

FOR IMMEDIATE RELEASE



November 3-6, 2016
The Barker Hangar | Santa Monica, California
westedgedesignfair.com

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**WESTEDGE DESIGN FAIR RETURNS TO THE
BARKER HANGAR WITH INNOVATIVE PRODUCT DISPLAYS,
EXCITING NEW PROGRAMMING AND SPECIAL EVENTS**

NOVEMBER 3-6, 2016
www.westedgedesignfair.com

SANTA MONICA, CA (July 25, 2016) – The 4th annual [WestEdge Design Fair](#) is pleased to announce its return to The Barker Hangar in Santa Monica this November 3-6. This year's fair promises to be the largest to date, featuring more than 150 leading manufacturers and independent designers of contemporary design and more than 12,000 attendees.

The WestEdge Design Fair rings the best designers, makers and architects from across the nation, and the world, to the doorsteps of Los Angeles' innovative Silicon Beach. For three days, the trade and public will have an opportunity to shop from hundreds of brands and products for the home, ranging from furniture and lighting, to kitchen and bath lines. In addition to the displays, there will be live demonstrations, educational panel discussions, and a multitude of new initiatives celebrating everything from makers of handcrafted furnishings and international manufacturers, to celebrity chefs and leading interior designers. Not-to-be-missed exhibitors at this year's show include Missoni Home, Roche Bobois, Rich Brilliant Willing, Henredon, David Trubridge, and Brenda Houston, amongst others.

"We're pleased to welcome several new partners to WestEdge for our largest event to date," says co-founder Megan Reilly, "and we are excited that the fair continues to grow both from an exhibitor base and with many new programming offerings." See below for complete details on this year's show offerings.

2016 HIGHLIGHTS

[Opening Night Party, November 3](#)

Benefitting the Los Angeles Ronald McDonald House, whose mission is to provide family-centered medical care, comfort and support to children and families in Southern California, this festive evening will showcase cocktails, fine food, entertainment and a one-of-a-kind auction of signature Schwinn bicycles, each outfitted and stylized by a design luminary or tastemaker. It is also the prime opportunity to shop and preview the show before it officially opens the next day.

DIFFA's Picnic By Design, November 5

WestEdge Design Fair is pleased to welcome Design Industries Foundation Fighting AIDS (DIFFA) to launch the California edition of Picnic by Design, a successfully established fundraising event in New York and Las Vegas. Leading architects and designers will create over-the-top picnic baskets and tables that will be displayed at the fair, and are available for purchase as part of an online auction. On Saturday, November 5 from 3-6 p.m., Picnic By Design guests will enjoy an afternoon of delicious food and fine wine in the luxurious WestEdge outdoor lounge, designed by Roche Bobois, all against the beautiful backdrop of Santa Monica. Proceeds will benefit DIFFA.

EDUCATIONAL STAGE

Jenn-Air Master Class Studio Design Talks

Jenn-Air welcomes attendees to hear from leading names in the design industry on a variety of topics with educational panels and seminars throughout the weekend. While Friday programs are geared towards the design trade, Saturday and Sunday will offer topics for the consumer. Topics can range from *Kitchens for Entertaining* and *Designing for Wellness*, to *Real Estate Outlook* and *The New California Modernism*.

FEATURE AREAS

MADE:MODERN

MADE:MODERN, a section dedicated to talented independent designers and makers of contemporary furniture, lighting and more, returns for its second year. The majority of exhibitors in MADE:MODERN will present work for both the residential and commercial sectors. Exhibitors this year include Bend Goods, Phloem Studio, Zia-Priven, and blankblank among others. Attendees have the chance to meet the designers firsthand and learn about their craft and inspiration. All items will be available for purchase and makers will also be accepting custom orders on-site.

Outdoor Lounge

This year's popular Outdoor Lounge is presented by Roche Bobois with the largest showcase of the French brand's outdoor/casual collection in North America to date. Within the outdoor lounge, you'll also see the latest outdoor appliances from a select group of luxury grilling brands. These grilling brands will conduct tastings and demos throughout the event, and officially go head-to-head during a Grilling Showdown competition on Saturday, November 5 at 12 p.m.

Culinary Pavilion

WestEdge is significantly expanding its culinary programming at this year's fair with the launch of the Culinary Pavilion. Attendees will learn about the latest appliance innovations, and enjoy a full schedule of daily demonstrations and samplings with leading chefs and culinary personalities.

HOMEwork

HOMEwork is a new feature area focused on the design of personal office spaces. As the lines between contract and residential furnishings continue to overlap, and more and more Angelenos opt to avoid the commute, this series of workspace vignettes, sponsored in part by Design Milk, will showcase the most innovative and attractive ideas to create productive work spaces within your home or other non-traditional corporate environment.

2016 WestEdge Design Fair Sponsors

WestEdge 2016 sponsors include [Jenn-Air](#), [Ferguson Bath, Kitchen & Lighting Gallery](#), [Matt Gagnon](#), [Missoni Home](#), [Roche Bobois](#), [Schwinn Bicycle Company](#), [Snyder Diamond](#), and [Wallpaperdirect](#).

Media partners include *Architectural Digest*, *The Architect's Newspaper*, *California Home + Design*, *California Homes*, *Convo By Design*, *Design Milk*, *Designguide*, *Dering Hall*, *Evolo*, *Fabrik*, *Form Magazine*, *Gray Magazine*, *Image People*, *Interiors magazine*, *KCRW*, *Landscape Architecture Magazine*, *Los Angeles magazine*, *Luxury Pools*, *Modenus*, *MyDomaine*, *Ocean Home Magazine*, *Orange Coast magazine*, *The Los Angeles Times*, *theTwentySIX*, *Retail Observer*, *The Wall Street Journal* and *VENU*.

