

# DESIGN SAN FRANCISCO

THE ANNUAL CONFERENCE FOR DESIGN PROFESSIONALS

FEBRUARY 4TH - 6TH

PRESENTED BY THE SAN FRANCISCO DESIGN CENTER

Art Nouveau  
Starek  
chippendale  
ecodesign  
kilim  
Louis XVI  
Mackintosh  
Jubusson  
industrial  
Biedermeier  
dec.  
mosaic  
line work  
noguchi  
postmodern  
graves  
Keng Shui  
moderne  
Eames  
ERTÉ  
memphis  
preColumbian  
trompe l'œil  
Craftsman  
Bauhaus  
Rococo  
Wright

# WELCOME

The management and showrooms of the San Francisco Design Center welcome you to Design San Francisco (formerly Winter Market). This year, we're taking our inspiration from the sustainable design movement and its emphasis on all things local by featuring seminars on local talent, local design initiatives and local artisans.

We are showcasing Bay Area talent not just because sourcing locally is greener and more sustainable, but also because the San Francisco design community is an extraordinary hub of exciting, provocative and innovative design.

All our seminars – both those with a local focus and those that go farther afield – are designed to inform and inspire, motivate and educate, and especially to enhance your understanding of everything that's new and important in interior design.

Enjoy!



WEDNESDAY, FEBRUARY 4, 2009

10:00 – 11:00 AM *Local talent event*

## WOMEN IN FOOD AND DESIGN: THE SECOND GENERATION

KEYNOTE MODERATED BY ERIC ENGSTROM

Galleria Atrium

Celebrate the rise of an innovative group of women chefs, designers and entrepreneurs on the Bay Area food scene. Join this lively and renowned panel as they discuss the emergence of a new generation of influential women leaders in food and restaurant concepts, menu and design direction and how their fresh approach is impacting their fields. Panelists include: Holly Baxter, co-owner of AVA in San Anselmo and Marche aux Fleurs, in Ross; Susie Biehler, a leading restaurant concept developer and public relations consultant; Jennifer Johanson, President and CEO of EDG and an award-winning restaurant architect and designer; Sarah Schafer, Executive Chef, Anchor and Hope in San Francisco and Anne Le Zibblatt, Proprietor, Bong Su in San Francisco and Tamarine in Palo Alto.

*\* Reception to follow at Christopher Peacock Cabinetry Showroom, Galleria 445.*



california  
HOME + DESIGN

11:00 AM

### MAINTAINING THE BEAUTY OF YOUR TEAK OUTDOOR FURNITURE

Shears & Window, Galleria 256

Chris Putrimas, President of Dr. Teak, discusses care and maintenance of your investment in teak furniture for a lifetime of enjoyment.



11:15 AM

### FROM THE EARTH TO THE MOON - LEE JOFA IN THE 21ST CENTURY

Lee Jofa, Galleria 490

In an ever changing world of technology, and living in this mechanical age of record speed, take a look at the future of design, and how it is impacted by the economy, population growth and environmental awareness. Looking to the future for answers on a 19th Century profession.

11:30 AM – 12:30 PM *Local talent event*

### ERIC ENGSTROM RECEPTION

Christopher Peacock Cabinetry, Galleria 445

Meet Eric Engstrom and discuss his trade secrets of hospitality design.

*\* RSVP to [elloyd@peacockcabinetry.com](mailto:elloyd@peacockcabinetry.com).*

11:30 AM – 1:00 PM

### ROOM FOR GREEN: SUSTAINABILITY IN HOME DESIGN

Dekayu, Showplace 325

*Dwell* editor Sarah Rich speaks about being green – how and why to bring sustainability to home design.

*\* Lunch will be served. Seating is limited. RSVP required to 415.626.1888 or [info@dekayuhome.com](mailto:info@dekayuhome.com).*

dwell



11:30 AM – 12:30 PM

### THE INFLUENCE OF CULTURE AND DESIGN

De Sousa Hughes, Showplace 299

De Sousa Hughes invites you to join Erin Finn, Travers' New York Design Director, for a discussion on creativity with design and color using prints, wovens and embroideries. Learn the cultural complexion of design

WESTERN  
Interiors  
& DESIGN



as Erin reveals her inspirational secrets of the grassroots influence behind the masculine/feminine design balance and color palettes, expressed in Travers' Tamarindo Collection. Discover the benefit of color clashing, as Erin shares Travers' exciting pattern portfolio for 2009! See the newest Travers by Zimmer Rohde fabric collections.

12:00 PM *Local talent event*

#### CAVALLO POINT LODGE: THE STORY BEHIND THE ALLIANCE TO PRESERVE AND RESTORE FORT BAKER

Hinc, Galleria 315

Laura Cook, Vice President of BraytonHughes Design Studio and Senior Designer of Cavallo Point - the Lodge at the Golden Gate, shares the fascinating story of this highly acclaimed property and how the partnership of Equity Community Builders, Passport Resorts and Golden Gate National Recreation Trust worked together to complete this stunning project. Attendees will be entered to win a cooking class for two at the Cavallo Point Cooking School.

\* *Lunch will be served. RSVP to [info@hincshowroom.com](mailto:info@hincshowroom.com).*

12:00 PM *Local talent event*

#### LOCAL TRADE RESOURCES...UPDATED

McRae & Company, Galleria 480

Kay Evans, author of *Bay Area by Design*, is finalizing an updated edition of her invaluable tool for designers. Come hear her latest discoveries. Designers who provide Kay with their favorite trade resources will receive a discount coupon when her new book is released.

