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**WESTEDGE DESIGN FAIR TEAMS UP WITH SAMSONITE AND 24 STREET ARTISTS FOR OPENING NIGHT PARTY ON OCTOBER 19 TO BENEFIT LOS ANGELES RONALD MCDONALD HOUSE**

*The Fifth-Annual Design Fair Will Kick-Off With A Silent Auction Event Featuring One-Of-A-Kind Custom Luggage Pieces By Prominent Street Artists*

**FOR IMMEDIATE RELEASE**

**(Santa Monica, CA) – September 14, 2017** – [WestEdge Design Fair](#), the West Coast's premier contemporary design fair, featuring a highly-curated selection of domestic and international manufacturers and independent designers and makers, will host its Opening Night Party with sponsorship in part by: Citi, Resource Furniture, Pacific Sales Kitchen & Home, Samsonite and Samsung to benefit [Los Angeles Ronald McDonald House](#) on Thursday, October 19 from 7-10 PM.

In partnership with [Samsonite](#), the worldwide leader in travel luggage and accessories, 24 street artists working across the country from Los Angeles to New York will create one-of-a-kind, custom luggage pieces highlighting 'The Art of Travel'. A. Moret, Founder of [Installation Magazine](#), the digital contemporary art publication, has curated this unique and imaginative exhibit.

"We are honored to partner with Los Angeles Ronald McDonald House for the second year," said Megan Reilly, co-founder of WestEdge Design Fair. "One of the best ways to experience LA's diverse and vibrant art landscape is by driving around the city and viewing its extraordinary urban artwork. We're pleased to be able to celebrate these street-artists and their work at WestEdge 2017."

"When WestEdge approached us with the idea of using our luggage as a blank canvas for artists, we jumped at the chance to participate," said Stephanie Goldman, Sr. Direction Brand Communications, Samsonite. "We're excited to see what the artists produce and are proud to partner with such a great organization."

"For the second year, we are honored to be the beneficiary of the WestEdge Design Fair Opening Night Party," said Melissa Malone, Director of Development for Los Angeles Ronald McDonald House. "We are

excited to work with these street artists whose creativity is beyond amazing and we are thankful for their willingness to donate their time and talent.”

In addition to bidding on the custom luggage art pieces, attendees will have the opportunity to preview and shop from hundreds of premium design and home furnishings brands in advance of the opening on Friday, October 20.

“The Opening Night Party is a must-attend event for anyone who is interested in the art and design community in Los Angeles,” said Troy Hanson, co-founder of the WestEdge Design Fair. “Not only can you get a sneak-peek of the weekend’s events, but you get to meet top architects, designers and design and art tastemakers in one of the best venues in Los Angeles.”

Following the Opening Night Party, all luggage pieces will remain on public display throughout the remainder of the WestEdge Design Fair (October 20 – 22). Participating artists include:

[Adam Dare](#) (Los Angeles)

[Andre Miripolsky](#) (Los Angeles)

[Bisco Smith](#) (Brooklyn)

[Brayden Bugazzi](#) (Los Angeles)

[Charlie Edmiston](#) (Los Angeles)

[Chase Lock](#) (Los Angeles)

[Collin Salazar](#) (Los Angeles)

[Hektad](#) (Los Angeles)

[Jimmy Pierce](#) (Los Angeles)

[Josh Webb](#) (Los Angeles)

[Jules Muck](#) (Los Angeles)

[Karen Bystedt](#) (Los Angeles)

[Made of Hagop](#) (Los Angeles)

[Matthew Laurence Knott](#) (Laguna Beach, CA)

[Max Neutra](#) (Santa Fe, NM)

[Miki Yokoyama](#) (Los Angeles)

[Morley](#) (Los Angeles)

[Ricky Watts](#) (San Francisco)

[Ruben Rojas](#) (Los Angeles)

[Ser@LA](#) (Los Angeles)

[The Producer BDB](#) (Los Angeles)

[Thomas Schoos](#) (Los Angeles)

[Tonia Calderon](#) (Los Angeles)

[Yelena York](#) (Los Angeles)

Launched in 2013, the annual WestEdge Design Fair has continued to expand, with growth including a 95% increase in exhibitors and a 110% rise in attendees since its inaugural year. This fall, the fair will bring together more than 150 brands from across the globe to the quintessential Southern California indoor/outdoor setting of Santa Monica’s Barker Hangar. The event will welcome more than 12,000 designers and design enthusiasts to meet and shop top-tier design brands in categories including furniture and lighting, kitchen and bath and more. Additionally, attendees will enjoy live-demonstrations, design talks and panel discussions, meet-and-greets and special events with notable design influencers.

## **EVENT DETAILS**

**WHAT:** WestEdge Design Fair Opening Night Party

**WHEN:** October 19, 2017 | 7:00-10:00 PM

**WHERE:** The Barker Hangar, 3021 Airport Avenue, Santa Monica, CA 90405  
(Parking: \$10 cash only)

**TICKETS:** \$95 - Includes cocktails, passed hors d'oeuvres, silent auction, tickets to return to the fair during general show hours Friday, October 20-Sunday, October 22, and a one-year digital subscription to *Architectural Digest*.

For more information and ticketing, visit [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

For press registration, please [click here](#). For Press inquiries please contact Etosha Moh at [emoh@theconsultancypr.com](mailto:emoh@theconsultancypr.com).

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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 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. For more information visit, [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

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### **About Los Angeles Ronald McDonald House**

For nearly 40 years the Los Angeles Ronald McDonald House has been helping families while their child undergoes treatment for a life-threatening medical condition. The House provides vital services (free of charge) for up to 75 families every night, including: comfortable lodging close to area hospitals; in-house counseling support; daily meals; and special events. The Los Angeles Ronald McDonald House helps connect families to world-class medical care, saves them thousands of dollars in out-of-pocket hotel and meal costs, and improves quality of life for kids with critical illnesses.