

# westedge

## DESIGN FAIR

OCTOBER 19-22, 2017

The Barker Hangar | Santa Monica, CA

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### WESTEDGE DESIGN FAIR RELEASES 2017 SPEAKER PROGRAMMING SCHEDULE

*The WestEdge Theater Returns To Offer Educational Panels and Seminars With Design Industry Thought Leaders Throughout The Weekend; New Additions Include DIEM: Talks Design and DesignLIVE L.A.*

#### FOR IMMEDIATE RELEASE

(Santa Monica, CA) – October 5, 2017 – [WestEdge Design Fair](#), the West Coast’s premier contemporary design fair, featuring a highly-curated selection of domestic and international manufacturers and independent brands, returns to Santa Monica’s Barker Hangar (October 19-22, 2017) with a robust educational programming schedule for 2017. Thought leaders and tastemakers will share their insight and discuss a variety of topics throughout all days of the event.

“LA is a hub of innovation with an openness to new ideas, change and progress.” said Megan Reilly, Co-Founder of WestEdge Design Fair. “Since launching WestEdge here five years ago, the fair has thrived from this creative freedom that flows on the West Coast. We are pleased to have partnered with industry leaders who exhibit these traits and who will bring dynamic conversations to the program.”

WestEdge Design Fair will welcome the annual design symposium, DIEM (Design Intersects Everything Made) Talks Design to the event for the first time on Friday, October 20<sup>th</sup>. The DIEM: Design Talks programming highlights the topic, “[Everything is Disrupted](#)” and features topics ranging from high design in the legalized marijuana industry and the future of mobility, to consumer shopping trends in the current era of retail shake-ups.

Additionally, WestEdge has teamed up with [California Home + Design](#) magazine to offer a range of LA-centric design discussions that will kick-off the Fair’s programming schedule on Thursday, October 19<sup>th</sup>.

For the full schedule of programming events, see below:

#### **THURSDAY, OCTOBER 19 – DesignLIVE L.A.**

*California Home + Design’s* Editorial Director, Lindsey Shook, will explore a range of topics with leaders of the LA design community including:

- **2:00-3:00 PM: The Art of Investing in your Real Estate**
  - Featuring: Barclay Butera of [Barclay Butera Interiors](#) and Steven Cooper of [Cooper Pacific Kitchens](#)
- **3:15-4:15 PM: The Healthy Home**
  - Featuring: Leslie Delli-Veneri, WELL Certified, ASID Sustainability Committee Member, [Victoria + Albert Baths](#), Barry Cik, Technical Director, Founder & CEO of [Naturepedic Organic Mattress Gallery](#) and Moty Ginsberg, CEO at [Treeium](#) Eco-Remodeling
- **4:30-5:30 PM: Made Local: Los Angeles**
  - Featuring: Alex Segal and Riley Rea of [Croft House](#), Jamie Davis of [Portola Paints](#). Meyghan Hill of [Whorehaus Studio](#), Uri Davillier of [Neptune Glassworks](#)
- **5:30-7:00 PM: Rose Reception**

## **FRIDAY, OCTOBER 20 – DIEM: TALKS DESIGN**

Curated by **Frances Anderton** and **Mallery Roberts Morgan**, and presented in partnership with *Architectural Digest*, *LALA Magazine* and the West Hollywood Design District, this symposium explores the theme 'Everything is Disrupted'. Retail is being automated; political leadership is chaotic; and the Los Angeles skyline is transforming before our eyes. Every which way, we are in a state of massive change. Today's thought leaders discuss the challenges — and the opportunities. Topics include:

