

Silestone® *by Cosentino* presents the

design trade expo

September 26th 2007



CA LOS ANGELES

L.A. MART DESIGN CENTER - 2ND FLOOR - EXHIBITION HALL
10:00AM - 6:00PM - 1933 S. BROADWAY, LOS ANGELES, CA 90007



design trade expo

September 26th 2007

9:00 – 10:00 a.m. – CEU .01

“Back to the Basics Series...”

Raise your design IQ...Lighting”

Please join us for an exciting “refresher” course in Lighting Design. Mark will discuss the basics of lighting and electrical systems and how California Residential Title 24 affects you, your designs and installations.

Mark Gasper of Lutron Electronics
Presentation Room

9:00 – 10:00 a.m. – Workshop for Exhibitors

“Leverage your Leads”

Exhibitors start your day off with an informative and results oriented program to increase your productivity with potential clients.

Bobi Leonard – California Room

10:00 a.m. – SHOW OPENS

Kickoff Address

Ribbon cutting ceremony with updates given by ASID CA LA Chapter President 2006-2007, William F. McWhorter, ASID

2nd Floor Exhibitor Hall Lobby

12:00 noon - 1:00 p.m.

Keynote Speaker Luncheon

“The Reinvention of the Urban Neighborhood: Vertical + Loft”

An exploration of downtown L.A.’s adaptive reuse developments as well as live/work lofts and mixed-use developments which are quickly becoming the preferred housing prototype in urban areas.

Hear from award-winning architect Richardson Robertson III, partner, Robertson Partners, celebrity designer Kenneth Brown, principal, Kenneth Brown Design and builder Harlan Lee, Founder and Chairman, Lee Homes – moderated by Laura Hull, Los Angeles city editor for *Metropolitan Home* magazine and regional editor for Meredith publishing.

(Box lunches available - \$15) – California Room

3:00 – 4:00 p.m.

Panel Discussion

“Los Angeles’ Future: Sustainable Development Now”

Panel Discussion including Claire Bowin, AICP, Green Building Program, Los Angeles Planning Department, Mary Cordaro – Founder, H3Environmental and Melinda Gray, AIA, principal, Gray Matter Architecture.

A glimpse into how the Green Building Program will function for the design/build communities that construct the signature architecture and healthy interiors and the people who live and work in it. From the City to its creative minds – who is building and designing Green? The City, Designers, Architects and Builders are rethinking how we will accommodate future growth and the incentives to build and live healthier. Utilizing a strategic vision the Mayor’s Green Agenda results are shown by the opportunity to bridge sustainability and land use in various ways and incorporating LEED Silver as the performance level for recognizing excellence and awarding incentives.

Presentation Room

4:30 – 6:00 p.m. – Wine and Cheese Reception

**Given by LUXE Magazine
Expo 2007’s Media Sponsor**

Door Prize Giveaways (must be present to win)

2nd Floor Exhibitor Hall

6:00 p.m. – SHOW CLOSES

Free Admission!

(parking at minimal cost)

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for more info: www.designtradeexpo.com