



FOR IMMEDIATE RELEASE

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**WESTEDGE DESIGN FAIR ANNOUNCES SCHEDULE OF EDUCATIONAL PANELS AND TALKS
 WITH DESIGN INDUSTRY THOUGHT LEADERS SEPTEMBER 16-18, 2022**

DALLAS – AUGUST 31, 2022 – [WestEdge Design Fair](#), a three-day event showcasing exceptional modern design in an environment designed to engage, entertain, and inspire, has announced its schedule of educational programming, as it makes its Dallas debut September 16-18, 2022. Leading names in the design industry will share their insight and discuss a variety of topics within the Convo By Design Programming Lounge, a space designed and outfitted by several design brands.

“We are thrilled to partner with some of the industry’s top leaders and tastemakers to bring a dynamic, educational program to our first WestEdge Design Fair in Dallas,” said WestEdge Design Fair Principal **Megan Reilly**. “Since launching WestEdge in Los Angeles more than seven years ago, we’ve seen tremendous growth in the creativity, innovation and progress within the design space and are excited to share those developments through thought-provoking discourse and conversations.”

The 2022 schedule features a back-to-back series of talks co-produced by WestEdge and Convo By Design, a podcast media outlet celebrating all things design and architecture related. All talks will take place in an environment furnished by Model No. and curated by WESCOVER, a shoppable platform that supports artists and designers, and their unique, meaningfully made items. The Fair’s programming schedule includes the following line-up:

FRIDAY, SEPTEMBER 16

12:30-1:30 PM

Age of Influence | Media Strategies for Creatives

Every successful creative knows the importance of having a professional digital presence. Keeping up with trends and changing algorithms, coupled with creating engaging content can be tedious and time-consuming. Learn marketing strategies and best practices for image editing, copyrighting and video creation to amplify your media presence. Moderated by: **Josh Cooperman**, Convo By Design and Featuring: **Sara Malek Barney**, BANND/DESIGN; and **Melanie Venture**, The Dove Agency

2:00-3:00 PM

The Pivot | Adjusting Design Business Strategies for Changing Times

How are you adapting to the design business changes brought on by the past two years? Are you working harder than ever before? Are you constantly checking on delivery dates, and specifying and re-specifying due to repricing and discontinuations? Wondering how to capture a bigger audience in social media, and upgrade your clientele? Hear from designers who have scaled up, scaled down, and successfully adapted to the changing business climate.

Moderated by: **Sara Malek Barney**, BANND/DESIGN and Featuring: **Ann Jackson**, Ann Jackson Art; and **Laura Umansky**, Laura U Design Collective

3:30-4:30 PM

Design Perspectives: A One on One Conversation with Chad Dorsey

Chad Dorsey has established himself as one of the top designers in the business today, with offices in both Dallas and Los Angeles. Influenced by travel and his roots in music, automobiles and growing up in Tennessee, Chad will share his style of “relaxed luxury,” and the lessons learned along the path of his design journey.

Moderated by: **Josh Cooperman**, Convo By Design and Featuring: **Chad Dorsey**, Chad Dorsey Design

5:00-6:00 PM

Standing Out, presented by WESCOVER

Learn how top creatives are pushing the boundaries of design by sourcing unique and thoughtfully designed products for their projects.

Moderated by: **Hilary Sessions**, Head of Partnerships + PR at WESCOVER and Featuring: **Kristin Marino**, KozyKasa; **Byron Risdon**, Byron Risdon LLC; **Kevin Wildes**, Model No.; and **Nosheen Iqbal**, WESCOVER Creator

SATURDAY, SEPTEMBER 17

11:30 AM-12:30 PM

Curated Conversations: Art + Design, presented by Patron Magazine

Art and design go hand in hand. Learn from the experts how to seamlessly incorporate your art collection (no matter how big or small) into your interior design.

Moderated by: **Terri Provencal**, Patron Magazine and Featuring: **Claire Crowe**, Claire Crowe Collection; **Eddie Maestri**, Maestri Designs; **Botond Laszlo**, MHM Design; **Simon Waranch**, Artist; and **Ree Willaford**, Galleri Urbane

1:00-2:00 PM

Designing for Wellness Inside and Out

The concept of ‘healthy design’ is a constantly evolving idea as new technology comes to market and the ideas around wellness continue to evolve. As the pandemic continues to change the way we live, explore more ways that your interior design can support a healthy lifestyle.

Moderated by: **Brenda Houston**, Brenda Houston Design and Featuring: Christina Garcia, Layered Dimensions; **Shelly Rosenberg**, Shelly Rosenberg Studio; and **Philip Vanderford**, Studio Thomas James

2:30-3:30 PM

Perspectives: Design One on One with Ryan Saghian

Internationally renowned and award-winning designer, Ryan Saghian has been the designer of choice for elite clientele that include actors, musicians and athletes. Ryan has a gift for translating luxury into exquisitely designed homes personalized for the individual client’s tastes and lifestyle. Enjoy a chat with one of the most expressive and exciting designers working today. Following the talk, Ryan will be signing copies of his new book, *Unapologetically Chic*.

