



COME SEE #SUPERPACDESIGN AND MORE AT WESTEDGE DESIGN FAIR

10.6.14

Jaime Derringer

We had a blast at last year's very first WestEdge Design Fair and it's back for a second time at the Santa Monica Barker Hangar from October 16-19th. This year is shaping up to be an even bigger event with more awesome design to be seen.

This year, I wanted to be more involved in WestEdge, so I partnered with them to curate an exhibition of West Coast-based designers. Called superPAC (PAC for PACific), the exhibition will feature fresh talent from up and down the coast from Vancouver all the way down to Mexico. I cannot wait for you to see the amazing projects that these designers will be showcasing.



ALLMODERN FEATURING GUS MODERN

westedge DESIGN FAIR

October 16-19, 2014

The Barker Hangar | Santa Monica, California

westedgesdesignfair.com

Participants include: 100xbtr (Los Angeles, CA) WWW Brendan Ravenhill (Los Angeles, CA) WWW Mimi Jung (Los Angeles, CA) WWW Eric Trine (Long Beach, CA) WWW Iacoli & McAllister (Seattle WA) WWW graypants (Seattle, WA) WWW Hinterland Design (Gibsons, British Columbia, Canada) WWW Jeff Martin Joinery (Vancouver, British Columbia, Canada) WWW Ladies & Gentlemen Studio (Seattle, WA) WWW PECA (Zapopan, Jalisco, Mexico) WWW Phloem Studio (Portland, OR) WWW Rachel Denny (Beavercreek, OR) WWW Standard Socket (Seattle, WA) WWW Tanya Aguiniga (Los Angeles, CA) WWW Varian Designs (San Francisco, CA) WWW urbancase (Seattle, WA) WWW Wolfum (Los Angeles, CA) WWW Zoe Pawlak (Vancouver, British Columbia, Canada)

superPAC
[fresh pacific coast design]

[featuring]

- 100xbtr
- Eric Trine
- Brendan Ravenhill
- graypants
- Hinterland Design
- Iacoli & McAllister
- Jeff Martin Joinery
- Ladies & Gentlemen
- Mimi Jung
- PECA
- Phloem Studio
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- Varian Designs
- Wolfum
- Zoë Pawlak



[#superPACdesign]

[presented by designmilk + MOO]

[WestEdge Design Fair | October 16-19, 2014 | Booth 201]

OPENING NIGHT PARTY TO BENEFIT Heal the Bay

THURSDAY, OCTOBER 16TH
6:30-10:00PM

plentiful libations • fanciful hors d'oeuvres
engaging entertainment • the best in design

Join us for a fun-filled evening at the Barker Hangar to celebrate the opening of WestEdge and support the mission of Heal the Bay. Mix and mingle with the who's who of the design, business and entertainment communities, all while discovering and shopping from leading and emerging design brands. Our floor-wide celebration includes cocktails, hors d'oeuvres, shopping and entertainment.

Host Committee

Bonnie Teang	Kathryn M. Ireland	Peter Gurski
Cristi Bierrett	Kelly Mearns	Roderick Shade
Delta Wright	Laura Regan	Ryan Farber
Ed Begley Jr.	Martyn Lawrence Bullard	Russ Diamond
Estee Stanley	Melissa G. Gillespie	Tibbe Dunbar
Jaime Derringer	Michael S. Smith	Ty Pennington
Jeff Andrews	Oliver M. Furth	Sharon Lawrence
Julie Wolfson	Pamela B. Neiman	Susan McFadden

Tickets: \$95 (Includes a one-year digital subscription to *Architectural Digest* and admission to WestEdge during all fair hours, including Thursday trade preview.)
Click here to purchase.

SPONSORED IN PART BY:
BOMBAY SAPPHIRE

Super grateful to our supporter, MOO, who generously helped us pull it all together and even donated printed materials. Come see us in Booth #201 and if you stop by, make sure to use hashtag #superPACdesign when sharing pics.

I'm also on the host committee for the opening party that benefits Heal The Bay, an organization dedicated to making Southern California coastal waters safe and clean. Join us on October 16th from 6:30-10 PM for a really fun night of partying. AND, YOU GUYS: KELLY WEARSTLER. Also, last year's party was off the hook so I suggest you make it on over! Buy tickets here.

<http://design-milk.com/come-see-superpacdesign-westedge-design-fair/>