

# westedge DESIGN FAIR

OCTOBER 19-22, 2017

The Barker Hangar | Santa Monica, CA

Contact: Etosha Moh, The Consultancy PR  
[emoh@theconsultancypr.com](mailto:emoh@theconsultancypr.com)  
714-743-3550



## HIGHLIGHTS FROM THE FIFTH-ANNUAL 2017 WESTEDGE DESIGN FAIR INCLUDING AN INCREASE IN ATTENDANCE AND A SOLD-OUT SHOW FLOOR

### FOR IMMEDIATE RELEASE

(Santa Monica, CA) – November 8, 2017 – WestEdge Design Fair, the West Coast’s premier contemporary design fair, featuring a curated selection of domestic and international manufacturers and independent brands, returned to Santa Monica’s Barker Hangar October 19-22, 2017.

Celebrating its fifth-annual edition, the largest WestEdge Design Fair to date welcomed 160 exhibiting brands, and more than 11,000 top-tier architects, interior designers, set decorators, consumers, educators, and press to the picturesque indoor/outdoor modern design exhibition.

In addition to the products on display, 65 thought leaders and tastemakers shared their expertise and discussed a variety of design and architecture-related topics with a robust educational programming schedule.

“WestEdge continues to benefit from the creative freedom and support that the design community extends to the fair each year,” said Megan Reilly, Co-Founder of WestEdge Design Fair. “This year’s overwhelming positive responses from both attendees and exhibitors reinforces our focus to foster and grow a global design conversation in Los Angeles - we are excited to be at the forefront of this dialogue for the West Coast market.”

Kicking off the weekend festivities, the WestEdge Design Fair Opening Night Party benefitted the Los Angeles Ronald McDonald House for the second year. More than 1,200 guests celebrated the evening which included the “Art of Travel” silent auction in partnership with *Installation Magazine* and Samsonite. 25 artists including the likes of Bisco Smith, Hektad, Made of Hagop, Miki Yokoyama, Morley, Rickey Watts, Ruben Rojas, Yelena York and more teamed up to create one-of-a-kind custom-designed Samsonite luggage pieces.

Attending guests enjoyed an evening under the stars while getting a sneak peek of the fair. Partygoers mingled amongst participating exhibitors while enjoying cocktails in the indoor lounge presented by Foscarini, Niche Beverly, Bolon and the Botanicals Wallpaper Collection by Resource Furniture, and the outdoor lounge sponsored by Juniper House and designed by V Starr Interiors. Music for the evening was presented by DJ Matthew Rubino and the evening's sponsors included Angel City Brewery, Citibank, Hotel California Tequila, Karma Automotive, Pacific Sales Kitchen + Home, Pez Cantina, Resource Furniture, Samsonite and Samsung.

Launched in 2013, the annual WestEdge Design Fair has experienced steady growth including a 95% increase in exhibitors and a 110% rise in attendees since its inaugural year. 2017 presented new exhibitors to the roster including Konzept, Foscarini, M2L, Neutra Furniture Collection by VS America, Croft House, PELLE, Brizo, TRUE Residential, Monogram and more.

“We were proud to add such important new exhibitors to our 2017 line-up.” said Troy Hanson, Co-Founder of WestEdge. “In addition to experiencing significant growth with international brands and manufacturers, the MADE:MODERN section, which highlights independent designers and makers, grew considerably this year with emerging and established designers. The 2017 fair was completely sold-out which is a testament to the growing recognition of Los Angeles as a center for premium contemporary design.”

