

WestEdge Design Fair returns to Santa Monica for sixth year

WestEdge Design Fair is back at Santa Monica's Barker Hangar for a sixth year with a full lineup of domestic and international manufacturers, designers and makers.

Highlights for the Oct. 18-21 show include the expansion of exhibitors serving both the residential and hospitality markets, new programming partners and the "Women's Work" exhibition, a celebration of women designers presented in partnership with MUSE by Robb Report.



"The design community in LA has seen tremendous growth within the last decade and this area has become a preeminent location – not only within the design and architecture world, but also for the art, fashion and culinary industries," said Troy Hanson, co-founder. "We're thrilled that our programming at WestEdge reflects this increased interest more so than ever this year, while serving as an engaging event for conversation and discourse among trade and consumers alike."

Since its launch in 2013, officials say WestEdge has seen steady growth including an increase of 40% in exhibitors and a 120% rise in attendees since its inaugural year. This fall, the fair will bring together more than 175 brands and more than 12,000 design professionals and design enthusiasts to meet and source products from design brands in categories including furniture and lighting, kitchen and bath and more. Additionally, attendees can see live demonstrations, design talks and panel discussions, meet-and-greets and book signings with notable design influencers.

Among the newest feature areas is the WestEdge Dog Park at The "Bark-er Hangar" where four-legged design aficionados will mingle on pet-friendly turf while "conducting business."

More than 30 new exhibitors will join the fair in 2018, highlighted by brands such as JennAir, Delta Light USA, Newell Design, Vondom, and dozens more. Attendees will also see the return of exhibits such as Design Milk's Milk Stand pop-up shop and the MADE:MODERN section featuring independent designer talents.

"We're so proud to see the growth of new exhibitors and programming partners across different industries this year" said co-founder Megan Reilly. "The diversity of the fair and its appeal to both established and emerging brands speaks to the increasing importance of the West Coast market and the strong audience appreciation for quality design."