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Contact:
Casey Cook
Director of Marketing
310-360-6409
ccook@pacificdesigncenter.com
PACIFIC DESIGN CENTER ANNOUNCES 2005 FALL MARKET;
EYE ON OPULENCE
Wednesday, November 9th, 2005

Celebrate ***Eye on Opulence*** with Pacific Design Center as we showcase Southern California's top design professionals and premiere exquisite new products from our showrooms.

KEYNOTE PROGRAMMING
SilverScreen Theater; Green Building, 2nd Floor
11:00 AM – 12:30 PM
Thinking Big: The New Mansions in Los Angeles

Moderator:

**Alexandria Abramian-Mott, Editor in Chief,
*Angeleno***
Angeleno
MAGAZINE

David Demond, Interior Designer
Richardson Robertson III, Architect
William Hablinski, Architect

A core group of Los Angeles-based architects is now designing and building mansions on a scale not seen since gilded-era East Coast castles were

constructed for the country's elite. From Bel-Air to Calabasas, the new mansions in Los Angeles are truly palatial, and are being built with the same focus on fine materials and classical lines as their predecessors nearly 100 years ago. Who is building and decorating these homes, and who is living in them? Join Alexandria Abramian-Mott, Editor in Chief of *Angeleno* magazine, to explore L.A.'s newest wave of opulent living.

2:00 PM – 3:30 PM

The Opulent Life: Where Moderation is Never a Good Thing

Moderator:

**Adele Cygelman, Editor in Chief,
Robb Report Luxury Home**

Robb Report Home LUXURY

Panelists:

Thomas M. Beeton, President, Beeton Associates
James Magni, Principal, Magni Classic
Suzanne Tucker, Principal Designer Tucker and Marks
Robert Couturier, Principal, Robert Couturier Design

Opulence is best suited to castles or chateaux inhabited by maharajas, princes, rock stars and other assorted, larger-than-life personalities. Or is it? With today's interiors veering from eclectic to minimalist, is there any room for opulence? And if so, how much is too much? Join Adele Cygelman, Editor in Chief of *Robb Report Luxury Home*, and a panel of top-tier interior designers who are unabashed proponents of an opulent life, as they explore whether opulence has its place in 21st-century homes, or whether it should be firmly banished to the powder room.

5:00 PM – 7:00 PM

FALL MARKET RECEPTION & AWARDS

Sponsored by *shelter* magazine

First Floor, Blue Lobby

shelter INTERIORS

CONFERENCE CENTER PROGRAMMING

Blue Building, 2nd Floor, Suite B259

9:00 AM – 10:30 AM

The Greystone Estate Garden and Design Showcase Panel Discussion

American Society of Interior Designers (ASID) and the City of Beverly Hills present: The Greystone Estate Garden and Design Showcase 2005. Join us for a panel discussion with ASID Interior Designers participating in this year's showcase

house at the famous Greystone mansion. Kravet (Suite B624/678) will host a meet and greet with coffee and light breakfast prior to the discussion beginning at 8:15 AM.

12:00 PM – 2:00 PM

Citibank Citibank presents the PDC Fall Market Luncheon and Estate Planning Panel Discussion

Seating is limited. RSVP required, 310-360-6408

Moderator: Scott Hirsh, Citibank Regional Citigold Director
Panelist: Trish Owens, Citibank Regional Insurance Specialist
Kyle F. Quinn, Regional VP, MetLife Investors
Kira Vincze, Esq., Law office of Doron M. Tisser

Estate planning is vital to everyone, not just the rich or the old. An estate plan eases the tax bite, provides financial and emotional stability to your surviving spouse, children or heirs. A proper plan will protect your assets for future generations and ensure that your wishes are carried out.

3:30 PM – 5:00 PM

Everything You Ever Wanted to Know About Design and More

Join internationally-renowned designer David Easton and *To the Trade*, Homes & Lifestyles' Group Editorial Director, Matthew Dakotah for a conversation on design inspiration, cultural influences, craftsmanship and what to expect next. Reception immediately following in the Lee Jofa showroom (Suite B639) along with viewing of the David Easton vignette.

Fall Market Exhibitions

Starring William Haines
1st Floor Blue Hallway
On view November 9 - November 23



Pacific Design Center presents the first ever exhibition on 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. His signature lamps, never-before-seen drawings, color renderings of interiors, and memorabilia will illuminate his forty-year professional design career. The exhibition will coincide with the publication of the first monograph on William Haines entitled *Class Act William Haines: Legendary Hollywood Decorator* (Pointed Leaf Press, 2005).

