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## **WESTEDGE DESIGN FAIR RELEASES 2018 SPEAKER PROGRAMMING SCHEDULE**

*WestEdge Announces 2018 Programming to Offer 3 Full Days of Educational Panels and Seminars with Thought Leaders from the Design Industry*

### **FOR IMMEDIATE RELEASE**

**(Santa Monica, CA) – October 5, 2018** – [WestEdge Design Fair](#), the West Coast's premier contemporary design fair, featuring a highly-curated selection of domestic and international manufacturers and independent brands, returns to Santa Monica's Barker Hangar (October 18-21, 2018) with a robust programming schedule for 2018. Thought leaders and tastemakers will share their insight and discuss a variety of topics throughout all days of the event.

"Since launching WestEdge six years ago, Los Angeles has transformed into a worldwide design destination for established and emerging designers alike," said Megan Reilly, Co-Founder of WestEdge Design Fair. "We're thrilled to support this global design conversation through our programming with industry leaders for what is sure to be a weekend of interesting discourse and thought-provoking talks."

This year's schedule offers more programs than ever before, and will feature a back-to-back series of talks co-produced by WestEdge and Convo By Design. Convo By Design, a WestEdge media partner since 2014, is a podcasting platform dedicated to promoting the ideas of architects, designers, artists, influencers and those making a difference in the way we live. They have partnered with designer Julia Wong to create an intimate, high-style lounge that will host all talks at WestEdge and offer attendees a comfortable place to relax, enjoy hospitality and be engaged and inspired with conversations.

The Fair's programming schedule kicks off on Friday, October 19<sup>th</sup> And continues through Sunday, October 21, with the following line-up:

### **FRIDAY, OCTOBER 19**

#### **10:00-11:00 AM**

#### **Brand Development for Designers and Design Firms**

Presented in partnership with ASID Los Angeles

Moderated by: Josh Cooperman, Convo By Design

Featuring: Lori Dennis, Lori Dennis Interiors; Richard Macias, Digital Director at Creative Spaces Group; Nick Gawith, VP Sr. Group Creative Director at Publicis.Sapient; and Ivette Serrano, Sr. Public Relations Manager at Lamps Plus

#### **11:15-11:45 AM**

#### **CONVO BY DESIGN-Brand Development Workshop**

Moderated by: Josh Cooperman, Convo By Design

Featuring: Richard Macias and Lori Dennis

#### **12:00 -1:00 PM**

#### **Color Mix Forecast 2019**

Presented by Sherwin Williams

Featuring: Michael Plank and Sue Wadden, Sherwin Williams

#### **1:30 - 2:30 PM**

#### **Sustainable Timeless Design**

Presented by Interiors Magazine

Moderated by: Erika Heet, Editor-in-Chief of Interiors magazine

Featuring: Bret Englander, Cerno; Susan Inglis, executive director of the SFC; Kathryn Richardson, VP of sales at Libeco Linens; Whitney Tinsley, director of education at Moore & Giles.

**2:30-3:00 PM**

**CONVO BY DESIGN-What Do They Want: Guidelines for the Media and Designers**

Moderated by: Josh Cooperman, Convo By Design

Featuring: Erika Heet and Kelli Ellis

**3:00-4:00 PM**

**Global Design Inspiration-Paris Calling!**

Sponsored by Luxury Living Group and presented by Maison & Objet

Moderated by: Lisa Bingham Dewart, LUXE Interiors + Design

Featuring: Barclay Butera, Barclay Butera Interiors, Kelli Ellis, Kelli Ellis Interior Design and Gregory Phillips, Gregory Phillips Architects.