\* *Refreshments will be served.*

12:00 PM

#### A NEW FUSE AT SLOAN MIYASATO

Sloan Miyasato, Showplace 200

Kevin Kolanowski brings his eight-year old Southern California, hand-crafted lighting line to Sloan Miyasato. Semi precious gems and minerals are featured elements in this chic and quietly glamorous collection.

\* *Lunch served. Limited space. RSVP to Todd at 415.431.1465.*

1:00 PM *Local talent event*

#### PRACTICAL FENG SHUI FOR DESIGN

Tansu Design, Galleria 320

Design your destiny and enrich your environment using the ancient art of classical Feng Shui with Sasha Yungji Lee from Sasha Lee Consultants.

\* *Refreshments will be served.*

1:00 PM

#### FROM THE GROUND UP

Walker Zanger, Galleria 412

Mike Bastone, VP of Sales for Walker Zanger, will take you on a journey to the quarries of the world. Come experience the intense process it takes to quarry stone slabs and bring them from the mountain to your island.

\* *Afternoon tea will be served. Limited space.*

1:30 PM

#### STYLE 2009

Benjamin Moore & Co., Galleria 407

Join Color & Design Specialist Mary Hoffman, as she surveys upcoming color and style trends in the marketplace in Benjamin Moore's Style presentation. Find out how to incorporate products and applications, and uncover inspirations behind the colors and styles you will see in 2009. Space is limited.

\* *Refreshments will be served. RSVP to [benjaminmoreshowroom@benjaminmoore.com](mailto:benjaminmoreshowroom@benjaminmoore.com).*

dwell



CALIFORNIA HOMES



2:00 – 3:00 PM

#### EDWARD FERRELL + LEWIS MITTMAN SUSTAINABILITY 101: SELLING SUSTAINABILITY TO YOUR CLIENTS

De Sousa Hughes, Showplace 299

Sustainability and "Green" are all the rage today in our society, but the design community is still finding it difficult to introduce sustainable materials into their projects. This is partly due to the lack of truly luxury sustainable products in the marketplace, but also due to the end-user not completely understanding the benefits that sustainable materials and furnishings have on both the home and the environment as a whole. Jobi Blachy, President of Edward Ferrell + Lewis Mittman, will share 10 tips for understanding sustainable materials for the home and how to sell them to your client. EF + LM was recently accepted as one of the first trade-only companies into the Sustainable Furnishings Council. This year, Blachy and his team developed the company's first sustainable line: PURE: Sustainable Luxury.

2:00 – 4:00 PM

#### OPEN HOUSE

Edelman Leather, Galleria 308

Visit Edelman Leather and learn how they are leading the way with their new 100% GREEN-GUARD certified lines that will help to improve the indoor air quality of your home. Preview their newest collections. Edelman Leather is Green!

\* *Refreshments served.*

2:00 – 3:00 PM

#### A CONVERSATION WITH MICHAEL SMITH

Shears & Window Textiles, Galleria 452

Join Michael Smith of Jasper Furniture and Fabrics in a fun-filled conversation discussing the challenges and rewards of working with clients to create their ideal home. A book signing will follow.

2:30 – 3:30 PM *Local talent event*

#### WHAT ARE THE ELEMENTS THAT TRULY CREATE THE CLASSIC KITCHEN, WHETHER TRADITIONAL OR CONTEMPORARY?

Kitchen Matrix, Galleria 410

William Ohs, President of Wm Ohs, Inc. and Lydia Lee, Senior Editor of *California Home + Design*, will present a discussion on the styles of the classic and modern kitchen. Reception to follow.

3:00 – 4:00 PM *Local talent event*

#### PERFORMANCE ART: THE DE-CONSTRUCTION OF A CHAIR

Century Showrooms, Showplace 408

A unique and unusual demonstration you will not want to miss!

\* *Hors d'oeuvres and wine to follow presentation.*

3:00 – 6:00 PM

#### THE UNIQUE SPANISH DESIGN OF GROUPO KETTAL

Dunkirk, Showplace 380

Grupo Kettal of Barcelona, Spain will present the 2009 outdoor collection at Dunkirk. North American Director Carlos Alfano and Principal Alex Alorda will present.

\* *Tapas and Spanish wine served.*

3:00 – 5:00 PM *Local talent event*

#### DESIGN AS ART

DWM/Maloos, Showplace 349

Collectable and limited-edition furniture have boosted auction house and gallery sales. Join Brooke Sivo, Vice President and Director at Bonhams and Butterfields in San Francisco as he discusses how and why there is a role for designers. Come learn more about this growing trend in the world of design.

3:00 – 4:00 PM *Local talent event*

#### ART PRESENTATION AND INSTALLATION FOR THE DESIGNER

Fine Art Services, Showplace M-1

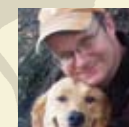
Join Fine Art Services owner and residential/art museum installer, Paul Robert Porambo, for a discussion on techniques for framing and presenting art to best enhance the work through placement, arrangements and framing formats.

\* *Light refreshments will be served.*



california HOME + DESIGN

CALIFORNIA HOMES



3:00 – 4:00 PM *Local talent event*

**A COLORFUL AND CREATIVE CONSCIOUSNESS EMBRACING A CONTEMPORARY APPROACH TO CREATING HAND-CRAFTED FABRICS AND CARPETS**

Sloan Miyasato, Showplace 200

Bay Area artisans Alicia D. Keshishian of Carpets of Imagination and Michelle Pereira of Michelle Pereira Design discuss their respective approaches to the traditional artform of creating hand-crafted fabrics and carpets.



