

FOR IMMEDIATE RELEASE

# westedge DESIGN FAIR

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

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## WESTEDGE DESIGN FAIR HIGHLIGHTS OCTOBER 22-25, 2015 [www.westedgesignfair.com](http://www.westedgesignfair.com)



*An array of cutting-edge international and California-based design brands such as (L-R) Carl Hansen & Son, West of Noble, and whyrHymer will be on display throughout the weekend.*

**SANTA MONICA, CA (September 10, 2015) – This October 22-25, [WestEdge Design Fair](#)** returns for a third year to The Barker Hangar in Santa Monica, bringing the best designers, makers and architects from across the nation, and the world, to the doorsteps of Los Angeles' innovative Silicon Beach. 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 event will include curated selections from leading brands, live demonstrations, and educational panel discussions. Not-to-be-missed new show highlights include the **[MADE:MODERN](#)** section, the **[Sunbrella® Perspective Los Angeles Lounge](#)**, and the **[Volvo Lounge](#)**, designed by **DISC Interiors**.



*MADE: MODERN designers L-R: Navel Vase by Bueno Glass, Jewelled Atom by Pamela Sunday, Osiris by Matthew Fairbank Design.*

**MADE:MODERN** will feature dozens of independent designers and artisans debuting one-of-a-kind, custom craftsmanship designs in furniture, lighting, sculpture and

accessories. Participating designers include blankblank, Base 10 Furniture, Bueno Glass, CBM Woodworks, Cimarron Studio, Current Workshop, Damien Jones Art, Design Milk, Enso, Iacoli & McAllister, J Liston Design, Jason Mizrahi, Matthew Fairbank Design, Mike Danielson Studio, Pamela Sunday, Philomela, Shopfloor Design, Sorelle Fine Arts, Wenger Designs, West of Noble, Von Lintel, and Zaxx Designs. Limited edition items by each of the designers will be available for purchase throughout the weekend.

“**MADE:MODERN** highlights independent makers of contemporary furniture and lighting from throughout the West Coast, New York and beyond and symbolizes our commitment to handcrafted design,” says WestEdge Design Fair co-founder, Megan Reilly.

To celebrate the launch of **MADE:MODERN**, there will be an opening day panel on the topic of *Craftsmanship and Design*, moderated by Michael Wollaeger and featuring Kevin Kolanowski of Fuse Lighting and Thomas Lavin of Thomas Lavin.

### **Educational Stage Highlights**

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. Topics will range from *Entertaining in Style* and *Bringing the Travel Experience Home: Design Inspiration from Around the World* to *Tile Makes a Room* and *Kitchens for Entertaining: Get the Essential Mix for the Consummate Party Experience*.



Guests will enjoy a multitude of lounge spaces at this year's WestEdge Design Fair.

### **New Show Highlights**

**The Sunbrella® Perspective Los Angeles Lounge** is an inspired exploration of the world of luxury interior design through the eyes of some of today's most respected designers: Chad McPhail, Natasha Baradaran, Max Humphrey, Lindsey Coral Harper, and the design team of Katrina Hernandez and Joshua Greene. **Sunbrella** and **Architectural Digest** asked these talents to conceptualize an indoor or outdoor room with Sunbrella fabrics as their muse. The results will be stylish, beautiful, and versatile spaces.

**Volvo Cars**, the official WestEdge automotive sponsor, will unveil the world's first seven-passenger plug-in hybrid electric vehicle. The XC90 T8 combines the best of Scandinavian craftsmanship and style with uncompromising performance and interior enhancements. Attendees can participate in ride and drives throughout the weekend, and enjoy the **Volvo Lounge** - a luxury space, featuring new Carl Hansen & Søn furnishings and designed by **DISC Interiors**.

The **West Hollywood Design District** will present a co-op exhibition of member design

brands curated and designed by Gulla Jonsdottir of **G+ Design**. Attendees can explore the latest products from Art Angels, Artemide, Circa Wallcovering, Decorative Carpets, MASS Beverly, Minotti L.A., Rhodium Floors, and Robert Kuo.

The **Set Decorators Society of America** will partner with **Robb Report Home & Style** to create a modern-day speakeasy on the WestEdge show floor. Guests are invited to visit this luxurious space for specialty design and well-crafted design and specialty cocktails. Mixology demonstrations and sampling will be available throughout all days of the event.

Additional highlights include the [Botart Art Exhibition](#), featuring twenty artists who will showcase their uniquely decorated freestanding wooden wine barrels. And for the third year in a row, the [Whole Foods Market](#) pop-up café will allow guests to enjoy a variety of locally grown, organic food.

### **Opening Night Party**

California's enviable beach culture has inspired the theme of this year's [Opening Night Party](#), which benefits the A+D Museum and kicks off the show on **Thursday, October 22**. The evening will feature a silent auction fundraiser of re-imagined beach chairs designed by top local architects and designers.

For those looking for a luxurious weekend getaway, WestEdge is offering guests special room rates at [Le Meridian Delfina Santa Monica](#), the official host hotel for WestEdge guests, and at **Hotel MdR** in Marina del Rey.

The [2015 Sponsors](#) include: Jenn-Air, LeMeridien Delfina Santa Monica Hotel, Snyder Diamond, Volvo, Wallpaperdirect and Whole Foods. 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, West Hollywood Design District, and Wanted Design. Click [2015 Media Partners](#) to view the full list.

### **Show Details**

**WHAT: WestEdge Design Fair**

**WHEN: October 22-25, 2015**

Thursday, October 22 - Trade and Media Preview, 2:00-6:00 pm

Thursday, October 22 - Opening Night Party, 6:30-10:00 pm

Friday, October 23, 11:00 am-8:00 pm

Saturday, October 24, 11:00 am-6:00 pm

Sunday, October 25, 11:00 am-5:00 pm

**WHERE: The Barker Hangar, 3021 Airport Avenue, Santa Monica, CA 90405**  
Parking: \$10 cash

**TICKETS: On-Site Admission**  
\$25 (admission includes re-entrance)  
Registration for qualified design trade, design students and press is complimentary prior to October 15.

**Advance Tickets**

\$20; Attendees can purchase tickets online at [www.westedgedesignfair.com](http://www.westedgedesignfair.com) (includes a one-year digital subscription to *Architectural Digest*).

**Opening Night Party (Benefiting the A+D Museum, Los Angeles)**

Thursday, October 22, 6:30-10:00pm

\$95 ticket includes cocktails, passed hors d'oeuvres, silent auction, all-access pass to WestEdge and a one-year digital subscription to *Architectural Digest*.

For more information and ticketing, go to [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

PRESS REGISTRATION: [www.ten31.co/westedge/press.cfm](http://www.ten31.co/westedge/press.cfm).

**About WestEdge Design Fair ([www.westedgedesignfair.com](http://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.

Follow WestEdge on Instagram at [instagram.com/westedgedesign](https://www.instagram.com/westedgedesign), Facebook at [facebook.com/WestEdgeDesignFair](https://www.facebook.com/WestEdgeDesignFair) and on Twitter at [twitter.com/westedgedesign](https://www.twitter.com/westedgedesign).

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