Museum: Los Angeles. The **2015 Industry Partners** include: AIA LA, ASID LA, ASLA, BotArt, IIDA, The Leaders of Design Council, Modernism Week, Set Decorators Society of America, West Hollywood Design District, and Wanted Design. Click **2015 Media Partners** to view the full list.

Show Details

WestEdge Design Fair takes place October 22-25, 2015 at the Barker Hangar in Santa Monica, CA (3021 Airport Avenue, Santa Monica, CA). Tickets are \$20 advance purchase or \$25 onsite (admission includes re-entrance). Design trade receive complimentary admission with pre-registration by October 16.

For more information, visit www.westedgedesignfair.com. For press registration, visit www.ten31.co/westedge/press.cfm.

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About WestEdge Design Fair (www.westedgedesignfair.com)

WestEdge is a four-day event that offers the best in modern design, all in an environment designed to engage, entertain and inspire. The fair offers the opportunity to shop from premium home furnishings brands-many new to the West Coast and meet the designers behind thousands of inspiring products. In addition, attendees gain insight from leading names in the design industry with a full series of educational programs and

special events.

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