Show Details

WHAT: WestEdge Design Fair

WHEN: November 3-6, 2016

Thursday, November 3 - Media Preview, 5:30-7:00 p.m.

Thursday, November 3 - Opening Night Party, 7:00-10:00 p.m.

Friday, November 4 - 10:00 a.m.-6:00 p.m.

Saturday, November 5 - 10:00 a.m.-6:00 p.m. (PICNIC BY DESIGN

Special Event 3-6 p.m.)

Sunday, November 6 - 10:00 a.m.-5:00 p.m.

WHERE: The Barker Hangar, 3021 Airport Avenue, Santa Monica, CA 90405

Parking: \$10 cash

TICKETS: On-Site Admission

\$25 general admission

Registration for qualified design trade, design students and press is complimentary prior to October 24.

Advance Purchase Tickets

\$20 one-day pass

\$45 run-of-show pass (includes parking pass)

(Advance purchase includes a one-year digital subscription to *Architectural Digest*).

Opening Night Party (Benefiting Los Angeles Ronald McDonald House)

Thursday, November 3 - 7:00-10:00 p.m.

\$95 ticket includes cocktails, passed hors d'oeuvres, silent auction, all-

access pass to WestEdge and a one-year digital subscription to *Architectural Digest*.

For more information and ticketing, visit www.westedgedesignfair.com.

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

2016 Show Photography

[Click here for 2016 exhibitor images and past show images.](#)

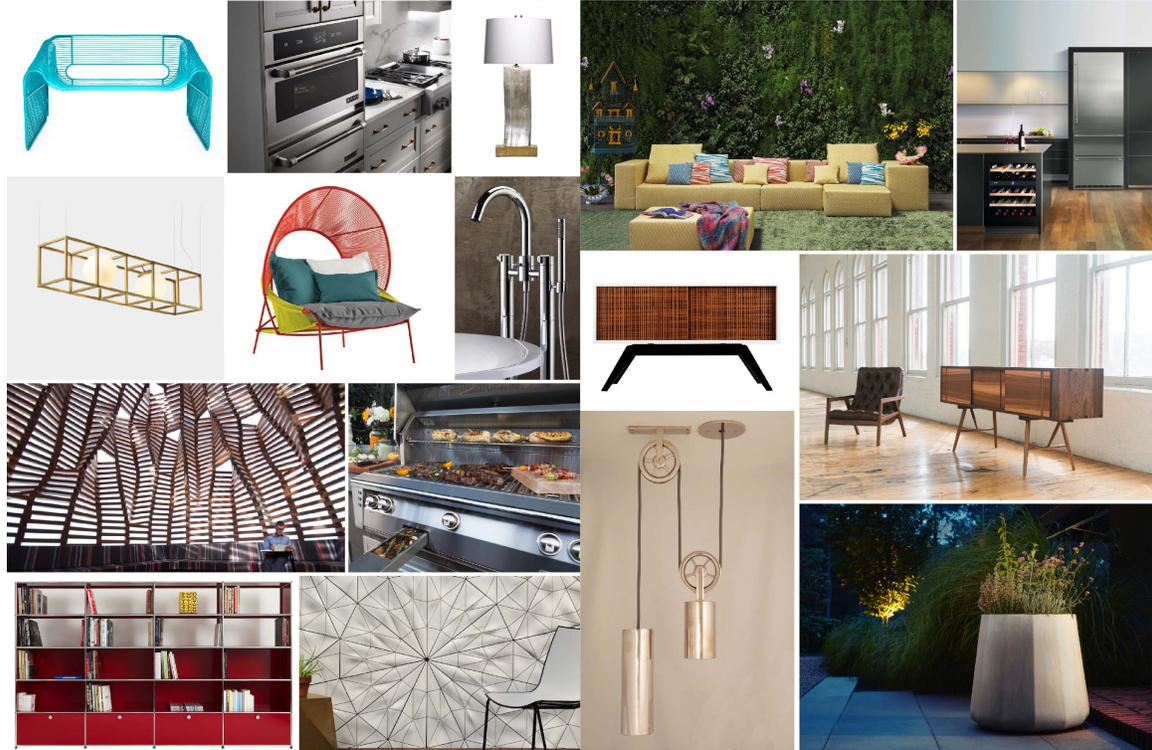


PHOTO CREDITS - **Top Row:** Bend Goods, Jenn-Air, Brenda Houston; **Second Row:** Rich Brilliant Willing, Roche Bobois, Samuel Heath; **Third Row:** Matt Gagnon, Alfresco; **Fourth Row:** USM, Oso Industries

PHOTO CREDITS - **Top Row:** Miesoni Home, Liebherr; **Second Row:** Eastvold Furniture, Phloem Studio; **Third Row:** Sun Valley Bronze, Pennoyer Newman

About WestEdge Design Fair (www.westedgedesignfair.com)

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.

Follow WestEdge on Instagram at [instagram.com/westedgedesign](https://www.instagram.com/westedgedesign), Facebook at [facebook.com/WestEdgeDesignFair](https://www.facebook.com/WestEdgeDesignFair) and on Twitter at [twitter.com/westedgedesign](https://www.twitter.com/westedgedesign).

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