

# LAdesign

Fall 2007



The Los Angeles Chapter Newsletter for the  
American Society of Interior Designers

**James Magni**  
Passion &  
Business Collide

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**L.A. Mart  
Design Center**  
Downtown Design  
Destination

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**A Hot Night in Havana  
a Sold-Out Success**

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**Marco Polo Imports**

Features Exotic Furniture from Around the World  
[www.MarcoPoloImports.com](http://www.MarcoPoloImports.com)

See page 5 for details.





**By Bill McWhorter, ASID  
ASID CA Los Angeles Chapter  
President 2006-2007**

What an exciting year it has been! It started out to the rhythm of a Brazilian samba beat at my Installation at the classic Ebelle Club of Los Angeles in September. At that event I think I caught everyone off guard by going into the audience and having an interactive fun time. I promised that the year was going to be all about us having FUN, as well as working hard and learning a lot. Well, I've certainly worked very hard, learned tons

about a lot of things and people and have had fun in the process.

It's only natural for every incoming president to have a list of lofty goals for which to strive and I have had mine. With my trusty Board of Directors beside me, we have accomplished so much this year.

The highlight of the fall was the glorious Beverly Hills Garden and Design Showcase at the elegant Greystone Estate. Each year the showcase gets better and better and last fall proved just that. Over twenty-five designers truly outdid themselves to create A-list magazine-worthy interiors. The house was featured in *Art + Living Magazine* and *California Homes Magazine* and I gave KTLA Morning Show's Gayle Anderson a guided tour on the show. The showcase house was an enormous hit, thanks to our wonderful chairs, *Fernando Diaz, ASID, CID, Jean Pinto, ASID, CID* and *David Plante, Allied ASID*.

From my contact with *Veranda Magazine* last year we have procured their support to promote the Greystone event this year. As well, *Deborah Davis, ASID, CID* has brought in *E! Channel* and the Style Network who will be sponsorship partners for this year. Several of Style's on-air personalities will be the inspirations for our rooms, including yours truly. Rooms are bound to be presented on the Style network. This will be great press for ASID. The never-before-open-to-the-public servants' wing will be designed by UCLA Extension students, under the guidance of *Cynthia Jervey, Allied Member ASID*. The same fabulous chairs are at it again this year. Bravo!

Our Holiday Party at ASID member *Barbara Lockhart's* wonderful *Colors Restaurant* in Beverly Hills in December was a smash with delicious fare, a great-looking sold-out crowd and a FUN session of outrageous Karaoke, all in an uplifting holiday spirit.

The year was chockfull of lectures, panel discussions and mixers. Among them was a lively panel discussion at the Pacific Design Center for a large group of stylish women forming the Costume Council of the Los Angeles Museum of Art. Naturally, fabric is of a particular interest to them as well as fashion, so we showed them dozens of fabrics for the showrooms illustrating what is hot, green and oh, so chic today! Lunch at Wolfgang Puck afterward continued the buzz.

The wildly popular *Lunch 'n Learn* weekday noontime events at ASID Industry Partner showrooms arranged by *Kathryn Waltzer, ASID* always draw a big gathering. Some of this year's events have been at Farrow & Ball, Pierce Martin, Silk Roads, Pottery Tile Works, Dom Val Cucina, St. Bart's Home, The Rug Affair, Cynthia St. James Atelier and Livinstone, all industry partner ASID members.

In February I attended the IDCC Conference in San Francisco to learn about the legislation issues involving our profession and how it will affect all of us. *Maria Dallman, ASID, CID, Deborah Davis, ASID, CID, Kristin King, ASID, CID* and *Deric Schmidt, Allied Member ASID* were in attendance at this very important weekend.

In the consistent drive to encourage our Allied members to take the NCIDQ exam in order to be certified, *Kristin King, ASID, CID* and *Deborah Davis, ASID, CID* have conducted Step Workshops to prepare members for the exam.

Establishing and strengthening relationships has been vital this year. I have had meetings with *Charles Cohen*, owner of the Pacific Design Center, and *Genevieve Morrill, Casey Cook, Lynda Brenner* in the executive office. Creating a professional and personal rapport with the PDC and working together to further the profession of interior design and ASID, in particular, has been the heart of the discussions.

