

Design Times

WestEdge Design Fair Celebrates Southern Californian Style for the Second Time

October 5, 2014

Denise Ayado

Following the successful debut of WestEdge Design Fair last fall, a second installment is due to run from October 16-19. The four-day exhibit will be open to the public and professional in the trade and the press.

This year, the event promises to have more than 150 exhibiting brands. Visitors will be able to shop from suppliers of furniture, lighting, outdoor furnishing, kitchen, bath and many more. Participants can also attend a series of workshops and panel discussions which covers topics in design and trends.

This year, the line-up includes Grange Furniture, Gaggenau, Cerno, Iacoli & Mcallister, Ladies, Urbancase, Wayfair, Woven Concepts and so much more. On October 16, the celebration will start with a venue-wide cocktail party that will benefit Heal the Bay. According to Ruskin Hartley, president and CEO of the organization, the event is a great fit for their team as the proceeds will help them in their goal of keeping L.A.'s beaches clean, healthy and safe for their visitors.

On the second night of the event, a cocktail party will also be held with proceeds going to A+D Museum, supporting the museum's mission to celebrate and promote awareness of progressive architecture and design. Guests of the event can network with the design community and also win prizes such as a week in Palm Springs in February which will coincide with Palm Springs Modernism Week.

WestEdge will also host a wide variety of workshops and design talks with topics such as "Art & Interiors",

"The Consummate Kitchen", "Color Trends", "Craftsmanship in the Digital Age", "Rethinking Retail: Does Main Street Matter", "The Bottom Line: How to Build a Cool Project Without Getting into Hot Water", "Rock Star Architecture: Creative Design for Recording Artists," and topics in kitchen and bath design and decorating for entertaining and for the holidays.

The fair will also host a Color Consultation Hub by Benjamin Moore, an exhibition on Pacific Coast Design presented by Design Milk, a cooking and grilling demonstration, and a collective exhibit by some of New York's lighting and furniture designers. Show hours are on Thursday 2:00-6:00pm (for trade professionals), Friday 11:00am-8:00pm (open to the public), Saturday 11:00am-6:00pm (open to the public) and Sunday 11:00am-5:00pm (open to the public).

Regular admission is at \$25. Interested participants can also purchase tickets in advance at \$20. The ticket price also includes a one-year subscription to Architectural Digest.

<http://www.designtimes.com/articles/893/20141005/westedge-design-fair-october-events-la-events.htm>