**Young Hollywood Home
Suite B219**

On view October 3 - November 11

Young Hollywood!
HOME

Hollywood Life in partnership with Pacific Design Center presents the inaugural Young Hollywood Home. PDC showrooms including Barclay Butera Home, Troy Adams Design, Poggenpohl Inc., Menzie International, Baker Knapp & Tubbs, F. Schumacher and others have transformed the space into the ultimate young celebrity's home. The home features a living room, lounge, den, kitchen, bathroom, bedroom and wardrobe and meditation room.

Designer Showcase

Marylin Krell & Lauren Jacobsen for Art Connection, Suite B483

The windows of Art Connection LA will be transformed into an Asian fantasy by two talented designers working in collaboration. Marylin Krell, ASID, CID and Lauren Jacobsen will be blending traditional and contemporary Asian furniture and accessories in synergy with the artwork of several of Los Angeles's most exciting emerging artists. The Asian aesthetic has historically influenced the artist, who has translated it into a new genre that underscores the timeless relevance of this elegant classical art form.

Fernando Diaz & Andrew Lucich for Austin Horn Collection, Suite B418

Come in and "Fall into Luxury" with luxury bedding by Austin Horn Collection, shown in a vignette designed by Southern California designers Fernando Diaz, ASID and Andrew Lucich. We are proud to collaborate with some of the most distinguished designers in the area to bring you a representation of the finest in luxury bedding and bedroom decor. The company's signature is the artful combination of exquisite fabrics, textures and unique custom trims, handcrafted in innovative designs. Looks range from Old World opulence to contemporary chic, and customers may create custom ensembles from our vast selection of fabrics and trims available.

John Cole for Avalon Tables, Suite B368

Avalon Tables, makers of made to order, one of a kind tables, presents holiday tabletops. Created by Los Angeles designer John Cole, the holiday tabletops will play off the mood and style of the various custom tables offered in the Avalon Tables showroom. Avalon's popular new round contemporary table will be the focus with a mix of modern and Asian styles. Other tables in the showroom will be complemented to suit their style.

Thomas Pheasant for Baker Knapp & Tubbs, Suite B525

Baker Knapp & Tubbs invites you to experience The Thomas Pheasant Collection. Baker has collaborated with internationally renowned Washington D.C. based designer, Thomas Pheasant, to expand upon his highly acclaimed collection for Baker. Introduced at the Fall 2004 International Home Furnishings market in High Point, N.C., the new designs for The Thomas Pheasant Collection include living room, dining room, and bedroom items, upholstery pieces, a series of occasional tables, including a game table and a writing table, two armoires, and an étagère.

In addition to his furniture designs, Pheasant designed an array of new lighting and accessories, including an exclusive series of black and white, framed photography by Pheasant. New fabrics, leather, pillows and a wool throw, all in fresh color ways, were added to his textile and softwoods programs for Baker.

Barclay Butera for Barclay Butera Home, Suite B465

Barclay Butera welcomes one and all to lounge in the lush vignettes of his showroom during Eye on Opulence. Butera's presentation of attainable and usable elegance – a combination of the right pieces and accents – is the result of the joy he takes in creating spaces where people love to gather. His clean-lined, tailored, detailed furnishings serve as the grounding elements to which he adds an eclectic range of black-&-white bold patterns and animal prints, along with a variety of cotton, silk and linen textures. Ottomans and settees are highlighted, offering “an unpredictable elegance and versatility to the room” says Butera.

One of LA's top designer's for Beacon Hill, Suite B484

Beacon Hill will feature one of LA's top designer's creation of an “Old Hollywood Glamour” dining table setting using opulent fabrics and furnishings to create the ultimate luxury dining experience. Beacon Hill will be hosting high tea from 3:00 to 4:00 PM to celebrate and feature the glamorous couture dining room.

Stephanie Coulter for Brown Jordan International, Suite B445

Stephanie Coulter, Brown Jordan's Showroom Manager/Designer presents a Chinese vignette that depicts an opulent dynasty lifestyle. The Harmony Chaise is the focal piece seating two for a cool alfresco tea evening. This luxurious vignette, illuminated with designer lighting accessories is sure to inspire anyone who relaxes in it.