**4:30-5:30 PM**

**Los Angeles: Rising Star on the Global Stage**

Moderated by: Edie Cohen, *Interior Design Magazine*

Featuring: Mauricio Oberfeld, Owner of Dugally Oberfeld; James Harris, Director of The Agency; Zoltan Pali, Founder of SPF:architects

**SATURDAY, OCTOBER 20**

**10:30-11:30 AM**

**Transformative Design: Its Always Personal**

Moderated by: Michela O'Connor Abrams, Founder MOCA+

Featuring: Joel Turkel, Principal, Turkel Design; Ron Barth, Co-Founder, Resource Furniture; and Jaime Derringer, Founder, Executive Editor, Design-Milk

**12:30-1:30 PM**

**Silicon Beach Design: The Hub of Design Innovation**

Moderated by: Jerri Levi, Publisher, FORM

Featuring: Joe Spierer, President/Owner, Joseph Spierer Architects; Anthony Poon, Principal, LEED GA, Poon Design; Chris Barrett, Chris Barrett Design; and Christopher Coldoff, Studio Director and Principal, Gensler

**1:45-2:15 PM**

**CONVO BY DESIGN Multitasking in the Gig Economy**

Moderated by: Josh Cooperman, Convo By Design

Featuring: Anthony Morey, Chief Curator / Executive Director A+ D Museum, Creative Director/ Lead Designer/ Founder – ynotWorkshop, Design Faculty – USC, Editor-at-Large –Architect

**2:30-3:15 PM**

**CONVO BY DESIGN with Dan Brunn of Dan Brunn Architects**

Moderated by: Josh Cooperman: Convo By Design

Featuring: Dan Brunn, Dan Brunn Architects

**3:30-4:30 PM**

**Musings x Westedge Boss Ladies**

Presented by MUSE by Robb Report

Moderated by: Arianne Nardo, Home + Design Editor, *Robb Report*

Featuring: Kelly Lamb, Artist, Designer, Kelly Lamb Studios;

Julie Smith-Clementi, IDSA, Creative Director, Rios Clementi Hale Studios and CEO, NotNeutral

**5:00-6:00 PM**

**The Use of Immersive Experiential Design for Holistic Wellness**

Presented by IMAGE PEOPLE

Moderated by: Shawn Barrett, Image People

Featuring Marcie Jastrow, SVP Immersive Media & Head of Technicolor Experience Center; Louie Schwartzberg, Moving Art (Award-winning director, producer, and cinematographer & TED Talks Speaker); Sevak Petrosian, Nextstep Designs; Fiona Hutcheson, SUB(VR)SIVE: WPP GROUP VR & AR Production Company Director of Marketing

**SUNDAY, OCTOBER 21**

**11:45-12:15 PM**

**CONVO BY DESIGN Media Mastery: Covering a City From Multiple Angles and Giving Readers, Listeners and Viewers What They Want**

Moderated by: Josh Cooperman, Convo By Design

Featuring: Modern Luxury Group Publisher, Chris Gialanella and Modern Luxury Editor-in-Chief Laura Eckstein Jones

**1:00-2:00 PM**

**The Science of Color**

Featuring: Gillian Rose, Founder of Gillian C. Rose Design & The Science of Color, [www.thescienceofcolor.com](http://www.thescienceofcolor.com)

**2:00-2:30 PM**

**CONVO BY DESIGN Brand Building and Career Growth for Individuals and Firms**

Moderated by: Josh Cooperman, Convo By Design

Featuring: Brian Pinkett, Partner of Landry Design Group

**2:30-3:30 PM**

**Be My Guest: The Modern Host**

Presented by Hunker

Moderated by: Eve Epstein, VP of Content, Hunker

**3:30-4:00 PM**

**CONVO BY DESIGN-Doing Good AND Doing Well! An Exploration of Partnerships and Cause Marketing**

Moderated by: Josh Cooperman, Convo By Design

Featuring Artist Shari Tipich; Nick Arquette, Walk with Sally; Christopher Suess, VONDOM

**All programs are included in the price of admission, and seating is available on a first-come, first-served basis.**

WestEdge 2018 sponsors include: CITI, Essentia Water, JennAir, Karma, Kona Brewing Company, Knoll, Lamps Plus, Les Jardins Solar Lighting, Luxury Living Group, Pacific Sales Kitchen & Home, Sherwin Williams, Ferguson, Woodford Reserve, Pez Cantina, Vondom, Snyder Diamond, Wallpaper Direct, and Ravello Tequila.

For more information on ticketing and event details, visit [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

For press registration, please [click here](#).

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**About WestEdge Design Fair**

WestEdge is a four-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 175+premium home furnishings 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, culinary demonstrations and special events. For more information visit, [www.westedgedesignfair.com](http://www.westedgedesignfair.com).