

## Welcoming Design on the West Coast

The Pacific Design Center of Los Angeles and Laguna Design Center of Laguna Nigel celebrated design week in March by inviting design professionals to seminars, showroom openings, awards ceremonies, and more.



above: New pieces by Eric Brand were displayed in the Thomas Lavin showroom, known for featuring new and up-and-coming West Coast furnishings designers.

below, left: This one-of-a-kind chaise by Brown Jordan was introduced this spring, and can be positioned as either a full or half circle. The tropical-style umbrella resembles the stirring of a tropical cocktail and can swirl to any position.

below, right: Located in the Beacon Hill Showroom, the Modern Library Collection by Robert Allen expanded its palette of fabric colors and designs, including florals, geometrics, stripes, and faux leathers and furs.



right: Italmond introduced the Barcelona Group at WestWeek by design director Brian K. Carter. The company's residential and contract furnishings are manufactured in Los Angeles and shown at the PDC.



left: Thomas Lavin and Ramona Drost at the grand opening of their new 11,000-square-foot showroom space in the PDC. Lavin's first showroom opened in 2000 and in only five years has grown to become one of the most important resources for unique West Coast furnishings.



right: Steven Koch, designer and owner of Koch-Smith, designed a new collection just for the grand opening of the Thomas Lavin showroom. His son, Drew Koch, accompanied him for the first time to WestWeek.

### Pacific Design Center

Marking its 30th anniversary this year, the Pacific Design Center presented more than 90 special events and programs during WestWeek, March 30th and 31st. Thousands of design professionals and members of the design community came for the two-day event packed with new showroom openings and celebrations, seminar programs, and new products at many of the PDC's more than 130 showrooms. The overall feeling among attendees was upbeat, a positive sign that the design industry is flourishing and even growing on the West Coast.

The newly renovated Conference Center seated designers for a variety of seminar topics, including "Design in Luxury Travel," and the popular "Flipping Properties: Re-design and Selling Homes for Maximum Profits," which guided designers through the maze of renovating residential real estate for profit.

At the Stars of Design 2005 Awards, design professionals based in southern California were







above: The Stars of Design 2005 Awards winners (from left to right): Charles S. Cohen, PDC president and owner; Marc Appleton, for architecture; Catherine Ledner, for photography; Ron Radziner of Marmol Radziner & Associates, AIA, for product design; Michael Worthington, for graphic design; Liz Larner, for art; Silvia Kuhle, accepting for Thom Mayne of Morphosis, for Lifetime Achievement; Thomas Beeton, for interior design; and Mark Rios and Bob Hale of Rios Clementi Hale Studios for urban design.

honored for significant professional achievements and contributions to their profession. Awards were given for interior design, architecture, product/furniture design, photography, graphic design, urban design, art, and a lifetime-achievement award was also given.

Thomas Lavin, who celebrated the grand opening of his showroom during WestWeek, moderated a panel of interior-designers-turned-furniture-designers based on the high volume of requests he has received to cover the topic. Lavin's new 11,000-square-foot showroom officially opened with a celebration recognizing the efforts and talent of the designers and companies that have products displayed within, as well as honored Lavin, who has provided many well-known companies, such as Koch-Smith and Eric Brand, with their first showroom exposure.

Austin Horn Collection opened its new showroom just in time for WestWeek, as the only showroom in the PDC devoted exclusively to fine-quality bedding.

"With the combination of new showrooms, excellent programming, and thousands of guests, WestWeek 2005 exuded a vivacious and contagious energy," says Casey Cook, PDC marketing director. "You couldn't help but be inspired and better understand the distinctiveness of design in Los Angeles."



above: Juin Ho introduced a new collection this spring, which was presented in Thomas Lavin's new showroom space.

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