#### Highlights from the 2017 WestEdge Design Fair included:

- **DIEM: TALKS DESIGN** - Curated by Frances Anderton and Mallery Roberts Morgan, and presented in partnership with *Architectural Digest*, *LALA Magazine*, and the West Hollywood Design District, the symposium explored the theme ‘Everything is Disrupted.’ Thought leaders including the likes of Rose Apodaca, A+R; David Fishbein and Joseph Miller, Runyon Group; Anna Brockway, Chairish and DECASO; Ashley Z. Hand, LA CoMotion; Francie Stefan, City of Santa Monica; Daniel Sturges, College for Creative Studies, and more contributed to a range of topics including the challenges and the opportunities around the way retail is automated; chaos of political leadership; how the Los Angeles skyline is transforming before our eyes; design in marijuana industry and more.
- **MADE:MODERN** – Presented by Design Milk, this sought-after and fast-growing section at WestEdge continued to be a must-see area of the fair. MADE:MODERN is dedicated to highlighting talented independent designers and makers of contemporary furniture, lighting and more. The exhibitors in MADE:MODERN presented work for both the residential and commercial sectors. Exhibitors this year included PELLE, Fyrn, John Sheppard, Jason Mizrahi, Katy Skelton, Croft House, Siemon + Salazar, Studio Endo, Bend and more. Attendees had the opportunity to meet the designers firsthand, learn about their craft and inspiration as well as purchase products and custom orders on-site during the fair.
- **MILK STAND POP-UP** – In addition to the MADE:MODERN section, Design Milk produced the "Milk Stand," an on-site pop-up store which included home accessories, architecture-inspired jewelry and more, in a retail environment.

# westedge DESIGN FAIR

OCTOBER 19-22, 2017  
The Barker Hangar | Santa Monica, CA

- **ASID “BEST IN SHOW” AWARDS** – Presented by the American Society of Interior Designers (ASID) Los Angeles Chapter, the organization awarded six WestEdge exhibitors for their “Best in Class” work during the Fair. Honorees included Jason Mizrahi, mnima, WWOO, A.N. Concept, Bauformat USA and The Caliber Foundation, including work from Black Crow Studios and DETROITWICK.
- **KARMA AUTOMOTIVES ‘RIDE AND DRIVE’** – Weekend attendees were invited to test drive Karma Automotive’s first electric car, the Revero, a luxury hybrid powered by electricity, gas, and solar power. Originally hailed as one of the most beautiful vehicles ever conceived, the Revero is the first vehicle to be manufactured in Southern California in nearly 20 years.
- **GE CULINARY DEMONSTRATIONS** – At the GE Monogram installation, attendees learned about the latest appliance innovations and enjoyed a schedule of daily demonstrations and samplings by leading chefs and culinary personalities, including “Top Chef’s” Brian Malarkey.
- **DIFFAxTHRIVE** – WestEdge Design Fair welcomed DIFFA: Design Industries Foundation Fighting AIDS and the Thrive Tribe Foundation to celebrate and support their work to help individuals impacted by HIV/AIDS. This year’s event featured DIFFAxThrive, a one-of-a-kind auction of customized Nambe wine buckets created by two dozen artists and designers which were sold on-site during the fair.

2017 WestEdge Design Fair Show Sponsors included: 11 Ravens, Angel City Brewery, Aqua Carpatica, Astek Inc., Bolon, Caesarstone, Citibank, Ferguson, Foscarini, Juniper House, Karma Automotive, Nambe, Nest, Niche Beverly, Pacific Sales, Resource Furniture, Samsonite, Samsung, Scale 1:1, Snyder Diamond, Southwest Greens, True Refrigeration, Wallpaper Direct and Warner Brothers Design Studio.

2017 WestEdge Design Fair Media Partners included: Architectural Digest, Architectural Record, CA Home + Design, California Homes, Coastal Living, Convo By Design, Dering Hall, Design Milk, DesignGuide, Fabrik, Form, Gray Magazine, Image People, Installation, Interiors, KCRW, LA Home, LA Weekly, LALA, Landscape Architecture Magazine, Luxury Pools, Metropolis, Modern Luxury Interiors California, Ocean Home Magazine, Orange Coast Magazine, PBS SoCal, Southbay Home, Sunset, The Architects Newspaper, The Retail Observer, The Wall Street Journal, Westside DIGS and Venu.

The sixth-annual WestEdge Design Fair will be held October 18-21, 2018 at the Santa Monica Barker Hangar in Los Angeles.

For more information on WestEdge Design Fair, visit [www.westedgedesignfair.com](http://www.westedgedesignfair.com). For 2017 WestEdge Design Fair imagery and exhibitor photography, [CLICK HERE](#).

###

**About WestEdge Design Fair** 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 provides an opportunity to shop from premium home furnishings brands – many new to the West Coast and meet the designers behind thousands of inspiring products. Also, 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).

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://twitter.com/westedgedesign).