



**FOR IMMEDIATE RELEASE**

<https://westedgedesignfair.com/>

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## **WestEdge Design Fair Releases 2023 Speaker Programming Schedule**

*WestEdge Announces Two Days of Inspiring and Educational Panels and Conversations with Design Industry Thought Leaders*

**Santa Monica, CA** – [WestEdge Design Fair](#), the West Coast’s premier contemporary design fair, returns to Santa Monica’s Barker Hangar November 16-18 for the first time since 2019 with a robust programming schedule for 2023. Celebrating its eighth year and relaunching post-pandemic, guests will have the opportunity to hear from leading names in the design industry on a variety of topics in the WestEdge Theater which is sponsored by BR Home and designed by Marbé Designs. All programming is produced in partnership with media partner, Convo By Design.

“In honor of our first year back since the pandemic, we are partnering with some of the industry’s top leaders, designers and tastemakers to bring an educational and exciting 2023 program to the Fair,” said WestEdge co-founder, Megan Reilly. “We look forward to presenting these discussions that, we hope, will inspire our audience in their next design project, no matter how large or small.”

Featuring 40+ presenting speakers, the 2023 programming schedule will feature a back-to-back series of discussions and panels co-produced by Convo By Design, who has been a WestEdge media partner since 2014. The Convo By Design podcast celebrates Southern California’s rich, diverse and incredibly talented design and architecture community, and is celebrating their 10-year anniversary this year.

In addition to the robust line up of scheduled panels on the main stage, [PIRCH](#), will host a series of culinary demonstrations and presentations at the WestEdge Culinary Pavilion over the three days of the event. PIRCH is a fixture and appliance retailer for kitchen, bath and outdoor products throughout Southern California and represents the world's most coveted brands. They will expand their reach with a new showroom opening in Santa Monica in 2024.

The Fair’s theater programming schedule includes the following line-up:

### **FRIDAY, NOVEMBER 17**

**11:00 AM - 12:00 PM**

#### **Leveling Up: How Minimizing Waste Leads to Better Design and Better Business**

Moderated by: Jennifer Convy, Women in Luxury Design

Featuring: **Claudia Afshar**, Claudia Afshar Design; **Rachael Grochowski**, RHG A+D; and **Greg Roth**, CarbonShack

**12:30 - 1:30 PM**

### **Behind the Scenes of the Living by Design Virtual Showhouse + Book Signing with Bobby Berk**

Moderated by: **Lindsey Shook**, California Home + Design Magaziner

Featuring: Celebrity interior designers **Bobby Berk**; **Laiza Cors**, Embello; and **MA Allen**, MA Allen Interiors

### **2:00 - 3:00 PM**

#### **Back to Work. From Home?**

Presented by IIDA (The International Interior Design Association)

Moderated by: **Cheryl Durst**, IIDA

Featuring: **Bill Bouchey**, Gensler; **Sarah Devine**, Revel Architecture; **Michael Bohn**, Studio One Eleven; **Ashley Richardson**, EYRC; and **Bjorn Schrader**, Abramson Architects

### **3:30 - 4:30 PM**

#### **How AI Will Revolutionize the D&A Industrial Complex?**

Moderated by: **Josh Cooperman**, Convo By Design

Featuring: **Joshue Dawson**, Architect/Director and **Rachel Joy Victor**, Strategist/Designer

### **5:00 - 6:00 PM**

#### **Empowering Representation: The Asian American Pacific Islander Experience**

Presented by the Asian American Pacific Islander Design Alliance (AAPIDA)

Moderated by: **Erika Heet**, *Interiors* magazine

Featuring: **Julie Benniardi**, ReWeave LA; **Peti Lau**, Peti Lau Design; **Edel Legaspi**, Legaspi CourtsDesign; and **Will Nguyen**, Collective Form

## **SATURDAY, NOVEMBER 18**

### **10:30 - 11:30 AM**

#### **Under Construction: Building Communities with Purpose**

Moderated by: **Bridgid Coulter Cheadle**, Blackbird House

Featuring: **Lauren Dandridge**, University of Southern California; and **Kynderly Haskins**, Kynderly Connection, LLC

### **12:00 - 1:00 PM**

#### **Up-Cycled, Recycled, Repurposed, Local and Fabulous: Specifying and Sourcing Locally**

Presented by Luxe Interiors + Design

Moderated by: **Kelly Phillips Badal**, Luxe Interiors + Design

Featuring: **Lenora Aguilar**, Vintage Junktion; **Judy Davis**, Vintage Junktion; **Moya O'Neill**, Moya Living; and **Nancy Russert**, Twist Custom

### **1:30 - 2:30 PM**

#### **Next Level Design and the Future of Residential Architecture**

Featuring: **Duan Tran**; KAA Design Group; **Alice Kimm**, JFAK Architects; **David Pascu**, Abramson Architects; and **Bryn Garrett**, EYRC Architects

### **3:00 - 4:00 PM**

#### **All Roads Lead to SoCal: Long Live the Creative Experiment**

Moderated by: **Frances Anderton**, Design Journalist

Featuring: **Sarah Malek Barney**; BANDD/DESIGN; **Leo Marmol**, FAIA; and **Christine Vroom**, Christine Vroom Interiors

**4:30-5:30 PM**

**The Importance of Design with Cliff Fong**

Moderated by: **Josh Cooperman**, Convo By Design

Featuring: **Cliff Fong**, Matt Blacke, Inc.

**All programs are included in the price of admission, and seating is available on a first-come, first-served basis.**

**WestEdge 2023 sponsors include:** BR Home, Dunn-Edwards, Kallista, Monogram, PIRCH, Robina Benson Design House, Sub Zero Wolf Cove, Snyder Diamond, Southwest Greens, and Universal Appliance and Kitchen Center.

**Media partners include:** California Home + Design, California Homes, Convo By Design, Design-Milk, Edible LA, Gray, Iconic Life, Interiors, KCRW, Los Angeles Magazine, Luxe Interiors + Design, Luxury Pools, Ocean Home, Orange Coast Magazine, Pasadena Magazine, The Architect's Newspaper, The Retail Observer, and Venu.

The WestEdge Design Fair will welcome thousands of design professionals and enthusiasts to source from the industry's leading established and up-and-coming brands. WestEdge Design Fair will be open to the trade and public on Friday, November 17, from 11:00 a.m. to 7:00 p.m. and Saturday, November 18, from 10:00 a.m. to 6:00 p.m. Admission to the daytime event hours is complimentary for design trade professionals who pre-register by November 10. To learn more and register for the fair and Opening Night Party on Thursday, November 16, visit [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

**About WestEdge Design**

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 design 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 are invited to enjoy culinary demonstrations, special events and more. For more information, visit [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

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