



Events: WestEdge Returns to Santa Monica

October 14, 2014



The Barker Hangar, Santa Monica, CA
October 16-19, 2014
westedgesdesignfair.com

This week, WestEdge, the brainchild of design industry veterans Megan Reilly and Troy Hanson, marks its return to Santa Monica's Barker Hangar, promising a fantastic group of exhibitors not to mention star-studded panels (FORM returns as a media sponsor as well). Shop and get inspired on the show floor, where 150 brands will be presenting some of their latest and greatest work, among them FORM friends Moore + Friesl, Cromatti and Foundation. DesignMilk is bringing along a carefully selected group of designers, dubbed SuperPAC, from the Pacific Coast from California to British Columbia. WestEdge also has a great line-up of panels all week long. For professionals, events on Friday will be particularly interesting—learn the ins and outs of how to get published, get insight into salaries fees and value and find out strategies for building your brand's legacy.

FORM's own digital editor Lisa Bingham will moderate a panel on Saturday, focusing on Rock Star Architecture: Creative Design for Recording Artists. The panel will feature architect Peter Grunesisin, FAIA, and principal, nonzero/architecture, who has created studio designs for Hans Zimmer and David Lunch; Joe Chiccarelli, a Grammy Award-winning music producer, mixer and engineer, who has worked with the likes of Elton John, the White Stripes and Frank Zappa; Maureen Droney, Senior Executive Director, Producers & Engineers Wing, the Recording Academy; and Vince Wilburn Jr, a recording artist who also, with his cousins, oversees Miles Davis Properties, LLC. Learn from the experts about how a great home recording studio blends design, comfort and functionality.

The fair opens to the trade and media on Thursday afternoon, October 16, and to the public from Friday, October 17, till Sunday, October 19. For tickets and more information on WestEdge, visit [here](#).