4:00 – 5:00 PM

**TWO FRESH FACES IN LUXURY DESIGN**

Beckmann Moore/Yaki Studio, Showplace 331

Meet Thomas Fuchs, innovative past Design Director for Donghia, for the showroom launch of his contemporary Murano glass lighting and accessories line, Otium! Learn how to create a chandelier specific for your project that your client will treasure forever. Also, preview Kearsley luxury bedding and their newest category “for the guest bedroom!” Discover what really matters in thread count, the best cashmere blankets/throws, and proper bedding care from Heather Kearsley Wolf, whose family heritage in the textile industry began in 17th century Europe.

*\* Champagne reception with light fare to follow. RSVP to 415.863.0304 as space is limited.*



4:00 – 5:00 PM *Local talent event*

**JONATHAN BROWNING: WEINER WERKSTATTEN MOVEMENT IN VIENNA — EXPLORING THE ARCHIVES OF J.T. KALMAR 1881 - PRESENT**

De Sousa Hughes, Showplace 299

Lighting designer Jonathan Browning discusses his newest endeavor, collaboration with J.T. Kalmar of Vienna, Austria. With a design library dating back to 1881, Kalmar is unsurpassed in its bronze lighting and sculpture, particularly during the Secession and Wiener Werkstätten movements. Named Design Director for Kalmar in 2008, Jonathan is reissuing and updating designs for this rare archive.



5:00 – 8:00 PM

**WINE BY DESIGN**

Galleria 4th Floor

Wine, dine and dance with the showrooms of the Fourth Floor Galleria. Meander through each showroom sampling wines from local vineyards along with sumptuous food pairings. All of which will inspire you to bid early and often at the *all wine* silent auction with proceeds benefiting this year's charity, the George Mark Children's House in Oakland.

*\* Auction runs from 4:30 -7:30. Wine tasting, dancing, and dining 5:00-8:00.*



6:00 – 8:00 PM

**CLIFF MAY AND THE MODERN RANCH HOUSE**

Shears & Window, Galleria 256

Please join Shears & Window for a presentation and book signing by Daniel P. Gregory on his latest book, *Cliff May and The Modern Ranch House*, benefiting the Institute of Classical Architecture & Classical America – Northern California Chapter. Mr. Gregory is a former Senior Home Editor of *Sunset* magazine and the current editor-in-chief of Houseplans.com, the largest online resource of architectural stock plans. Limited seating and advanced RSVP required. Donations to ICA&CA – NCC are encouraged. Please e-mail info@classical-nocal.org or call 415.445.6700 to RSVP or for additional information.



THURSDAY, FEBRUARY 5, 2009



10:00 – 11:00 AM

**LUXURY WITHOUT LIMITS**

KEYNOTE WITH ROGER THOMAS



Galleria Atrium

Experience 5-Star design through the eyes of award-winning designer, Roger Thomas. The creative genius behind the world famous Bellagio and Wynn hotels in Las Vegas, Thomas has the self-described distinction of being the only designer “that has overspent an unlimited budget.” His

designs and over-the-top luxury have mesmerized the world and have taken Las Vegas hospitality to new heights. Thomas has been selected to the Hospitality Design Platinum Circle and was recently honored as one of *Architectural Digest's* Top 100 Designers. His presentation will take you through the creative process and execution of one of the world's finest hotels, Wynn Las Vegas. He will also debut to the design world photographs from his latest masterpiece: Encore Las Vegas. Thomas has also designed a collection for Edward Ferrell + Lewis Mittman which can be viewed at De Sousa Hughes during a luncheon reception immediately following the presentation.

*\* Please RSVP to lalaine@desousahughes.com for the luncheon reception.*

11:00 AM – 5:00 PM

**ROMANCE ITALIAN STYLE – NEW INTRODUCTIONS: ERCOLE AND INCANTO**

Direct Designs Home, Showplace 403

Enjoy wine and cheese as you preview exclusive new products from Italy.

11:15 AM

**STYLE 2009**

Benjamin Moore & Co., Galleria 407

Join Color & Design Specialist Mary Hoffman, as she surveys upcoming color and style trends in the marketplace in Benjamin Moore's Style presentation. Find out how to incorporate products and applications, and uncover inspirations behind the colors and styles you will see in 2009. Space is limited.

*\* Refreshments will be served. RSVP to benjaminmooreshowroom@benjaminmoore.com.*



11:30 AM – 1:00 PM

**ROGER THOMAS LUNCHEON RECEPTION**

De Sousa Hughes, Showplace 299

Enjoy one-on-one conversations with Thomas as you view his most recent furniture collection.

*\* RSVP required to lalaine@desousahughes.com.*



11:30 AM – 12:30 PM *Local talent event*

**DRAPERY & HARDWARE MYSTERIES REVEALED!**

Stroheim, Galleria 114

Join Laurel Sprigg, Michael Gonzales of Michael's Installation Service and Eric Durksen, Stroheim Fabric and Hardware representative as they reveal the mysteries of drapery and hardware.

11:30 – 12:30 PM

**STRATEGIC PLANNING - THE ART OF PLANNING FOR SUCCESS**

Wroolie & Company, Galleria 235

Learn the techniques used by many successful businesses and organizations to effectively plan for your future. What works in your present business model and what doesn't? How do you create a plan of action?