- **10:30-11:30 AM - Shaky Ground: The Shifting Cityscape of Los Angeles**
  - Moderated by: Frances Anderton, KCRW; Featuring: Michael Maltzan
- **11:45-12:45 AM - The Great Retail Revolution**
  - Moderated by: Mallery Roberts Morgan, *AD France* and *LALA Magazine*  
Featuring: Rose Apodaca, A+R; David Fishbein and Joseph Miller, [Runyon Group](#); and Anna Brockway, [Chairish](#) and [DECASO](#)
- **1:45 -2:45 PM - The Green Rush: Is High Design Taking The Edge Off Marijuana?**
  - Moderated by: Mayer Rus, *Architectural Digest*  
Featuring: Alex Halperin, [Weedweek](#) and L.A. Weekly; and Megan Stone, [The High Road Design Studio](#)
- **3:00-4:00 PM - Hot Wheels: The Transportation Revolution**
  - Moderated by: Frances Anderton, KCRW  
Featuring: Ashley Z. Hand, [LA CoMotion](#); Francie Stefan, [City of Santa Monica](#); and Daniel Sturges, [College for Creative Studies](#) (Detroit Michigan)
- **4:15-5:00 PM - Riding the Wave – Tools For Managing Disruption**
  - Moderated by: Mallery Roberts Morgan, *AD France* and *LALA Magazine*  
Featuring: Suze Yalof Schwartz, [Unplug Meditation](#)
- **5:00-6:00 PM - DIEM Closing Champagne Reception**

## **SATURDAY, OCTOBER 21**

- **10:30-11:30 AM - Let There Be Light: How Lighting Accentuates Design**
  - Moderated by: Laura Eckstein Jones, *Modern Luxury Interiors California* and *Angeleno*  
Featuring: Barclay Butera, [Barclay Butera Interiors](#); Kelli Ellis, [Kelli Ellis Interior Design](#); Stefanie Stroud, [Ferguson Enterprises](#) and Erin Valencich, [Erinn V. Design Group](#)
- **12:30-1:30 PM - Art in Design**
  - Moderated by: Erika Heet, *Interiors* magazine  
Featuring: Maria Cicione of [Graye](#); architect and designer [Gulla Jonsdottir](#); artist [Nicole Landau](#) and art consultant and gallery owner [Wendy Posner](#)
- **2:00-3:00 PM - Behind The Design – The Art of Silent Story-telling: a Set Decorator's Collaboration**
  - Moderated by: Juan Morales, *Emmy Magazine*  
Featuring: Beverly Hadley; Jason Howard; Jan Pascal; Ken Sharp; and Ann Shea
- **3:30-4:30 PM - Maximizing Your Outdoor Living Space**
  - Moderated by: Melissa Goldstein, *Sunset*  
Featuring: Regan Baker, [Regan Baker Design](#); and Leslie L. Hunt; [Leslie L. Hunt Interior Design](#)
- **5:00-6:00 PM – The Future of Home Entertainment**
  - Moderated by: Shawn Barrett, Founder, [Image People](#) and Creator of Kinetic Lounge  
Featuring: Tony Christopher, CEO & Founder, [Landmark Entertainment Group](#); Harry Evry, Head of Education, [VR/AR Association](#); Justin Massion, Founder, JAM Studios/Virtuos3D; Thomas Schoos, [Schoos Design](#); and Jeff Tillis, CEO/President, [NeurAlive](#)

## **SUNDAY, OCTOBER 22**

- **10:30-11:30 AM - From Ordinary to Extraordinary: Ten Do's and Don'ts for a Remarkable Renovation**
  - Moderated by Josh Cooperman, [Convo by Design](#)  
Featuring: Brian Biglin, President, [Biglin Architectural Group](#); Mike Grosswendt, President, [All Coast Construction](#); James Magni, Principal, [Magni Kalman Design](#); Bart Mendel, President, [Stonemark Construction Management](#); and Laurie Haefele, Owner/Principal, [Haefele Design](#)
- **12:30-1:30 PM - Green Design: Smart Tools to Live Well and Wisely**  
sponsored by Nest
  - Featuring: Robert Fortunato, [Green Idea House](#); Nerin Kadribegovic, [Lehrer Architects LA](#); and Mike Soucie, [Nest](#)
- **2:30-3:30 PM - How To Foster Your Future: From Basquiat To Barcaloungers, Where Should Millennials Invest?**
  - Featuring: Cesar Giraldo, [Cesar Giraldo Design](#); Ryan Saghian, [Ryan Saghian Interiors](#); Joseph Spierer, [Joseph Spierer Architects, Inc.](#); and Hilary Stevens, [Coldwell Banker Global Luxury](#)

For more information on ticketing and event details, visit [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

For press registration, please [click here](#).

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### **About WestEdge Design Fair**

WestEdge is a three-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. For more information visit, [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

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