



OCTOBER 18-21, 2018  
THE BARKER HANGAR, SANTA MONICA, CA

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**WESTEDGE DESIGN FAIR COMMEMORATES ITS SIXTH-YEAR AT  
SANTA MONICA'S BARKER HANGAR**

*Featuring 175+ Exhibitors, WestEdge Design Fair Announces, "Women's Work" Exhibition, a Karma Auto Lounge, and Knoll Bertoia Chair Silent Auction during the Opening Night Party Benefitting Safe Place for Youth*

**FOR IMMEDIATE RELEASE**

**(Santa Monica, CA) – September 6, 2018** – [WestEdge Design Fair](#), the West Coast's premier modern design fair, featuring a highly-curated selection of domestic and international manufacturers and independent designers and makers, returns to Santa Monica's Barker Hangar (October 18-21, 2018). Now in its sixth year, the LA-based fair has much to celebrate, including the expansion of exhibitors serving both the residential and hospitality markets, new programming partners, and the highly-anticipated "Women's Work" exhibition, a celebration of women designers presented in partnership with MUSE by Robb Report.

Launched in 2013, the annual WestEdge Design Fair 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 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 design professionals and design enthusiasts to meet and source products from 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 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". As a dog-friendly venue, we encourage pets and their owners to attend the fair together.

"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 co-founder, Troy Hanson. "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."

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 beloved exhibits such as Design Milk's Milk Stand pop-up shop and the highly anticipated 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."

**NEW FOR 2018:**

- **OPENING NIGHT PARTY PRESENTED BY PACIFIC SALES KITCHEN & HOME:**  
**(Thursday, October 18; 7-10 p.m.)** –This year's Opening Night Party will benefit Safe Place for Youth, and feature a silent auction of Knoll's recently re-introduced piece, the Harry Bertoia Molded Shell Side Chair. The chair will be reimaged by 15 top A&D influencers (including actor/designer Terry Crews and Los Angeles street artist, Ruben Rojas) and will be unveiled at the party and available for bidding for the

duration of the fair. All proceeds from the auction will benefit Safe Place for Youth whose mission is to inspire, nurture and empower the resilient human spirit of homeless youth by providing immediate and lasting solutions, one young person at a time.

- **CONVO BY DESIGN AUDIO DESIGN LAB** – Convo By Design, a media platform dedicated to providing inspiration to the design and architecture trade, will be hosting sessions crafted for those in the design community to hone their skills in a serene and curated environment. The Audio Design Lab will feature creatives and brand development experts showcased in short, intimate conversations and breakout sessions. These limited engagements are designed to show industry professionals how to maximize their brand impact to promote their work and develop new business opportunities. All sessions will be announced on Facebook page ConvoXDesign, and also be featured as part of the ConvoXDesign podcast series. Seating is extremely limited.
- **MILK STAND POP-UP** – This year’s edition of WestEdge will offer attendees the chance to purchase unique contemporary design items at “Milk Stand”, an on-site pop-up store presented by Design Milk. Products will include home accessories, architecture-inspired jewelry, and more, all available in a cash and carry environment.
- **“WOMEN’S WORK” EXHIBITION** – For the first time, WestEdge will debut “Women’s Work”—an exhibition presented in partnership with [MUSE by Robb Report](#). This showcase will feature the work of some of the leading female designers who are driving the future of design, including: Egg Collective, Debra Folz, Kelly Lamb, Gulla Jónsdóttir, and Brenda Houston, among others.

## DESIGN TALKS & EVENTS –

**WestEdge Theater** – Returning in 2018, the fair’s theater offers attendees the opportunity to hear from leading names in the design industry on a variety of topics with educational panels and seminars throughout the weekend.

## FEATURE AREAS:

- **MADE:MODERN**—Now in its fourth year, this sought-after section at WestEdge is one of the fastest-growing feature areas of the fair. MADE:MODERN is dedicated to highlighting talented independent designers, makers, artists of limited edition, one-of-a-kind furniture, lighting and more. The exhibitors in MADE:MODERN will present work for both the residential and commercial sectors. Exhibitors this year include Bend Goods, CBM Design Group, Fluxco Design, Jarvis Furniture, Jason Mizrahi, Katy Skelton, Kulle Fine Furniture, Newell Design and dozens more. Attendees have the chance to meet the designers firsthand and learn about their craft and inspiration. All items will be available for purchase and makers will also be accepting custom orders on-site.
- **KARMA AUTO LOUNGE**— Karma Automotive invites guests to experience luxury design at the Karma lounge. The lounge will provide a peaceful sanctuary and showcase unique innovations in design and technology with a Karma Revero on display. Karma Revero is a luxury electric car powered by dual electric motors that embodies the company’s goals of offering leading automotive design, technology, customization and an outstanding customer experience. Learn more about Karma Automotive and Revero at [karmaautomotive.com](http://karmaautomotive.com).
- **CITIBANK CULINARY PAVILLION**—WestEdge continues to highlight culinary programming and will host chef demonstrations and tastings in an official Citibank Culinary Pavilion. Attendees will learn about the latest appliance innovations, and enjoy a schedule of daily demonstrations and samplings by Southern California’s leading chefs and culinary personalities. Notable programming includes, “Taste of Italy”,

a day dedicated to Italian food and wine, presented by Italy America Chamber of Commerce.

### **2018 WestEdge Design Fair Sponsors**

WestEdge 2018 sponsors include: Citibank, Essentia Water, JennAir, Karma, Knoll, Lamps Plus, Luxury Living Group, Pacific Sales Kitchen & Home, Sherwin Williams, Ferguson, Woodford Reserve, Pez Cantina, Vondom, Snyder Diamond, Wallpaper Direct, and 11 Ravens Tequila.

**Media partners include:** Architectural Digest, CA Home + Design, California Homes, Convo By Design, Dering Hall, Design Milk, DIGS Magazine, Gray Magazine, Image People, Interiors, KCRW, , LA Home, LALA, Landscape Architecture Magazine, LUXE, Luxury Pools, , Modern Luxury Angeleno, Muse by Robb Report, Ocean Home Magazine, Southbay Home Magazine, The Retail Observer and The Architects Newspaper.

### **EVENT DETAILS**

**WHAT:** WestEdge Design Fair

**WHEN:** October 18-21, 2018

- Thursday, October 18 - Opening Night Party, 7:00-10:00 p.m.
- Friday, October 19 - 10:00 a.m.-6:00 p.m.
- Saturday, October 20 - 10:00 a.m.-6:00 p.m.
- Sunday, October 21 - 10:00 a.m.-5:00 p.m.

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

**TICKETS:** **General Admission**

- \$25 general admission - *Registration for qualified design trade, design students and press is complimentary with pre-registration by October 12.*

**Advance Purchase Tickets** (includes a *one-year digital subscription to Architectural Digest*)

- \$25 - One-day pass advance purchase; \$30 on-site
- \$125 - VIP All-Access pass which includes event access on all days, including the Opening Night Party

**Opening Night Party (Benefiting Safe Place for Youth)**

- Thursday, October 18; 7:00-10:00 p.m.  
\$85 ticket includes cocktails, passed hors d'oeuvres, silent auction, and a one-year digital subscription to *Architectural Digest*.

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**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 offers the opportunity to shop from premium design 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 are invited to enjoy culinary demonstrations, book signings and special events. For more information visit, [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

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