How can you become proactive instead of reactive? How will your business evolve in the coming year, five years or 10 years? Whether you are a seasoned professional or just starting your design practice – this presentation will give you the tools you need to find your answers.

12:00 – 3:00 PM

#### THE LUXECANE LAUNCH AT DUNKIRK

Dunkirk, Showplace 380

Glen Jones, principal of LuxeCane and LuxeTeak, launches new collections in wicker and teak to design and hospitality communities.

12:00 PM

#### TWILL IT BE

Sloan Miyasato, Showplace 200

Sam Kasten, American textile weaving legend along with Chicago interior designer Suzanne Lovell created Twill; a designer's designer fabric line.

\* Lunch served. Limited space. RSVP to Todd at 415.431.1465.

12:30 PM

#### JEWELS OF CALIFORNIA

National Upholstering Company, Galleria 303

The Gemelli Collection was born of a family history steeped in the tradition of fine antiques and collecting. In 2004, Anne & Edward Carty introduced their reproduction line of fine and rare 18th and early 19th century furnishings recapturing the glories of the past with furniture made in the venerated tradition of the finest antique craftsmen from around the globe. Haskell Lighting, the newest addition to National Upholstering Company's lines of fine furnishings, specializes in the production of wrought iron sconces, lamps and chandeliers in the styles of 16th to 18th century Spanish, Mexican and Italian designs. Made by expert craftsmen, each piece is individually hand finished to ensure an authentic antique appearance.

\* Light lunch will be served.

1:00 PM Local talent event

#### REMODELING 101: HELPING YOUR CLIENTS PLAN, SURVIVE & THRIVE THROUGH THE PROCESS

Walker Zanger, Galleria 412

In today's market, remodeling has become a strong part of every designers business. Join Walker Zanger as local Bay Area designer, Shelly Amoroso, shares with you before and after shots, as well as some "tricks of the trade" to ease your client, and yourself, through the process of a remodel.

\* Afternoon tea will be served. Limited space.

2:00 – 3:00 PM Local talent event

#### CLICK & CLICK – PHOTOS, THE WEB AND YOU

A. Rudin, Galleria 240

Join photographer David Duncan Livingston for a fast paced survey of hot designer websites. See how he creates photographs that sing on the screen and that give voice to a story. Take away tips on the web's evolution and learn how to market your design services with an up-to-the minute style statement.

2:00 – 3:00 PM

#### BEHIND THE SCENES AT RAOUL TEXTILES

De Sousa Hughes, Showplace

Join Sally McQuillan, creative director of Raoul Textiles, for a behind-the-scenes look at an unusual textile design firm. McQuillan will share her influences and explain the process of designing and printing fine linen by hand.

2:00 – 4:00 PM

#### OPEN HOUSE

Edelman Leather, Galleria 308

Visit Edelman Leather and learn how they are leading the way with their new 100% GREENGUARD certified line that will help to improve the indoor air quality of your home. Preview their newest collections. Edelman Leather is Green!

\* Refreshments served.

CALIFORNIA  
HOMES



WESTERN  
Interiors  
& DESIGN  
california  
HOME + DESIGN  
299

2:00 – 3:00 PM

#### NEW PRODUCT RECEPTION

Josephine Homes, Showplace 490

Josephine Homes invites you to a reception to unveil sensational new product lines from their showroom. They will introduce their new line of hand-made Italian bedroom sets, lighting and accessories imported directly from Italy. They will also showcase their new line of handcrafted Bohemian crystals, imported directly from the Czech Republic. The stemware, bowls, vases and chandeliers are hand cut by Czech artisans showcasing the highest craftsmanship, skills, and quality of glass makers and designers. Enjoy fine music, hors d'oeuvres and product tours.

\* RSVP by February 2 to [design@josephinehomes.com](mailto:design@josephinehomes.com).

3:00 – 5:00 PM Local talent event

#### CELEBRATE

GaulSearson, Showplace 300

Celebrate the introduction of three new California designed and manufactured lines of furniture. Meet the principals and innovative designers of Cartouche, Charles Miller, and Posse . . . upholstery, casegoods, metal, cast stone. And see new works by GaulSearson artist-in-residence, the Bay Area's Carl Theodorski.

\* Hors d'oeuvres, wine, conversation, ideas.

3:00 – 5:00 PM

#### PORTER TELEO: WELCOME RECEPTION

Kneedler | Fauchère, Galleria 101

You're a handshake away from meeting Porter Teleo's artist Kelly Porter and interior designer Bridgett Cochran. This much talked about duo has brought new life to an old soul: artisanal wallpaper. Debuting in San Francisco at Kneedler | Fauchère, their reimagined hand printed, hand painted product combines a bold distinctive color palette with refined aesthetic. Join a celebration of this achievement and for a first look at Kelly and Bridgett's Spring 09 hand painted collection. Keep a hand free for a toast and taste that's in keeping with Porter Teleo's offer of tradition with eclectic flair.

CALIFORNIA  
HOMES



3:00 – 4:00 PM Local talent event

#### TRENDY VS. TIMELESS

Sloan Miyasato, Showplace 200

Top San Francisco designers Melanie Coddington, Ken Fulk and Shane Reilly share their thoughts on timeless interiors and current trends. The lively group of opinionated designers takes on recent trends ranging from Moroccan chic to Baroque wallpaper and give advice on when to embrace or avoid them. Moderated by Sarah Lynch, Executive Editor, *California Home + Design* magazine.