Moderated by: **Josh Cooperman**, Convo By Design and Featuring: **Ryan Saghian**, Ryan Saghian Interior Design

4:00-5:00 PM

Your Canvas For Outdoor Memories

Join this fun, engaging and interactive presentation led by Urban Bonfire’s Co-Founder and President, Ryan Bloom, on how to turn decks, backyards and rooftops into activated outdoor cooking and entertaining spaces. Learn about trends, best practices in design, materials, cooking appliances and countertop surfaces to maximize design, creativity, and longevity.

Featuring: **Ryan Bloom**, Co-Founder and President, Urban Bonfire

SUNDAY, SEPTEMBER 18

11:30 AM-12:30 PM

Perspectives: Design One on One with Sherry Hayslip

Multi-award-winning interior designer Sherry Hayslip has earned a stellar reputation for her innovative designs, sophisticated style, personal approach, and the multi-faceted way she tackles every project. She understands the value of taking the time to find one-of-a-kind pieces, selecting the perfect art, and finding ways to translate the desired mood and tone for each space to create residences that are both beautifully grand yet still feel like home.

Moderated by: **Josh Cooperman**, Convo By Design and Featuring: **Sherry Hayslip**, Sherry Hayslip Interiors

2:30-3:30 PM

Perspectives: Design One on One with Benjamin Johnston

A true Texas design talent, Benjamin earned his Bachelor of Architecture from Texas A&M and Masters of Architecture from University of Texas at Austin. He spent time in Japan working with Cesar Pelli & Associates, but as every good Texan does, came home to helm his eponymous firm. Now based in Houston, Benjamin's firm has worked on projects in 9 countries, 12 states and 27 cities around the world.

Moderated by: **Josh Cooperman**, Convo By Design and Featuring: **Benjamin Johnston**, Benjamin Johnston Design

The Fair will also feature a series of programs hosted in the **SKS Culinary Pavilion**, sponsored by Signature Kitchen Suite. Guests can enjoy chef demonstrations and tastings from leading chefs and culinary personalities, sharing insight on sous-vide cooking technologies. All programs kick off Friday, September 16 and lead into the fair's venue-wide Opening Night Party from 6-9 p.m. The evening, a benefit for Ronald McDonald House Dallas and Dwell with Dignity, includes libations, delicious bites, entertainment and shopping from the 100+ unique art & design exhibitors, including those from the co-located Artexpo Dallas.

General admission access throughout the weekend will run Saturday, September 17 from 11 a.m. to 7 p.m. and Sunday, September 18 from 11 a.m. to 5 p.m. One ticket allows guests access to both WestEdge Design Fair and Artexpo. All educational programs are included in the price of admission, and seating is available on a first-come, first-served basis. One-day tickets are \$20 if purchased in advance and \$25 at the door. Multiple-day tickets are \$45 in advance and \$50 at the door. Opening night party tickets are \$75 in advance and \$85 at the door. Design trade professionals with credentials may receive complimentary admission with pre-registration. For event details and tickets, visit <https://westedgedesignfair.com>. For press registration, please [click here](#).

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ABOUT WESTEDGE DESIGN FAIR

WestEdge Design Fair 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 design brands and meet the designers behind thousands of inspiring products. In addition, attendees gain insight from leading names in the design industry with a series of educational programs and are invited to enjoy culinary demonstrations, special events and more. For more information, visit <https://westedgedesignfair.com/>. Follow WestEdge on Instagram at [instagram.com/westedgedesign](https://www.instagram.com/westedgedesign) and Facebook at [facebook.com/WestEdgeDesignFair](https://www.facebook.com/WestEdgeDesignFair)

ABOUT ARTEXPO DALLAS

Artexpo Dallas is Redwood Art Group's newest addition to its portfolio of modern and contemporary art fairs—running in conjunction with WestEdge Design Fair in September. Artexpo Dallas brings together an international gathering of qualified trade buyers—including gallery owners and managers, art dealers, interior designers, architects, corporate art buyers and art and framing retailers. The curated expo brings more than 85 of the world's leading publishers, galleries and collectors face to face with hundreds of established and emerging artists from across the globe. More than 15,000 avid art enthusiasts are invited to enjoy exciting and original artwork, prints, paintings, drawings, sculpture, photography, ceramics, giclee, lithographs and glass works – all under one roof and within 50,000 square feet of uninterrupted convention space at Dallas Market Hall. Running alongside Artexpo Dallas is [SOLO] highlighting established and independent established and emerging artists. Artexpo Dallas also features a lineup of interactive and educational programming, including Art Labs, Spotlight Program, Discoveries Collection, and Director's Picks. For further information, visit redwoodartgroup.com/artexpo-dallas.