

OCTOBER 2018

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IN

WestEdge Design Fair 8.18.18

EVENT DETAILS

The WestEdge Design Fair is back at the Barker Hangar in Santa Monica, Oct. 18 – 21.

Explore thousands of the latest products and design ideas for the home.

This year WestEdge has partnered with Knoll to feature and auction off one-of-a-kind Bertoa chairs at the Opening Night Party. See the flyer here:



**TAKE A SEAT WITH
KNOLL & LALA
AT WESTEDGE**

**Knoll
LALA**

For WestEdge's 6th year, Knoll has partnered with WestEdge to feature and auction off one-of-a-kind Bertoa chairs at this year's Opening Night Party on Thursday, October 18. Twelve leading architects, designers and tastemakers are being invited to show their creativity and put their style mark on the iconic chair for charity, with all proceeds to support Safe Place for Homeless Youth (SPHY).

Each participant will receive a Knoll Bertoa Molded Shell Chair in White, and will then have 4-6 weeks to customize his/her chair and create a one-of-a-kind art piece. From paint, to fabric, to metal, your creativity is the only limitation.

Participation benefits include four tickets to the Opening Night Party, along with significant promotion via the WestEdge website, PR campaigns from both WestEdge and Knoll, social media campaigns, and on-site event signage.

If you or your design team would like to re-create a Knoll chair, please contact [Step Hanson](mailto:StepHANSON@WESTEDGEDESIGNFAIR.COM) at 917.297.3296

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DESIGN FAIR

OCTOBER 18-21
THE BARKER HANGAR | SANTA MONICA, CA
WESTEDGEDESIGNFAIR.COM

Visit westedgedesignfair.com for tickets and details.

Opening Night Preview Party

Thursday, October 18, 7:00-10:00pm

Open to the Trade and Public

Friday, October 19, 10:00am–6:00pm

Saturday, October 20, 10:00am–6:00pm

Sunday, October 21, 10:00am–5:00pm

See event flyer here: [Final 2018 WestEdge Full Page ad MUSE 8.21.2018](#)

<p>🕒 TIME <i>(Thursday) 1:00 am - 1:00 am</i></p>	<p>📍 LOCATION <i>The Barker Hangar 3021 Airport Ave., Santa Monica, CA 90405</i></p>
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