\* Reception to follow.



DECORATI  
california  
HOME + DESIGN

3:00 – 5:00 PM

#### DESIGN FRANCE

Urban Chateau Antiquités et Décoration, Galleria 321

Explore the impact of France on the decorative arts: from Louis XIV to the 20th century. Discussion and slide show.

4:00 – 5:00 PM Local talent event

#### CONNECTING THE "KNOTS" NOW AND THEN, AN HISTORICAL PERSPECTIVE ON RUGS FROM 1600 – 2009 AD

Alexander's Decorative Rugs, Showplace 330

Join Richard Habib, noted rug expert, rug historian, certified appraiser, auctioneer and founder of Alexander's Decorative Rugs, as he connects the design influences on carpets and rugs from the Byzantium Empire and beyond. Learn rug lexicon, history, design, structural terminology and chronology. Increase your knowledge and confidence in rug values as Mr. Habib guides you through a hands-on experience in rugs.

\* Mediterranean food and exotic drinks will be served.

4:00 – 5:00 PM

#### EXPERIENCE THE SEDUCTION OF THE JEAN DE MERRY COLLECTION

De Sousa Hughes, Showplace 299

De Sousa Hughes invites you to meet Jean de Merry, innovator, creator and Renaissance Man. Jean will give a special presentation and discussion on the origin and evolution of his timeless collection of hand-crafted lighting and furnishings, inspired by early-to-mid century French Art Deco and Moderne designs produced in the Los Angeles atelier.

\* Cocktail reception to follow. RSVP to [lalaine@desousahughes.com](mailto:lalaine@desousahughes.com).



WESTERN  
Interiors  
& DESIGN  
california  
HOME + DESIGN

4:00 – 7:00 PM

## EUROPEAN CLASSICS MEET BAY AREA MODERN

Provasi, Showplace 401

Join in a celebration of fine Italian classic furniture complimented by contemporary artwork from local artists.

\* Champagne reception with light hors d'oeuvres will be served. RSVP to [tasha@provasi.com](mailto:tasha@provasi.com).

5:00 – 8:00 PM

## ART EXHIBITION FOR PHOTOGRAPHER ROBERT STIVERS

Access Art Advisory, Showplace 358

Meet Robert Stivers, a successful dancer turned photographer, at the newly relocated Access Art Advisory / Baxter & Cook showroom. Robert's first body of work was a direct and probing studio portraiture series of fellow dancers and friends. He then turned the camera on himself, creating a body of confrontational and powerful images that earned him his first artistic recognition. He has shown his work extensively in the United States and Europe. His photographs are in the Metropolitan Museum of Art, New York, the De Young Museum, San Francisco, Museum of Fine Arts, Houston, the Museum Ludwig, Cologne, Germany and the Victoria and Albert Museum, London.

\* The artist will be available for a book signing during the wine and cheese reception.



5:00 – 8:00 PM

## JANUS ET CIE COCKTAIL RECEPTION

JANUS et Cie, Showplace 195

Join JANUS et Cie for an exclusive cocktail reception and be among the first to preview their newest interior and exterior collections of elegant furnishings, textiles, lighting and accessories.

\* Cocktails, hors d'oeuvres and fine art exhibit by Eric Engstrom. RSVP 877-601-0371 or [sf@janusetcie.com](mailto:sf@janusetcie.com).CALIFORNIA  
HOMES

from over 25 years as a fashion and film designer--for labels as diverse as Perry Ellis, Calvin Klein, Levi Strauss and Harley-Davidson--and on projects for every major film studio and television network, Luke has taken the Hollywood magic off the screen and made it available for you to use to create a personal image that will propel you into the upper stratosphere of style. Use your look to launch new business, and walk onto your next meeting as the star of your own movie!

11:30 – 12:30 PM Local talent event

## Michael McEwen

LIGHTING: DESIGN, MATERIALS, FABRICATION AND EFFECT

De Sousa Hughes, Showplace 299

Join Michael McEwen for a visual tour of several recent projects. Michael will discuss design concepts, materials and fabrication, and crafting for effect with illumination.

11:30 AM – 12:30 PM Local talent event

## BOLD COLORS BOOK SIGNING WITH SARAH LYNCH

Duralee Fabrics, Galleria 100

Please join California Home + Design to celebrate the launch of Executive Editor, Sarah Lynch's new book – Bold Colors, design ideas that add impact to your home.

\* Cocktail reception to follow.

12:00 PM

## DIGITALLY DYE NAMIX

Sloan Miyasato, Showplace 200

The era of American digital fabric printing arrives at Sloan Miyasato. Raylene Marasco prints her unique patterns in her, or your, color palette on sateen or all linen ground.

\* Lunch served. Limited space. RSVP to Todd at 415.431.1465.

1:00 – 2:00 PM Local talent event

## BIOMIMICRY IN COLOR AND INTERIOR DESIGN

A. Rudin, Galleria 240

Join Deborah Coburn for a discussion about biomimicry, a design principle that seeks sustainable solutions to human problems by emulating nature's time-tested patterns and strategies.

Using biomimicry in color and design decisions borrows not just nature's look but the solutions embedded in her laws. By using nature as our teacher, we can design healthy eco-friendly environments that optimize resources, are appropriate to place and create life-affirming beauty.

