WestEdge Design Fair Returns to Santa Monica for 11th Edition October 29–31, 2026

The West Coast's premier contemporary design fair brings together 150+ premium brands, established and emerging designers, industry thought leaders and immersive experiences exploring how we live, build and design for what's next

Santa Monica, CA — September 2026 — This fall, WestEdge Design Fair returns to Santa Monica for its 11th edition, bringing more than 150 premium design brands together with established and emerging designers, leading industry voices and immersive experiences exploring the ideas shaping the future of design. Taking place October 29–31 at Barker Hangar, WestEdge brings together designers, architects, makers, builders, industry professionals and design enthusiasts for three days of discovery, sourcing, conversation and connection.

From a new platform spotlighting emerging designers and a wellness-focused Connoisseurs' Club to an expanded outdoor experience and a dedicated resource hub for homeowners rebuilding after the Los Angeles wildfires, WestEdge 2026 puts the people, products and ideas shaping what's next at the center of the experience.

New for 2026: Rising Design™

One of the year's most anticipated new initiatives, **Rising Design™** spotlights six emerging Southern California interior designers through an immersive creative challenge. Guided by designer, educator and Home Renovation School founder Julee Ireland, each designer will transform a 10-by-10-foot space using products from a select roster of leading brands including sponsor Sherwin-Williams.

Their creative journeys will unfold through a 10-episode short-form video series before culminating in a live reveal at WestEdge, where an expert panel will select the overall winner and attendees will vote for the People's Choice Award. The program offers emerging designers a platform to gain visibility, build relationships with leading brands and bring their creative vision to a live audience.

Team Palisades ReBUILD Connect Zone

As Los Angeles continues its long-term recovery from the 2025 wildfires, WestEdge is expanding its partnership with **Team Palisades** through the **ReBUILD Connect Zone**, a hospitality-focused resource hub for homeowners rebuilding after the fires.

The space will bring together architects, designers, builders and trusted brands, offering access to expert guidance, fire-conscious products and resilient building solutions. Daily

programming and one-on-one consultations will provide homeowners with practical resources and inspiration for creating homes that are stronger, safer and designed for the future.

Connoisseurs' Club: Designed to Elevate

The WestEdge **Connoisseurs' Club** returns with a new 2026 concept, **Designed to Elevate**, curated by **Summer Jensen, Founder and Principal Designer of Hawk & Co.** This hospitality-driven environment explores the intersection of design and healthy living through a biophilic, wellness-minded approach.

Throughout the fair, guests can experience thoughtfully curated products, conversations, tastings and gatherings designed to inspire a more considered approach to the spaces in which we live, work and recharge.

Main Stage

Presented by **Pacific Sales Kitchen & Home** and produced in partnership with **Convo By Design**, the WestEdge Main Stage brings together leading designers, architects, makers and industry voices for a robust program of conversations examining the ideas shaping the future of design.

The 2026 program explores topics ranging from rebuilding and resilience to wellness, materials, business and the evolving ways we live and work. Following the fair, the conversations will continue through the Convo By Design podcast, extending the reach of the WestEdge program beyond the three-day event.

More to Explore

WestEdgeXTERIORS returns as an expanded open-air destination for outdoor living, showcasing the latest in furnishings, outdoor kitchens, fire features, shading, lighting and entertaining. The experience brings together luxury outdoor products and hospitality while exploring the increasingly seamless relationship between indoor and outdoor living.

MADE:MODERN celebrates independent designers and makers through a curated collection of limited-production, custom and one-of-a-kind furniture, lighting, sculpture and accessories, offering attendees the opportunity to discover and purchase work made with intention.

The **IIDA x WestEdge Awards** will once again recognize excellence in booth and product design throughout the fair, with IIDA design professionals evaluating entries onsite and winners celebrated during Opening Night.

Opening Night

WestEdge kicks off Thursday, October 29 with its venue-wide **Opening Night Party**, welcoming approximately 2,500 members of California's design community and beyond for an evening of cocktails, bites, discovery and early access to the fair.

The opening celebration will bring the entire WestEdge experience to life while supporting the **Habitat for Humanity of Greater Los Angeles ReBUILD LA Recovery Fund**, continuing WestEdge's commitment to the region and its design community.

Throughout the fair, leading professional organizations and design communities will also host networking and educational programs, including AAPIDA, ALMA, ASID, IIDA, NKBA, AIA, NEWH, WILD, The Golden Hour Society, Pacific Design Center and the ArtCenter College of Design alumni community, among others.

WestEdge 2026 is supported by leading design and home brands, including Snyder Diamond, House of Rohl, Monogram, Pacific Sales Kitchen & Home, Fleetwood Windows & Doors, Sherwin-Williams, Duravit, Epic Stone, Finneran, CocoTurf, Corston and Southwest Greens.

Event Details

WestEdge Design Fair 2026
October 29–31, 2026
The Barker Hangar
3021 Airport Avenue
Santa Monica, CA 90405

Opening Night Party: Thursday, October 29, 6:00–10:00 p.m.
Fair: Friday–Saturday, October 30–31, 10:00 a.m.–6:00 p.m.

Tickets: $25 advance / $30 onsite for Friday–Saturday
Opening Night Party: $135 advance pricing; $150 after October 1
VIP All-Access: $175

Trade, students & press: Complimentary with pre-registration by October 23, 2026.

For tickets, registration and additional information, visit westedgedesignfair.com.

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