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**WESTEDGE DESIGN FAIR TEAMS UP WITH PACIFIC SALES KITCHEN & HOME  
AND 15 INFLUENCERS FOR OPENING NIGHT PARTY ON OCTOBER 18<sup>th</sup>  
BENEFITTING SAFE PLACE FOR YOUTH**

*The Sixth-Annual Design Fair Kicked-off with a Silent Auction Event Featuring the Harry Bertoia Molded Shell Side Chair by Knoll, Reimagined by 15 Top Architecture & Design Influencers*

**FOR IMMEDIATE RELEASE**

**(Santa Monica, CA) – October 19, 2018** – Last night, Thursday, October 18<sup>th</sup>, [WestEdge Design Fair](#), the West Coast’s premier contemporary design fair featuring a highly-curated selection of domestic and international manufacturers and independent designers and makers, hosted its Opening Night Party. Presented by Pacific Sales Kitchen and Home, and sponsored in part by Kona Brewing Co., Ravella Tequila, Woodford Reserve and WTSO, the festive evening was a benefit for the Venice-based non-profit organization, [Safe Place for Youth](#).

In partnership with Knoll and LALA Magazine, the event kicked off with a silent auction featuring the Harry Bertoia Molded Shell Side Chair reimagined by 15 top Architecture & Design influencers (including Gensler, Shimoda Design Group, and Los Angeles street artist, Ruben Rojas, among others). All proceeds from the auction, which is open online through Sunday, 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.

“We are honored to have partnered with Safe Place for Youth for the first time this year,” said Megan Reilly, co-founder of WestEdge Design Fair. “LA’s art + design scene is growing rapidly, and we’re pleased to celebrate these one-of-a-kind pieces for a good cause at WestEdge 2018.”

“The Opening Night Party is always a must-attend event for anyone who is interested in the art + design community in Los Angeles,” said Troy Hanson, co-founder of the WestEdge Design Fair. “It’s a fun way to get a sneak-peek of the weekend’s events, in addition to meeting top architects, designers and design and art tastemakers in one of the best venues in Los Angeles.”

The one-of-a-kind art pieces will remain on public display and available for bidding throughout the remainder of the WestEdge Design Fair (October 19 – 21). More information and pricing can be found [here](#). Participating artists include:

[Anthony Morey](#) (Los Angeles)  
[Art Center College](#) (Pasadena)  
[Barton Jahncke](#) (Los Angeles)  
[Carrie Livingston](#) (Los Angeles)  
[The Caliber Foundation](#) (Cos Cob, CT)

[Cesar Giraldo](#) (Los Angeles)  
[Erinn Valencich](#) (Los Angeles)  
[Gensler](#)  
[HansonLA](#) (Los Angeles)  
[Katrien Van Der Schueren](#) (Los Angeles)



OCTOBER 18-21, 2018

THE BARKER HANGAR, SANTA MONICA, CA

[Ruben Rojas](#) (Los Angeles)  
[Shimoda Design Group](#) (Los Angeles)

[Timothy Yarger Fine Art](#) (Bevelry Hills)  
[XQTD](#) (Los Angeles)

Launched in 2013, the annual WestEdge Design Fair has continued to expand, with growth including a 40% increase in exhibitors and a 120% rise in attendees since its inaugural year. The fair brings 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 designers and design enthusiasts to meet and shop top-tier design brands in categories including furniture and lighting, kitchen and bath and more. Additionally, attendees will enjoy design talks and panel discussions, CITI presented culinary demonstrations, meet-and-greets and special events with notable design influencers.

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### **About WestEdge Design Fair**

WestEdge Design Fair 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 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 and special events. For more information visit, [www.westledgedesignfair.com](http://www.westledgedesignfair.com).

Follow WestEdge on Instagram at [instagram.com/westledgedesign](https://www.instagram.com/westledgedesign), Facebook at [facebook.com/WestEdgeDesignFair](https://www.facebook.com/WestEdgeDesignFair) and on Twitter at [twitter.com/westledgedesign](https://www.twitter.com/westledgedesign).

### **About Safe Place for Youth**

Safe Place for Youth (SPY) is a Venice-based non-profit 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. SPY lives out their mission through a robust continuum of care that includes street outreach, low-barrier drop-in service, health and wellness programming, case management and education/employment support.