Leanne Teophil for Century Designer Showroom, Suite G670

Century is pleased to present a designer vignette by Leanne Teophil. The mood is Mediterranean.....A luxurious shelter sofa covered in opulent fabrics and accented with carved finials, draped corded tassels, lux down multiple back pillows and a hand-carved wood base. The sofa is complimented by a cocktail table shown in one of our new Heirloom finishes. Heirloom by Century is a new casegoods collection comprised of jewelry pieces with myriad choices in finishes, tabletops and interior arrangements. The vignette is highlighted with a hand-painted, one of a kind screen and a beautifully carved chest from our Madera collection.

Jan Showers for David Sutherland, Suite B182

The glamorous world of Jan Showers takes shape during *Eye on Opulence* at David Sutherland Showroom. The latest pieces from the Collection have arrived in LA to create a mixture of Jan's personal favorites in an understated elegance that truly inspires. The ensemble quietly blends timeless designs with textures such as ironed leathers, suedes, linens, and natural hides with Venetian and mineral lamps. Please join Jan Showers and our staff for a preview of the symphonic mix and ultimate glamour of the Jan Showers Collection.

Geri Barton & Laurene Paskal for Duralee Fabrics, Suite B601

Duralee's "Copenhagen" transitional lounge chairs upholstered in a new Highland Court quilted cocoa-colored fabric are the focal point of the showroom's front window. "Hollywood" barstools in Highland Court neutral textured fabric greet you as you enter the showroom. The "Rochester" sectional embraces the seating which also includes a tufted "Seville" ottoman. Completing the setting is the Deco-inspired "Philadelphia" chair upholstered in faux suede outlined with contrasting welt. At the windows, Highland Court fabric, sheers and trimmings compliment the mood. The vignette's furnishings and fabrics selected and designed by Geri Barton & Laurene Paskal from Duralee's LA Showroom.

Mark Singer for Giati Designs, Suite G197

Come visit Pebble Beach...Giati's new and luxurious line of interior/exterior

fabrics. From lush chocolates and hues of blues to never before seen patterns and textures...The Pebble Beach Collection. Our new fabrics, showcased on Mark Singer's Castillo Collection of cast aluminum outdoor furniture, bring an entirely fresh and sophisticated look to luxury outdoor living. Come and celebrate The Pebble Beach Collection and experience the next wave of Giati's exclusive line of fabrics.

David Dalton for Greystone Home Collection, Suite B315

"Hollywood Regency" is re-imagined by designer David Dalton with the luxe offerings of the Greystone Home Collection. Elements of Chinese Chippendale and French Regency now mixed with pieces of Tuscan and Swedish origin to form an eclectic new mix that is entirely modern. The lush material palette of ebonized woods and white lacquer finishes is layered with polished shagreen covered tables, woven raffia wallcoverings, and a Murano glass chandelier. A color palette of the deepest ebony stained woods is re-energized with the electric shade "lime peel" in the plush pile of triple ply mohair covering a Gracie chaise.

Paul Robbins for JANUS et Cie, Suite B146/193

JANUS et Cie is very excited to present a designer vignette by Paul Robbins of Paul Robbins Garden Design Inc. With a European sensibility and an American sense of casual style, his designs incorporate balance, simplicity and an unassumed sense of tranquility. The vignette will feature products from the new award winning JANUS et Cie *Kenneth Cobonpue Collection*. This is a diverse collection of interior and exterior treasures that do more than complete an environment; they define it. From the trestle-like woodwork of Lolah to the sensual curves of Croissant, each piece remains singular in its design, dramatic in its aesthetic, and extraordinary in its creation.

Illya Hendrix & Tom Allardyce for Kneeder-Fauchère, Suite B600

Join us and celebrate the Fall Collection by Illya Hendrix and Tom Allardyce of Los Angeles--based Hendrix/Allardyce. The vignette is inspired by furniture from several cultures and centuries and the juxtaposition of old and new. Classical and romantic, the emphasis is on intimacy in seating arrangements composed of furniture varying in scale, with soft, worn finishes combined with subtle backgrounds and colors, overlaid with exotic accents of bold color or pattern, as in the use of the printed calfskin in black, caramel and emerald. This approach translates into a Collection that is accessible and modern, yet luxurious and timeless.