Our relationships with *Los Angeles Magazine, Art + Living, California Homes, Veranda, LA Home & Decor* and our new friend *LUXE* are important to our image in the public eye. *Los Angeles Magazine* featured our installation in September on its pages, as well as other events. *Art and Living's Jeff Marinelli* and *California Homes' Susan McFadden* and *Walt Brown, Honorary FASID* continue to love and support ASID. *Luxe* is a brand new publication to Los Angeles and will premiere in the fall. It is very high-end and devoted solely to fine interiors in Los Angeles.

In fact, developing international relationships is also important. In November, I addressed a group of Industry leaders and officials from South Sweden at a meeting organized by the Swedish-American Chamber of Commerce, USA. I explained what ASID is and our importance to the community. The group had met with *Susan Globus, National President of ASID* the previous week and was visiting the USA in an effort to develop stronger commerce relationships. Our ASID Industry Partner, St. Bart's Home, is a member of this group.

In an effort to reach out to remote ASID members and promote attendance from them, we arranged our Board meetings in outlying areas, with the able assistance of *Helene Lotto, Allied Member ASID*. Helene scheduled our meetings and after-meeting mixers in Westlake Village at Westside Remodeling and Ferguson's Kitchen and Bath Showroom in Torrance. Thanks, Helene! More to come.

Further, we established the highly successful concept of a Telephone Tree this year, chaired by *Nicole Miller, Industry Partner Member* of Jeannot Fine Furniture. This committee is composed of devoted ASID members who, at my request and as needed, pick up their phones and personally call on our members inviting them to attend our functions. It is remarkable what a live voice on the other end of the line telling a person that they are wanted and needed will do! Ask them and they will come!

Getting our image out to the public and introducing them to fine design service through our members was the purpose of *Pamela Meyer, ASID, CID's* event, *Spruce it Up*. Each person who engaged an ASID designer did so for a couple of hours at a bargain rate and some appointments segued into bona fide design projects.

We have two Community Service Projects at the moment. The Ronald McDonald House is a temporary residence for families of children being treated at Children's Hospital in Hollywood. It is one of our ongoing projects and is currently undergoing a transformation and makeover. *Sybil van Dijs, ASID, CID* and *Susan Corry, ASID,*

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# PRESIDENT'S MESSAGE

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CID chaired the committee with sterling talent of their design committee, including Shirley Lipe, Allied Member ASID, Juanita Parker, Student Member ASID, Emily Golden, Student Member ASID, Jaime Parker, Student Member ASID, Kristin King, ASID, CID and me. The scheme is, I must say, dazzling! There was a Ronald McDonald Volunteer Appreciation Awards Luncheon in February, at which we were all honored with a framed award.

Our Aging in Place project, begun by Industry Partner Jack Mastbrook last year, has been continued and spearheaded by Ellen Cantor, ASID and her committee, including Deric Schmidt, Allied Member ASID and Industry Partner ASID, Board Member at Large, Bobi Leonard, Industry Partner ASID, Bette Hornstein, Industry Partner of ASID and Allan Dallatorre of Toto, Industry Partner ASID. The Kiwanis Club of Torrance is our partner in this endeavor and the recipient of the project is a Torrance resident who is handicapped and elderly.

During WestWeek in March at the Pacific Design Center, Pamela Meyer, ASID, CID established the Green Gallery and arranged lectures, discussions and demonstrations there. The Gallery featured Industry Partners who specialize and/or have products and services devoted to the Green movement.

Also at WestWeek, Kathryn Waltzer, ASID once again had her "Designers Toolbox" with a lively panel discussion at ASID Industry Partner Randolph & Hein showroom.

Deborah Davis, ASID, CID awarded the Harold Grieve student winners at the close of WestWeek and I had the honor of giving the closing keynote address to 300 exuberant students. What a treat to welcome our lifeblood.

In August, NeoCon Express was held at the Los Angeles Convention Center. Chaired by Jean Frey, ASID, CID, our Director of Finance. The event drew in crowds of designers and architects from all over to see the fantastic vendors who displayed there and take in the enlightening seminars. The highlight for me was the tour which Jean arranged of downtown Los Angeles buildings, conducted by Hal Bastian, Senior Vice President & Director of Economic Development of the Downtown Center Business Improvement District. Such an exciting and eye-opening experience!

