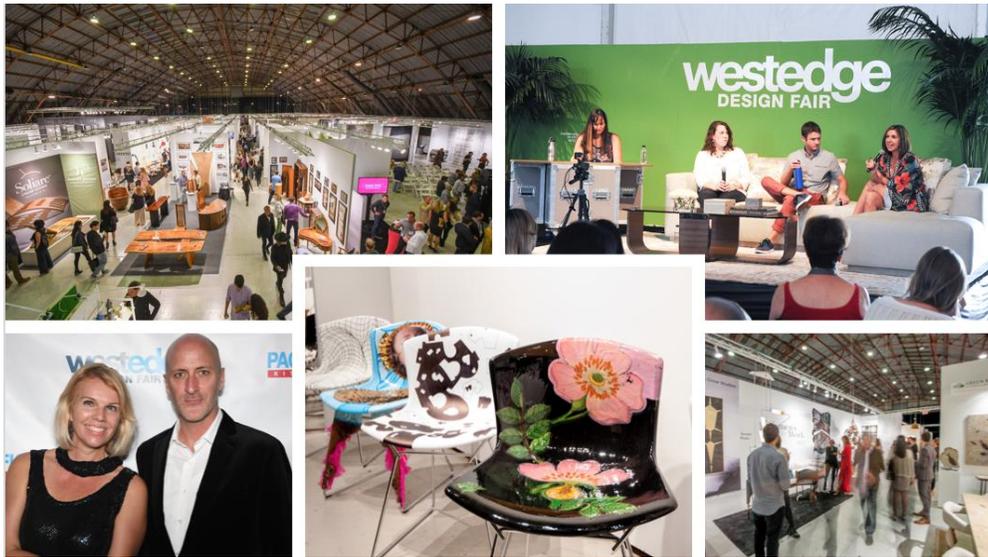


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WESTEDGE 2018 MET WITH RECORD ATTENDANCE AND A SOLD-OUT EXPANDED SHOW FLOOR

FOR IMMEDIATE RELEASE

(Santa Monica, CA) – October 31, 2018 – WestEdge Design Fair, which features a curated selection of domestic and international manufacturers and independent brands, returned to Santa Monica's Barker Hangar October 18-21, 2018.

Celebrating its sixth-annual edition, the largest edition of the fair to date welcomed 175 exhibiting brands, and more than 13,000 top-tier architects, interior designers, set decorators, consumers, educators, and press to the picturesque indoor/outdoor modern design exhibition.

In addition to the products on display, 65 thought leaders and tastemakers shared their expertise and discussed a variety of design and architecture-related topics with a robust educational programming schedule. And the CITI Culinary Pavilion added another element of programs with daily chef demonstrations and tastings.

"WestEdge continues to benefit from the creative freedom and support that the design community extends to the fair each year," said Megan Reilly, Co-Founder of WestEdge Design Fair. "This year's positive feedback from both attendees and exhibitors reinforces our focus to foster and grow a global design conversation in Los Angeles - we are excited to be at the forefront of this dialogue."

Kicking off the weekend festivities, the fair's Opening Night Party, presented by Pacific Sales Kitchen & Home, benefitted the organization Safe Place For Youth (SPY). More than 2,000 guests celebrated the evening which included a silent auction of Knoll's recently re-introduced piece, the Harry Bertioia Molded Shell Side Chair. The chairs were reimagined by top A&D influencers including Gensler, Shimoda Design Group, and Los Angeles street artist, Ruben Rojas, among others, with these on-of-a-kind art pieces unveiled at the party. All proceeds from the auction went to SPY 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.

Guests enjoyed an evening under the stars while getting a sneak peek of the fair. Partygoers mingled amongst participating exhibitors while enjoying cocktails and hospitality throughout the venue including the outdoor lounge furnished by VONDOM, Les Jardins Solar, and El Portico and San Ysidro. Music for the evening was presented by DJ Esteban Lopez and the evening's hospitality sponsors included TRUE Residential, Kona Brewing Co., Ravella Tequila, Woodford Reserve and WTSO.

Launched in 2013, the annual WestEdge Design Fair has experienced steady growth including a 50% increase in exhibitors and a nearly 100% rise in attendance since its inaugural year. 2018 presented new exhibitors to the roster including Vondom, Personal Space MB, Newell Design, Delta Light, Graff Faucets and many others.