Barbara Barry for Kravet, Suite B624/678

Kravet and Barbara Barry combine product and talent to create a vignette of understated opulence. Glamour in the hands of Barbara Barry's unchallenged good taste results in a setting that exudes luxury in subtle ways. Combinations of the rich textiles such as silks and velvets with new modern lines of furniture and a surprising refreshing color will transform the front of our showroom into a showplace. We are ready for our closeup, Mr. DeMille.

David Easton for Lee Jofa, Suite B639

David Easton has designed an exquisite indoor-outdoor collection for Lee Jofa, continuing their successful relationship together. The vignette designed by Mr. Easton for the Lee Jofa showroom has an understated elegance. It hearkens to a beautiful terrace shaded by trees or a cozy corner of a family room.

James Magni for Magni Design Inc., Suite B273

Displayed like art and illuminated like jewelry - MAGNI takes a fashion forward, cinematic approach showcasing the opulence of MAGNI Classic. Like a bespoke suit and true couture, the MAGNI lifestyle holds a key to supreme quality of the past with its vision on the future. "The end result speaks for itself" – MAGNI.

Menzie for Menzie International, Suite B275

Quiet Please . . . The Orchestra is about to begin. The concert of fabrics and colors plays exquisitely with the style and structure of the new ORCHESTRA collection. Your Upholstery Destination has yet another dimension. To the classic Mid-Century designs we add a rich variety of style. The vignette features our new ORCHESTRA collection with accents of musical instruments. Each instrument relates to a piece of furniture in concert with the entire room, much like a symphony with the opulence of detail that relates to the entire composition.

Scott Brown for Niermann Weeks, Suite B305

Niermann Weeks is pleased to present a designer vignette by Scott Brown of Darrell Schmitt Design Associates featuring new products from Niermann Weeks and our represented lines. From classic chandeliers and tables to eye-catching accessories, each piece in this vignette works in harmony to create a symphony of line, color and finish. This design scheme demonstrates that classic design is a beautiful complement to contemporary style.

Ashley Brown & Jerry Chang for Poggenpohl, Suite B188

Visit Poggenpohl to experience the award-winning +INTEGRATION multimedia kitchen design that integrates high-tech elegance with true kitchen functionality. +INTEGRATION's unique LED multi-color lighting system is a must-see. Also view Poggenpohl's new Bathroom Vanity Collection featuring a specialty mirror with a built-in TV. Poggenpohl vignette designers are Ashley Brown and Jerry Chang.

Randolph & Hein, Suite B528/529

Randolph & Hein invite you to experience the glamour and understated opulence of old Hollywood in a bedroom setting, befitting a grand dame of the cinema. Cool pinks, sparkling silver, antiqued mirrors, silks, shagreen and beautiful wood tones dance side-by-side in this tribute to a bygone era. Old and new mix together with clean yet classic lines. An inspired cool and tranquil color scheme beckon you to kick off your heels, lounge, let go. dream.

Susan Collier & Sarah Campbell for S. Harris Fabricut, Suite B532

Please join Fabricut as we introduce the *Collier Campbell Vignettes* collection. Connie Mc Creight Interior Design firm from Los Angeles has selected several designs from the collection to feature in vignettes for the showroom. The collection was designed by award winning textile designers, Susan Collier and Sarah Campbell as well as the Fabricut Design team. Never before has a multifaceted presentation of prints, silks, wovens, and trimmings been created exclusively for Fabricut. Please stop by Suite B532 for light refreshments and a personal introduction to this outstanding collection.

Julia Brill for Sound Environment, Suite M04

Where the latest technology is brilliantly integrated with sophisticated designs, Sound Environment is pleased to present a designer vignette by Maison Chic's Julia Brill. Featured is Brill's stylized home theater - a stunning sound system, adjustable leather theater chairs, and classic popcorn maker - creating the perfect atmosphere for movie night with family and friends. Wrap yourself in a film noir while cozying up in new Sunbrella throws. Also on display are Brill's wildly popular flat-screen TV frame-line products, which blend fine art with state-of-the-art sound. This innovative design offers cutting edge solutions for combining interior design with high-tech needs.

Pauline Yeats for Steven Harsey Textiles, Suite B427

Pauline Yeats is staying true to her opulent-minimalist roots creating a nook for a sophisticated, world-traveled, "Boho-Aristo" iconoclast. Black is the new black this season, this time kissed with a touch of bronze, combined with luscious teals, golds and persimmons. Sexy lean upholstered furniture will be shown in fabric

sumptuous and grand, appealing shapes in natural and gilded woods. If a chaise is a little black dress, the definitive accessory is a perfectly architectural lamp in cream, dripping a waterfall of faultless crystal. And our iconoclast's terrier has selected the finest silk pillow on which to snooze.

