



**FOR IMMEDIATE RELEASE**

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**#MADABOUTDESIGN**

**PACIFIC DESIGN CENTER'S WESTWEEK 2016 LINE-UP IS MAD ABOUT DESIGN**

*More than 35 celebrated design thought-leaders, 10 media/industry partners and nearly 100 programs, events, keynotes and product introductions dazzle during PDC's annual Spring Market*

**A+D Museum Los Angeles, House Beautiful, Interiors, The Hollywood Reporter Present Market Keynotes**

**Wednesday, March 23 and Thursday, March 24 | 9:00 AM - 6:00 PM**

**WEST HOLLYWOOD, CA (March 1, 2016)** – Pacific Design Center's WESTWEEK 2016 ... MAD ABOUT DESIGN ... celebrates today's rebels, bon vivants and creative emergents innovating new concepts and bold statements that reference design's early influencers yet push creativity ever forward. Throughout the two-day event, nearly 100 presentations, keynotes, events and product intros will feature national editors, A-list thought-leaders and inspired craftsmen debuting the latest luxury furnishings and interior resources fashioned by today's foremost design talent.

"This year's WESTWEEK theme, MAD ABOUT DESIGN, emphasizes the fearless, confident attitude that is the hallmark of great design and prolific talent," said Jeff Sampson, Vice President/Director of Marketing, Pacific Design Center. "With design's democratization over the past several years we've witnessed a move toward homogenization of style that today's consumers are adopting. Our intent is to spotlight innovators ... past and present, established and emerging ... and the enthusiastic, larger-than-life approach to the design process that is the trademark of the industry's brightest from across the disciplines."

The MAD ABOUT DESIGN concept comes alive with top-notch programming delivered by esteemed and cutting-edge A&D authorities, including **Roman Alonso, Jeff Andrews, Lawrence Azerrad, Chris Barrett, Heidi Bonesteel, Eric Chang, Erik Evens, Christopher Farr, Mary Fisher, Cliff Fong, Lindsey Coral Harper, Stephan Jones, Richard Landry, Katie Leede, James Magni, Kirk Nix, Courtney & Bob Novogratz, Stephen Sills and Windsor Smith**, in conversation with opinion makers from the nation's leading industry organizations and design/lifestyle titles, including A+D Museum Los Angeles, AIA Los Angeles, *Atlanta Homes & Lifestyles, C Magazine, California Home+Design, California Homes, The Hollywood Reporter, House Beautiful, Interiors, Luxe Interiors+Design, Traditional Home* and *Veranda*. A selection of events is highlighted below.

**WEDNESDAY, MARCH 23**

**KEYNOTE - GENERATION NOW: Designing for Young Affluents presented by House Beautiful**

**10:00-11:00 AM | Conference Center**

Editor in Chief Sophie Donelson engages Jeff Andrews, Lindsey Coral Harper and Molly Luetkemeyer on wooing, educating and cultivating relationships with well-heeled up-and-comers. Reception follows at Baker Furniture, Suite B525. RSVP required.

**KEYNOTE - TO LIVE AND DESIGN IN DTLA presented by A+D Museum Los Angeles**

**3:00-4:00 PM | Conference Center**

Emerging architecture and design practitioners Lawrence Azerrad, Erin and Ian Besler, Loryn Napala and Monica Opaskar, and Spencer Nikosey, along with A+D Museum curator Danielle Rago and AIA Los Angeles' Carlo Caccavale, examine the allure of DTLA among artists and designers, and how a new wave of creatives is activating derelict downtown structures into exciting, immersive live/work art spaces. The keynote previews A+D Museum's new exhibition *Come In! DTLA* opening March 24. Reception follows at James Perse Furniture, Suite B130. RSVP required.

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## PACIFIC DESIGN CENTER's WESTWEEK 2016

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#### MARKET HIGHLIGHTS

A special screening of *Angelo Donghia: Design Superstar* profiles one of the industry's great legends, hosted by Donghia CEO Andrea Rubelli; A. Rudin hosts *Layering History: Hybrid Design Today* with Richard Landry and Stephen Sills moderated by Michael Wollaeger; *Luxe Interiors+Design* engages design and art experts on *The Power & Insights of Collecting Contemporary Art*; Mimi London presents *The Root of California Modern* with *Interiors Magazine*, Mark Boone and Kevin Corn; Ralph Pucci International celebrates the centennial of Danish-American furniture designer Jens Risom with a special exhibition; Crestron, Holly Hunt, Edelman and Michael Taylor Collections are among showrooms hosting events and introducing collections.

#### THURSDAY, MARCH 24

##### KEYNOTE - REBELS OF DESIGN presented by Interiors Magazine

10:00-11:00 AM | Conference Center

Editor in Chief Erika Heet addresses groundbreaking design pushing boundaries past, present and future with innovators including product designer Eric Chang, interior designer Cliff Fong and architect Patrick Tighe. Reception follows at Ralph Pucci International, Suite B203. RSVP required.

