



Get Ready for the 2018 WestEdge Design Fair

The sixth annual modern design fair takes place October 18-21.



THE WEST COAST IS ON FIRE WITH ESSENTIAL DESIGN EVENTS, AND WESTEDGE DESIGN FAIR IN SANTA MONICA IS GOING TO BE SHOWING THE BEST OF MODERN DESIGN THIS FALL. With more than 30 new exhibitors this year, including JennAir, Newell Design Studio, and Vondom, plus design talks and exhibits such as Design Milk's shoppable Milk Stand Pop-Up, in which attendees can nab home goods, jewelry, and other curated curios from a slew of designers, consider this permission to book those plane tickets now.

"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," cofounder Troy Hanson said in a press release. "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."

Kicking off the fair on Thursday, October 18, from 7 to 10 p.m., is the opening night party, benefiting youth homelessness outreach nonprofit Safe Place for Youth, and will feature a silent auction where up for grabs are 15 Harry Bertoia Molded Shell Side Chairs from Knoll that have been reimaged by 15 designers, architects, and tastemakers.

Look for fresh programming such as the Women's Work exhibit, featuring work from designers including Debra Folz, Kelly Lamb, and Brenda Houston. Also new this year is the Convo By Design Audio Design Lab, wherein several creatives and brand development experts will lead short, intimate conversations and breakout sessions (in a lounge designed by Los Angeles interior designer Julia Wong) focusing on giving industry professionals the proper tools to maximize brand impact and promote their work to develop new business opportunities. These sessions will be announced on the Facebook page ConvoXDesign and will be part of the ConvoXDesign podcast series.

The popular Made:Modern area returns and will again showcase limited-edition lighting, furniture, art and more from independent designers, makers, and artists. Here, attendees can engage with the creators to learn their inspiration and purchase or customize goods.

GRAY is also thrilled to return as a media partner. To learn more about WestEdge and to see the full list of vendors and programming options, click [here](#).