

FOR IMMEDIATE RELEASE

westedge DESIGN FAIR

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

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THIRD ANNUAL WESTEDGE DESIGN FAIR DELIVERS WEALTH OF DESIGN TALENT www.westedgedesignfair.com



The Third Annual WestEdge Design Fair attendees enjoyed highlighted features, such as the Volvo ride-and-drive, Jenn-Air Master Class Studio panels, designer Chad McPhail's Sunbrella Lounge, the festive Opening Night Party, the West Hollywood Design District exhibition and auctioned, reimagined beach chairs.

Santa Monica, CA (November 4, 2015) – The third annual [WestEdge Design Fair](http://www.westedgedesignfair.com) brought a wealth of design talent to the Barker Hangar in Santa Monica this October 22-25, 2015. The fair opened Thursday with a Media Preview sponsored by Sunbrella and *Architectural Digest*, followed by the Opening Night Party, which welcomed 1,300 guests who came to celebrate design and support the evening's beneficiary, the A + D Museum of Los Angeles. The festive evening, sponsored by Asahi Beer, Bang & Olufsen, Laurel at Sunset, Olsen Visual, and Tito's Handmade Vodka, included a silent

auction of more than a dozen reinvented beach chairs from notable L.A.-based design and architecture firms, and featured KCRW DJ Raul Campos.

Throughout the weekend, WestEdge featured more than 150 exhibiting brands that showcased new designs and products to more than 9,600 attendees. Showgoers included interior designers, set decorators, architects, educators, art directors, speakers, members of the general public and media, among others. In addition to riveting displays of design and art, a multitude of panel discussions, geared to both the trade and consumer, took place in the [Jenn-Air Master Class Studio](#). Jenn-Air sponsored an educational series of 15+ talks, which featured an illustrious group of industry leaders in design.

“WestEdge is the most inspiring and important trade show we have here in Los Angeles. It brings together new, luxurious, and important designers, artists, independent and local manufacturers and visionaries. WestEdge is where you will get up close and personal with key trendsetters and innovators making a difference in the world of design,” says Laura Schwartz-Muller, Allied ASID, CEO+Founder of FOUR POINT Design+Construction Inc. and ASID L.A. President 2015-16.

Exhibitor Anna Pavao Zinn of blankblank agreed. “We are so grateful for the wonderful attention we received at WestEdge this past weekend. It was a tremendous show and we're so happy to have met so many wonderful design enthusiasts who stopped by our booth to ask about our sustainable, California-made furniture, lighting, and art,” she said.

WestEdge highlights included the new and highly successful [MADE:MODERN](#) section, showcasing more than 40 independent designers and artists, as well as the [Volvo Automotive Pavilion](#), featuring ride-and-drives where attendees could experience the all-new XC90 and S60. The Volvo Lounge, designed by DISC Interiors in partnership with *Architectural Digest*, allowed attendees to relax and enjoy Scandinavian design with furnishings from Carl Hansen & Son. The [Sunbrella Perspective Los Angeles Lounge](#) served as the show's central lounge and bar, with luxurious vignettes outfitted by five talented design teams. Attendees also enjoyed a modern-day Speakeasy Lounge sponsored by the Set Decorators Society of America and *Robb Report Home & Style*. The show's outdoor lounge, presented by *The Wall Street Journal*, Tidelli Outdoor Furnishings, Sticks and Stones Furniture, Modfire, Caliber Appliances, and Southwest Greens, offered a cool respite for guests to enjoy the California sunshine. In addition, a number of exhibitions as well as interactive special events took place throughout the weekend.

“WestEdge is all about bringing people together to experience the best in class within the home furnishings industry,” says the event's co-founder Megan Reilly. “We're pleased to expand this platform for design and encouraged by the enthusiastic response from both exhibitors and attendees this year.”

The [2015 Sponsors](#) included Jenn-Air, LeMeridien Delfina Santa Monica Hotel, Snyder

Diamond, Sunbrella, Volvo, and Wallpaperdirect. The [2015 Charity Partner](#) was the Architecture and Design Museum: Los Angeles. The [2015 Industry Partners](#) included AIA LA, ASID L.A., ASLA, BotArt, IIDA, The Leaders of Design Council, Modernism Week, West Hollywood Design District, the Pacific Design Center, and Wanted Design. Click [2015 Media Partners](#) to view the full list.

For more information on the highly anticipated next edition of WestEdge Design Fair, visit www.westedgedesignfair.com.

[Click here for the 2015 WestEdge Design Fair Photography.](#)

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About WestEdge Design Fair (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.

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