##### KEYNOTE - BRING ON THE WOW! Curating Inspiration Through the Creative Process presented by The Hollywood Reporter | 3:00-4:00 PM | Conference Center

Contributing Editor Cathy Whitlock bans the beige favoring rooms with maximum impact, revealing how creatives, including architect Erik Evens, interior designer Stephan Jones, product designer John Pomp and editor-in-chief Elizabeth Ralls elevate homeowners' taste level to fashion fresh, chic environments that soar. Reception follows at Duralee, Suite B601. RSVP required.

#### MARKET HIGHLIGHTS

HGTV's Cortney and Bob Novogratz discuss the investment advantages of designing residential interiors as a boutique hotel; JANUS et Cie and *California Home+Design* present the *The Ultimate Outdoor Living Room!* with Kirk Nix, Michael Rachlin and Russ Diamond; Donghia takes you *Inside the Designers' Studio* with Pollack Design Director Rachel Doriss; Michael Wollaeger reveals the influence of L.A. modernism with *California Bauhaus*, featuring Christopher Farr and Roman Alonso at Thomas Lavin.

#### ADDITIONAL MARKET HAPPENINGS

##### DESIGNLAB | PDC Blue Lobby & 2<sup>nd</sup> Floor | Thursday, March 24 | 5:00-9:30 PM

PDC's arts offering includes Blue Lobby installations featuring a retrospective by acclaimed Italian architect/designer Antonio Pio Saracino, as well as recent work by L.A. artist Matt Johnson and Gerardo Hacer's new origami-based sculptures *The Fold: Mountain and Valley*, also featured on the 5th Floor Blue Atrium. 2<sup>nd</sup> Floor highlights include Gregory Siff's *8 Loves* at 4AM Gallery, Varola Gallery's *Morphic Fields* installation by artist Anthony James and Bassmi Ibrahim's ink wash paintings at Thomas Paul Fine Art.

#### NEW / EXPANDED / RENOVATED SHOWROOMS

WESTWEEK 2016 heralds the arrival of new, expanded and renovated showrooms offering the trade nearly 16,000 square-feet of enhanced resources from which to curate best-in-class design. The French-Deco, artisanal inspired collections of **Jean de Merry** arrive at PDC Summer 2016 with a major flagship presence; **Holly Hunt|Phillip Jeffries** also debuts this Summer with a dedicated showroom featuring the brand's collection of hand-crafted, globally-inspired wallcoverings; **Quintus**, a luxury furniture brand, offers exceptional, Made-in-America designs created by fresh, emerging artisans; **Scott Group Studio** relocates and expands with a modern, organized space to view bespoke hand-knotted, hand-tufted, machine-tufted and woven custom carpets; **Bausman & Company**, a leading manufacturer of French, English and Italian reproductions, increases its PDC presence with a newly imagined space to showcase current and expanded lines; **Michael Taylor Collections** refreshes and also expands to present iconic designs and new introductions working together in a well-appointed, cohesive environment.

For more info about WESTWEEK 2016 log-on at [www.pacificdesigncenter.com](http://www.pacificdesigncenter.com). RSVP required for all keynote receptions at [westweek2016.eventbrite.com](http://westweek2016.eventbrite.com). Follow PDC using #MADBAOUTDESIGN and #WESTWEEK2016.

#### ABOUT CHARLES S. COHEN

Known for his skillful repositioning of commercial real estate, Charles S. Cohen (Cohen Design Centers, Cohen Brothers Realty) heads a multi-faceted real estate development company that owns and manages more than 10 million square feet of prime Manhattan, Los Angeles, Florida and Houston office and showroom space. Other design centers owned and operated by Mr. Cohen include the Decoration & Design (D&D) Building at 979 Third Avenue in Manhattan, the Decorative Center of Houston (DCH) and the Design Center of the Americas (DCOTA) in Dania Beach, FL. For more information on Mr. Cohen's commercial real estate ventures visit [www.cohenbrothersrealty.com](http://www.cohenbrothersrealty.com).

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**ABOUT PACIFIC DESIGN CENTER**

Pacific Design Center is the west coast's leading resource for the interior design trades. With nearly 100 showrooms and 2,200 interior product lines, PDC sells to the design professional and enthusiast. PDC serves the needs of the design, entertainment and arts communities by providing public and private conference spaces for lectures, meetings, special events, screenings, exhibitions and receptions. A premier, multi-use facility, Pacific Design Center features The Museum of Contemporary Art (MOCA); two Wolfgang Puck restaurants; Feed All Café; Silver Screen Theater, a 388 seat state-of-the-art luxury film venue and reception facility featuring sound by Steinway Lyngdorf. Pacific Design Center is located at 8687 Melrose Avenue in West Hollywood, CA. For more information, call 310-657-0800 or visit <http://www.pacificdesigncenter.com>

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