1:00 – 2:30 PM Local talent event

## Decorati &amp; Western Interiors Panel Discussion

## YOU AS A BRAND: HOW TO EXPAND YOUR BUSINESS

De Sousa Hughes, Showplace 299

Growing your business is a lesson in branding. Learn from Decorati, Western Interiors and industry experts -- Alisa Carroll, Rosemary Halgarten, Jay Jeffers, Shane Reilly and Michael Wollaeger -- who have established well-known luxury brands. Every marketing campaign and product they design or sell serves to reinforce their brand. Get tips from these experts on a wide range of topics, including how to promote yourself and what partnerships to develop. Moderated by Michael Wollaeger, Editor-in-Chief, Western Interiors magazine.

2:00 – 4:00 PM

## OPEN HOUSE

Edelman Leather, Galleria 308

Visit Edelman Leather and learn how they are leading the way with their new 100% GREEN-GUARD certified line that will help to improve the indoor air quality of your home. Preview their newest collections. Edelman Leather is Green!

\* Refreshments served.

2:00 PM

## THE CORBIN BRONZE AGE

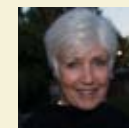
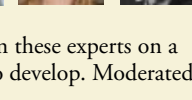
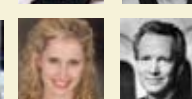
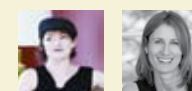
Sloan Miyasato, Showplace 200

Midwest bronze casting master Tom Corbin has taken up residence at Sloan Miyasato. Meet the man and purchase a special signed copy of his first book *Tom Corbin: The Inevitable Artist*.

\* Light refreshments.

WESTERN  
Interiors  
& DESIGN  
california

california

WESTERN  
Interiors  
& DESIGN  
DECORATI

## FRIDAY, FEBRUARY 6, 2009

10:00 – 11:00 AM Local talent event

SAN FRANCISCO DESIGN CENTER  
SHOWHOUSE AT ONE RINCON HILL

KEYNOTE MODERATED BY ALF NUCIFORA



Galleria Atrium

Meet the panel of experts who are designing four condominiums -- the entire 53rd floor -- of the prestigious One Rincon Hill condominium complex at the foot of the Bay Bridge. With breathtaking views and floor-to-ceiling windows, hear how the designers and showrooms collaborated to design elegant, contemporary, classic and traditional styles into this all glass tower. The Showhouse will take place during the months of March and April 2009.

11:15 AM

## NEW PRODUCT INTRODUCTION

Benjamin Moore &amp; Co., Galleria 407

Benjamin Moore &amp; Co. experts will introduce exciting new products including Natura, a new Zero VOC interior paint product. Space is limited

\* Refreshments will be served. RSVP to [benjaminmoreshowroom@benjaminmoore.com](mailto:benjaminmoreshowroom@benjaminmoore.com).

11:30 AM – 12:30 PM

## Luke Reichle's Secrets of the Red Carpet Presents

## THE IMAGE OF YOUR BUSINESS

Brunschwig &amp; Fils, Showplace 155

International style guru Luke Reichle pulls the curtain back on the inner workings of Hollywood and reveals the secrets that turn mere mortals into movie stars. Distilled

WESTERN  
Interiors  
& DESIGN

2:00 PM

**THE YOUNG, THE AFFLUENT AND THE SUCCESSFUL – UNDERSTANDING YOUR CUSTOMER**

Wroolie &amp; Company, Galleria 235

The key to success is your understanding your client—their likes, dislikes, how they buy, why they buy, their social and ecological consciousness, etc. Today, the face of the consumer is changing – emerging are the young and dynamic who conduct business in a manner very different than five years ago; also the empty-nester with their new found freedom. Please join their special guests as they navigate the trends of the young, the affluent and the successful.

california  
HOME + DESIGN

SATURDAY, FEBRUARY 7, 2009

Saturday, February 7, 10:00 AM – 5:00 PM

**California College of the Arts Extended Education presents INTERIOR DESIGNERS' FORUM WITH DIANE DORRANS SAEKS: BEST AND BRIGHTEST**

CCA San Francisco Campus, 1111 8th Street (Near 16th &amp; Wisconsin)

Now in its 12th year, the CCA Interior Designers' Forum presents leading California interior designers, architects, furniture designers, and landscape designers who illustrate the latest trends and innovations, from aesthetics to 'green' materials. Through lively and provocative presentations, each will show and discuss newly completed work. The work of these designers is international in scope, and demonstrates the energy, inspiration, originality, and quality of California firms. See the ideas and concepts that will lead us into the next decade.

\$130, Includes lunch &amp; refreshments

\$20 Registration fee

ASID members may earn 0.6 CEU credit

Pre-registration is required, call 510.594.3710



Ted Boerner



Jonathan Browning



Topher Delaney



Douglass Durkin



David Oldroyd



Elisa &amp; James Stancil



Thomas Yee



Diane Dorrans Saeks

3:00 – 4:00 PM Local talent event

**GREEN AND BOLD: CREATING A VISION OF THE FUTURE FOR THE BAY AREA**

KEYNOTE MODERATED BY ERIC COREY FREED

Galleria Atrium

Join a panel discussion including the Bay Area's leading architects, planners, designers and policy makers to discuss the future of green building and sustainability. The panelists will discuss the obstacles facing them in their daily pursuit of innovation and suggest incentives on how to integrate well-designed sustainable concepts into our built environments. From challenges in selling these ideas to clients, to insight into the latest technologies, this keynote panel will leave you inspired and excited with a green vision of the future. Panelists include John Loomis, Principal SWA Group, Kris Opbroek, Department of Public Works, City and County of San Francisco, April Philips, Principal, April Philips Design Works, Inc. and Mary Ann Schicketanz, Principal Architect, Carver + Schicketanz. A book signing by Eric Corey Freed follows the keynote. Sponsored by IAP International Art Properties, Inc.