"We were proud to add so many new and important exhibitors to our 2018 line-up." said Troy Hanson, Co-Founder of WestEdge. "In addition to significant growth within the residential arena, we also experienced considerable growth within the hospitality, commercial and "resimercial" space this year. The 2018 fair was completely sold-out which is a testament to the growing recognition of Los Angeles as a global center for premium contemporary design."

Highlights from the 2018 WestEdge Design Fair included:

- **CONVO BY DESIGN PROGRAMMING LOUNGE** – WestEdge teamed up with Convo By Design and designer Julia Wong to create a stylish lounge to host all WestEdge panel discussions and talks throughout the event. Guests heard from leading names in the design industry on a variety of topics with a robust schedule co-produced by WestEdge and Convo By Design, a media platform dedicated to providing inspiration to the design and architecture community.
- **MILK STAND POP-UP** – This year's edition of WestEdge offered attendees the chance to purchase unique contemporary design items at "Milk Stand", an on-site pop-up store presented by Design Milk. Products included home accessories, architecture-inspired jewelry, and more.
- **"WOMEN'S WORK" EXHIBITION** – For the first time, WestEdge debuted "Women's Work"—an exhibition presented in partnership with MUSE by Robb Report. This showcase featured the work of leading female designers who are driving the future of design including: Amy Genser, Antrobus + Ramirez, Avram Rusu, Black Crow Studios, Brenda Houston, Debra Fold, Egg Collective, Gulla Jónsdóttir, Kelly Lamb, Londubh Studio, Pamela Sunday and (wh)ORE HAÜS STUDIOS.
- **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 independent designers, makers, artists of limited edition, one-of-a-kind furniture, lighting and more. The exhibitors in MADE:MODERN presented work for both the residential and commercial sectors. Exhibitors this year included Bend Goods, CBM Design Group, Fluxco Design, Jarvis Furniture, Jason Mizrahi, Katy Skelton, Studio Endo, Newell Design, whyrHymer and dozens more. Attendees had the chance to meet the designers firsthand and learn about their craft and inspiration.
- **KARMA AUTO LOUNGE**— Karma Automotive welcomed guests to experience the 2018 Luxury Green Car of the Year, Karma Revero at the Karma lounge. The lounge, designed by CHACOL and styled by Madam Chair, offered a peaceful sanctuary and highlighted Karma's unique innovations in power and technology. 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.
- **CITI CULINARY PAVILLION**—WestEdge continued to highlight culinary programming this year by hosting chef demonstrations and tastings in the official CITI Culinary Pavilion, co-presented by Sub-Zero/Wolf. Attendees

learned about the latest appliance innovations and enjoyed a schedule of daily demonstrations and samplings by Southern California's leading chefs and culinary personalities. Notable programming included a "Taste of Italy", presented by the Italy America Chamber of Commerce West, an exclusive CITI wine seminar, and a "Design of Bourbon" presentation hosted by Woodford Reserve.

2018 WestEdge Design Fair sponsors included: Citibank, Essentia Water, JennAir, Karma, Knoll, Lamps Plus, Luxury Living Group, Pacific Sales Kitchen & Home, Sherwin Williams, Ferguson, Woodford Reserve, WTSO, Vondom, Snyder Diamond, Wallpaper Direct, True Residential, Les Jardins Solar, Sub-Zero, Sempli, Southwest Greens, Kona Brewing, El Portico, San Ysidro Growers and 11 Ravens Tequila.

2018 WestEdge Design Fair media partners included: 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, Metropolis, Modern Luxury Interiors California, Hunker, FORM, Muse by Robb Report, Ocean Home Magazine, Orange Coast Magazine, Los Angeles Confidential, Design Guide, Installation, The Retail Observer and The Architects Newspaper.

The seventh-annual WestEdge Design Fair will be held October 24-27, 2019 at The Barker Hangar in Santa Monica, California.

For more information on WestEdge Design Fair, visit www.westedgedesignfair.com. For 2018 WestEdge Design Fair imagery and exhibitor photography, [CLICK HERE](#).

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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.westedgedesignfair.com.

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