

FOR IMMEDIATE RELEASE

WestEdge Design Fair 2014 Brings Out Leaders in the Design Industry

The Four-Day Fair welcomed 8,500 Attendees and Featured the Best Products from 100 Premium Interior Design Brands, A Series of Special Events and Seminars with Notable Speakers and Panelists

Santa Monica, CA (October 24, 2014) – WestEdge Design Fair marked its second edition last week at The Barker Hangar in Santa Monica, October 16-19, 2014. The Fair opened Thursday to the design trade and media, followed by a floor-wide opening night party benefitting Heal the Bay, one of Southern California’s leading environmental nonprofit organizations. The evening welcomed over 1,200 guests including design luminaries and esteemed host committee members, Martyn Lawrence Bullard, Ty Pennington, Amy Devers, Kathryn M. Ireland, Ed Begley Jr., Sharon Lawrence, and Oliver M. Furth, among others. Opening night was sponsored by Bombay Sapphire, BOTART and Whole Foods.

Over four days, nearly 8,500 interior designers, architects, art directors, artists, set decorators, educators, gallery owners, design industry leaders, and enthusiasts converged upon WestEdge Design Fair, a 30% increase over 2013. Attendees were there to network with design industry insiders, see the latest in modern design, listen to panel discussions, and shop from over 100 exhibiting brands. “WestEdge once again delivered an exciting LA-based event featuring great modern design from around the globe in a variety of product categories,” noted Jaime Derringer, founder of Design Milk.

Fair highlights included cooking and grilling demonstrations, and an outdoor lounge designed and furnished by Lotus Home and CafeBellas. SuperPAC, an exhibition presented by Design Milk showcased product designers from throughout the North American Pacific Coast, while the BOTART art exhibition featured 14 leading artists’ work in wine barrel art. Friday ended with an on-site cocktail party benefitting the A+D Museum.

In addition, Jenn-Air sponsored the Master Class Studio, offering guests the opportunity to hear from noted design experts, architects and industry leaders who shared their knowledge and insight at 15+ panel discussions and seminars. The Jenn-Air Master Class Studio offered Thursday-Friday programs for the design trade, while the weekend panels catered to the homeowner audience. Art & Interiors, The Consummate Kitchen, Craftsmanship in the Digital Age, The Art of Entertaining in California, and Using Color for Maximum Effect were just a few of the topics which rounded out the diverse program offerings.

Los Angeles-based interior designer and decorating expert Kathryn M. Ireland served on this year’s host committee, participated in seminars and debuted as an exhibitor. She commented, “Great brands, great show. Congratulations to the 2nd WestEdge!”

“We could not be more pleased with the high-quality, inspiring installations presented by our exhibitors and sponsors”, stated WestEdge Design Fair co-founder, Troy Hanson. “We’re thrilled with the level of enthusiasm and engagement by the west coast design community and are grateful for the continued support shown in 2014 as we continue to build the event,” added WestEdge Design Fair co-founder, Megan Reilly.

Media sponsors included *Architectural Digest, The Architect’s Newspaper, Angeleno, California Home + Design, California Homes, Coastal Living, Design Bureau, Design Milk, Dering Hall, Domaine, Evolo, The Editor At Large, Form Magazine, Interiors California, Gray Magazine, KCRW, Landscape Architecture Magazine, Metropolis, Modenus, Ocean Home Magazine, The Los Angeles Times, theTwentySIX, The Retail Observer and The Wall Street Journal.*



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

Event sponsors also included Jenn-Air, Bombay Sapphire, Benjamin Moore, Fairmont Miramar Hotel & Bungalows, Snyder Diamond, Wallpaperdirect, and Whole Foods.

Plans are already underway for the next edition of WestEdge Design Fair taking place **October 22-25, 2015**.
For more information, visit www.westedgesignfair.com

2014 WestEdge Design Fair Photography:

<https://www.dropbox.com/sh/ua1969idax4yo3o/AABF1Mw2mHXm3JMXEVPrQSoUa?dl=0>

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