4:00 – 7:00 PM Local talent event

**CELEBRATING LOCAL DESIGNERS**

De Sousa Hughes, Showplace 299

Join De Sousa Hughes at a cocktail reception celebrating the talents of local designers.

\* Please RSVP to [lalaine@desousahughes.com](mailto:lalaine@desousahughes.com).

4:00 – 6:00 PM

**DESIGN SAN FRANCISCO CLOSING PARTY**

Galleria Atrium

Mix and mingle with the Green and Bold panelists and celebrate the conclusion of Design San Francisco at a fun and festive cocktail reception.

\* RSVP to [rsup@sfdesigncenter.com](mailto:rsup@sfdesigncenter.com)

DECORATI WESTERN Interiors &amp; DESIGN california HOME + DESIGN

The San Francisco Design Center would like to extend special thanks to our event sponsors:

CALIFORNIA HOMIES

DECORATI  
WWW.DECORATI.COM

WESTERN Interiors &amp; DESIGN

**RESOURCES**

Hotel Vitale, the Orchard Hotel and the Orchard Garden Hotel have partnered with the San Francisco Design Center to offer special rates to SFDC members and design professionals visiting the SFDC throughout 2009.

**Hotel Vitale**  
8 Mission Street  
San Francisco, CA 94105

At Hotel Vitale, a luxury hotel on San Francisco's Waterfront, guests will experience a revitalizing stay with stunning water and landmark vistas, on-site spa with outdoor rooftop deep soaking tubs, penthouse level yoga studio with terrace and signature restaurant, Americano. For 10% off their best available rate, call 888.890.8688 and ask for the San Francisco Design Center rate. Blackout dates apply.

**Orchard Hotel**  
665 Bush Street  
San Francisco, CA 94108

**Orchard Garden Hotel**  
466 Bush Street  
San Francisco, CA 94108

Located between Union Square, Nob Hill and the Financial District, guests will find San Francisco's most anticipated new luxury boutique—and green—hotels. The Orchard Hotel set the standard for truly green hotels and for being the first hotel in California (and fourth in the world) to be LEED certified. Their green practices include chemical-free cleaning products, a 100% tobacco-free environment, recycled paper and soy-based inks. For 15% off their best available rate, log on to [www.theorchardhotels.com](http://www.theorchardhotels.com), click on "make a reservation" and enter the word "design." Or call 888.717.2881 and ask for the "design" rate. Blackout dates apply.

WEDNESDAY, FEBRUARY 4 2009

|  |   |  |   |   |  |   |  |  |  |   |   |   |  |  |   |  |   |  |   |   |  |   |   |  |  |   |
|--|---|--|---|---|--|---|--|--|--|---|---|---|--|--|---|--|---|--|---|---|--|---|---|--|--|---|
| 10:00  | 10:30   | 11:00  | 11:30   | 12:00   | 12:30  | 1:00  | 2:00   | 2:30   | 3:00   | 3:30  | 4:00  | 4:30  | 5:00   | 6:00   | 7:00  | 8:00   |   |  |   |   |  |   |   |  |  |   |
| Women in Food and Design, Eric Engstrom Keynote Presentation "Luxury Design Without Limits" Galleria Atrium<br>*Local talent event | Maintaining the Beauty of Your Teak Outdoor Furniture Shears & Window, Galleria 256 | 11:15 From the Earth to the Moon - Lee Jofa in the 21st Century Lee Jofa, Galleria 490 | Eric Engstrom Reception Christopher Peacock Cabinetry, Galleria 445<br>Luncheon Reception | Room for Green: Sustainability in Home Design DeKayu, Showplace 325<br>Luncheon Reception | The Influence of Culture and Design De Sousa Hughes, Showplace 229 | Cavillo Point Lodge: The Story Behind the Alliance to Preserve and Restore Fort Baker Hinc, Galleria 315<br>Luncheon Reception<br>*Local talent event | Local Trade Resources Updated McBae & Company, Galleria 480<br>Luncheon Reception<br>*Local talent event | A New Fuse at Sloan Miyasato Sloan Miyasato, Showplace 200<br>Luncheon Reception | Practical Feng Shui for Design Tansu Design, Galleria 320<br>Refreshments<br>*Local talent event | From the Ground Up Walker Zanger, Galleria 412<br>Afternoon Tea | Style 2009 Benjamin Moore & Co., Galleria 407<br>Refreshments<br>*Color event | Edward Ferrell + Lewis Mittman: Sustainability 101 - Selling Sustainability to your Clients DeSousa Hughes, Showplace 299 | A Conversation with Michael Smith Shears & Window Textiles, Galleria 452 | Open House Edelman Leather, Galleria 308<br>Refreshments | What are the Elements that Truly Create the Classic Kitchen? Galleria Matrix, Galleria 410<br>Refreshments<br>*Local talent event | Performance Art: the De-Construction of a Chair Century Showrooms, Showplace 408<br>Hors d'oeuvres and wine<br>*Local talent event | Two Fresh Faces in Luxury Design Benjamin Moore/Yaki Studio, Showplace 331<br>*Local talent event | Wine by Design Galleria, Entire Fourth Floor | Cliff May Book Signing: Fundraiser for Classical Architecture Shears & Window, Galleria 256 | The Unique Spanish Design of Grupoo Kettal Dunkirk, Showplace 380<br>Tapas and Spanish Wine | Design as Art DMW/Malcoo, Showplace 349<br>*Local talent event | Jonathan Browning De Sousa Hughes, Showplace 299<br>*Local talent event | Art Presentation and Installation for the Designer Fine Art Services, Showplaces M-1<br>Refreshments<br>*Local talent event | A Contemporary Approach To Creating Hand-crafted Fabrics And Carpets Sloan Miyasato, Showplace 200 | Connecting the "Knots" Now and Then - An Historical Perspective on Rugs 1600 - 2009 AD Alexander's Decorative Rugs, Showplace 330<br>Mediterranean food and drinks | JANUS et Cie Cocktail Reception JANUS et Cie, Showplace 195<br>Cocktails, hors d'oeuvres and fine art exhibit |