Suzanne Furst, ASID and Joyce Tanner, Industry Partner Member of ASID, are Chairs of our fabulous Design Trade Expo, about to explode at the LA Mart on September 26. They and their committee made up of many devoted members, including Lawrence Kao, Student Member of ASID, Maria Dallman, ASID, CID, Anne Wait, ASID, Leonard Greco, Industry Partner of ASID, Jean Zinner, ASID, along with facilitator Sandra Clark, have been toiling away tirelessly to make this year's Expo better than ever, with a stunning slate of speakers including HGTV design guru Kenneth Brown, famous Los Angeles architects Rick Robertson and Harlan Lee. This year's Expo promises to be a real blockbuster! ...and FUN!

One of my main goals this year was to grow our membership. We have had many outstanding industry members join ASID as Industry Partners this year, such as Randolph and Hein and Kneedler Fauchere showrooms in the Pacific Design Center, the Silk Trading Co, NW Rugs, Wesley Allen, 3M Safety and Sun Control, JA Visger & Sons, Chameleon Paintworks, Christopher Dow Photography, The Rothschild Collection and Emser Tile, to name just a few.

In August, Industry Partner member Laura Clemmons of the Lowe Gallery hosted our Board meeting and then a "Rush Party" to court potential members for ASID. The Rush Party was organized by our Membership Director Charles Fabish, ASID, CID. Bobi Leonard,

introduced the program speakers B. J. Peterson, FASID, Penny Haptor, Industry Partner of ASID, Barbara Lockhart, Allied Member ASID, and Mark Cutler, Allied Member ASID, who shared their feelings about the benefits of membership in ASID and Maria Dallman, ASID, CID who demystified the points of our legislation issues. Thank you all for a FUN evening! I know the 15 people who signed up as new members enjoyed the evening as well. May we have many more of these trendsetting functions. See article on page 19.

Student Rep to the Board, Lawrence Kao, put together a fabulous Student Career Day which the students swarmed to.

Among our very FUN times was our Trail Ride in May through Griffith Park, arranged by Vicky Swartz, Industry Partner of ASID. All of us who attended had a ball and it was a true bonding experience, not only with each other but with our horses! A delicious barbecue finished off the evening.

The most FUN event of the whole year was July's "Hot Night in Havana" dinner cruise, created and orchestrated by David Plante, Allied Member ASID to honor our very own Fernando Diaz, ASID for his years of distinguished service to ASID. The event is described in detail elsewhere in this newsletter, but I want to thank David personally for putting on this event and almost single-handedly raising the FUN quotient of our chapter. David was assisted by Suzanne Furst, ASID and Ro Navarro, Industry Partner of ASID.

The generosity of our beloved Industry Partner sponsors of this event, California Homes, Benjamin Moore Paints, Real Illusions, Innovative Theaters, the Bill Lowe Gallery, Niermann Weeks, Stone Mart and Kravet/Lee-Jofa made the evening possible. Thank you so much.

And speaking of the newsletter, it has a new editor, Lloyd Princeton, Industry Partner ASID, who is assisted by his staff, headed by Sarah Gallop, a new look with a dazzling cover and graphics and a new publisher, DSA Publishing & Design, Inc., thanks to our new Newsletter Committee.

Our Board meetings have been open to the general membership this year for all to attend. Without my faithful, hardworking Board of Directors, the events of the year would not have happened. They are: Deborah Davis, ASID, CID, President Elect; Kristin King, ASID, CID, Professional Development Director; Pamela Meyer, ASID, CID, Communications Director; Jean Frey, ASID, CID, Finance Director; Deric Schmidt, Allied Member ASID and Industry Partner ASID, Board Member at Large; Charles Fabish, ASID, CID, Membership Director and Lawrence Kao, Student Rep to the Board. Our trusty timekeeper was Jean Pinto, ASID, CID. Our office has run so smoothly this year, thanks to our new Administrator, Tim Diffley, who we are so thrilled to have hired fresh from ASID National Headquarters in Washington D.C. With Tim's years of experience there, he has been a brilliant addition to our family. Thank you my colleagues, my friends! I'll never forget what an adventure we had!

It has been my honor and my pleasure to serve you, my chapter this year. I thank you for the privilege.

All the very best,



William Field McWhorter, ASID  
ASID CA Los Angeles Chapter President 2006-2007