Madeline Stuart for Thomas Lavin, Suite B310

Thomas Lavin is pleased to present a vignette designed by Madeline Stuart featuring furniture from her eponymous collection. With its restrained elegance and exquisite details, the Madeline Stuart Collection of furniture defines modern traditionalism and understated opulence. The vignette will feature many of the latest introductions to the line. Each piece presented in the vignette reflects the timeless and classic aesthetic that characterizes the Collection.

Todd Hase for Todd Hase, Suite B370

"Opulence today is the combination of things that *you* find beautiful..." Todd Hase says as he arranges the latest designs from his namesake modern furniture collection with French antiques and a Ching Dynasty gold Buddha. His Louis XX1st Tuxedo Sofa stands before a graceful, 1940's Parisian sideboard and cocktail table that could have inspired its design. Everything is united by classic proportion, soothing lines and carving details. The upholstered vignette walls and seating feature subtle combinations of Todd Hase Textiles' luminous earth tones. Everything offers a glimpse into Todd Hase's ability to honor history while keeping a trained eye on the future – a perfect representation of how he has recently designed his family's Chateau du Jonquay near Paris, France.

Lisa Adams for Troy Adams Designs, Suite G292

Lisa Adams, wardrobe designer for Troy Adams Design, incorporates FusionDesign™ in this stunning "Mahogany" wardrobe. Lisa created a "living space" blending European quality, American functionality and Asian materials and textures. A stone-top bureau anchors the wardrobe, providing a catch-all for loose items. Two full-length mirrors flank the bureau and create a three-way mirror when used with the Zebra wood-framed mirror above the bureau. The Mahogany cabinetry features soft-closing drawers, customized lingerie and jewelry inserts. Tatami Tan walls and frosted green doors add warmth. Avita's clothing is perfect and exclusively made from natural materials, including bamboo and copper.

Youngsong Martin for Wildflower Linen, Suite G285

Youngsong Martin, one of Los Angeles' most daring designers of table linen and chair covers, is bringing style to the table. Martin's fall line of colors and textures is anchored by a series produced from nubuck suede in mossy greens and mustard

yellows. Grommets add a bit of playful hardware that mimics fashion's winter looks. Bold colors from the East add to Wildflower Linen's fall vignette while electric tangerine, passion fruit and mango bring vibrant energy to the table.

Arthur A. Athas, Jr. for Sylkan, Suite M33

Mr. Arthur Athas, the founder and design force behind Twigs Fabrics & Wallcoverings, has selected a vignette of the fabrics and trimmings he created from his archive of antique textiles for the ballroom of the fabulous Holmby Hills Mansion, Fluer de Lys, belonging to Mrs. Suzanne Saperstein. Mr. Athas is credited with designing and supplying fabrics for both the Reagan & Clinton White House Restorations. An extremely talented designer with an extensive background in historical restoration, Mr. Athas has accessoried his vignette with marble statuary from Poels YK from the exclusively distributed Sylkan collection. Also, please join us for a sumptuous fondue of cascading chocolate accompanied by an assortment of delectables for your dipping pleasure.

West Hollywood, California (July, 2005) – Pacific Design Center (PDC), the west coast's leading resource for the interior design trades, announces the 2005 Fall Market; *Eye on Opulence* to take place on Wednesday, November 9th 2005. *Eye on Opulence* at Pacific Design Center welcomes design professionals, architects, production designers, trade journalists and a select number of the general public to exceptional keynote programming and luxury designer vignettes within the PDC Showrooms.

Hosting keynote programs in the SilverScreen Theater will be *Angeleno Magazine* and *Robb Report Luxury Home*. In addition, PDC Showrooms will partner with Southern California's top design professionals to create designer vignettes showcasing 2005 Fall Products and luxury living in Southern California.

Pacific Design Center will be showcasing several exhibits during *Eye on Opulence*. MOCA (Museum of Contemporary Art) @ PDC will feature a new exhibit by Jean Prouvé entitled *Three Nomadic Structures*. The *Starring William Haines* exhibit will feature interior designs and original furniture by the legendary Hollywood decorator.

Select showrooms will highlight festive décor for the upcoming holiday season. More information on *Eye on Opulence* is available at 310-360-6408.

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.