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**SOUTHERN CALIFORNIA'S OPULENCE TO BE CELEBRATED
AT PACIFIC DESIGN CENTER'S FALL MARKET**

West Hollywood, California (October, 2005) – Pacific Design Center (PDC), the west coast's leading resource for the interior design trades, presents the 2005 Fall Market, *Eye on Opulence*, Wednesday, November 9th 2005.

Alexandria Abramian-Mott, Editor in Chief, *Angeleno* will host "Thinking Big: The New Mansions in Los Angeles" with panelists **David Desmond, Richardson Robertson III** and **William Hablinski** at 11:00 AM in the SilverScreen Theater. Beginning at 2:00 PM, **Adele Cygelman**, Editor in Chief, *Robb Report Luxury Home* will host "The Opulent Life: Where Moderation is Never a Good Thing" with panelists **Thomas M. Beeton, James Magni, Suzanne Tucker** and **Robert Couturier**. Additional lectures will be hosted by The American Society of Interior Designers (ASID) and *To the Trade* magazine in the Conference Center.

PDC Showrooms are partnering with Southern California's top design professionals in creating designer showcases that premiere exquisite new products incorporating the luxury lifestyle of Southern California. In addition, select PDC showrooms will highlight festive décor for the upcoming holiday season. Awards for the "Best Designer Showcase" and "Best Showroom" will be presented at the market reception sponsored by *shelter interiors* magazine.

During *Eye on Opulence*, Pacific Design Center presents the first ever exhibition of the furniture and interior designs of William Haines, the legendary Hollywood decorator.

Exceptional examples of Haines' custom furniture, such as the Seniah chair, the Elbow chair and the Brentwood chair will be on display—many with their original upholstery. Also, his signature lamps, never-before-seen drawings, color renderings of interiors, and memorabilia will illuminate his forty-year professional design career.

Hollywood Life magazine in partnership with Pacific Design Center presents the inaugural Young Hollywood Home. Several PDC showrooms designed the ultimate "young celebrity home experience" complete with revolving lounge, custom wardrobe, and meditation room. The signature showrooms responsible for the glamorous creation include Barclay Butera Home, Baker Knapp & Tubbs, F. Schumacher & Co., Maison Chic, Menzie International, Poggenpohl Inc., and Troy Adams Design.

MOCA (Museum of Contemporary Art) @ PDC will feature a new exhibit by Jean Prouvé entitled *Three Nomadic Structures*.

For a complete schedule of *Eye on Opulence*, please call, 310-360-6419 or visit www.pacificdesigncenter.com.

About Pacific Design Center

This year the architecturally distinctive Pacific Design Center celebrates thirty years as the west coast's leading resource for the interior design trades. With more than 150 showrooms and 2,100 interior product lines, PDC sells to the professional design trade. The PDC also serves the needs of the design, entertainment and arts communities by providing well-appointed 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); ASTRA West and THE LOUNGE @ astra – restaurants operated by renowned chef and restaurateur Charlie Palmer; The SilverScreen Theatre, a 380 seat state-of-the-art luxury film venue and reception facility; and the Blue Conference Center, a 200 seat facility fully equipped for conferences and public meetings.

Pacific Design Center is located at 8687 Melrose Avenue in West Hollywood, CA. For more information call 310-657-0800 or visit www.pacificdesigncenter.com.