THURSDAY, FEBRUARY 5 2009

|  |   |   |  |  |  |  |  |  |  |   |   |  |  |  |  |  |                                     |   |   |  |   |
|--|---|---|--|--|--|--|--|--|--|---|---|--|--|--|--|--|-------------------------------------|---|---|--|---|
| 10:00  | 10:30   | 11:00   | 11:30  | 12:00  | 12:30  | 1:00   | 2:00   | 2:30   | 3:00   | 3:30  | 4:00  | 4:30   | 5:00   | 6:00   | 7:00   | 8:00   |                                     |   |   |  |   |
| Roger Thomas Keynote Presentation "Luxury Design Without Limits" Galleria Atrium | Romance Italian Style - New introductions: Erocle and Incanto Direct Designs Home, Showplace 403<br>Wine and cheese | 11:15 Style 2009 Benjamin Moore & Co., Galleria 407<br>Refreshments | Roger Thomas Reception and Luncheon De Sousa Hughes, Showplace 299<br>Luncheon Reception | Drapery & Hardware Mysteries Revealed! Stroheim, Galleria 114<br>*Local talent event | Strategic Planning - The Art of Planning for Success Wroolie & Company, Galleria 235 | Will It Be Sloan Miyasato, Showplace 200<br>Luncheon Reception | Jewels of California National Upholstering Company, Galleria 303<br>Luncheon Reception | The "Luxe Cane Launch" at Dunkirk Dunkirk, Showplace 380 | Remodeling 101: Helping Your Clients Plan, Survive and Thrive... Walker Zanger, Galleria 412<br>Afternoon tea<br>*Local talent event | Click & Click - Photos, the Web and You A. Rudin, Galleria 240<br>*Local talent event | Behind the Scenes at Raou Textiles De Sousa Hughes, Showplace 299 | Open House Edelman Leather, Galleria 308<br>Refreshments | New Product Reception Josephine Homes, Showplace 490<br>Hors d'oeuvres | Design France Urban Chateau Antiquités et Décoration, Galleria 321 | Trendy vs. Timeless Sloan Miyasato, Showplace 200<br>*Local talent event | Porter Telego: Welcome Reception Kneederl Fauchère, Galleria 101 | Celebrate Gaußseason, Showplace 300 | Experience the Seduction of the Jean de Merry Collection De Sousa Hughes, Showplace 299<br>Cocktail reception | European Classics Meet Bay Area Modern Provasi, Showplace 401<br>Champagne and hors d'oeuvres | Art Exhibition for Photographer Robert Stivers Access Art Advisory, Showplace 358<br>Wine and cheese, book signing | JANUS et Cie Cocktail Reception JANUS et Cie, Showplace 195<br>Cocktails, hors d'oeuvres and fine art exhibit |

FRIDAY, FEBRUARY 6 2009

| 10:00   | 11:00  | 11:30  | 12:00   | 12:30   | 1:00  | 2:00   | 2:30  | 3:00   | 3:30  | 4:00   | 4:30  | 5:00               | 6:00               | 7:00               | 8:00               |
|---|--|--|---|---|---|--|---|--|---|--|---|--------------------|--------------------|--------------------|--------------------|
| <p><b>Showhouse 2009</b><br/>Keynote Presentation<br/>Galleria Atrium<br/>*Local talent event</p> | <p><b>11:15</b><br/>New Product Introduction<br/>Benjamin Moore &amp; Co., Galleria 407<br/>Refreshments</p> | <p><b>11:15</b><br/>Luke Reichle: Secrets of the Red Carpet<br/>Brunschwig &amp; Fils, Showplace 155</p> | <p><b>12:00</b><br/>Michael McEwen - Lighting: Design, Materials, Fabrication &amp; Effect<br/>De Sousa Hughes, Showplace 299<br/>*Local talent event</p> | <p><b>12:30</b><br/>Bold Colors Book Signing with Sarah Lynch<br/>Duralee, Galleria 100<br/>Cocktails<br/>*Local talent event</p> | <p><b>1:00</b><br/>Biomimicry in Color and Interior Design<br/>A. Rudin, Galleria 240</p> | <p><b>2:00</b><br/>Decorati &amp; Western Interiors Panel Discussion: You as a Brand: How to Expand your Business<br/>De Sousa Hughes, Showplace 299</p> | <p><b>2:30</b><br/>The Corbin Bronze Age<br/>Sloan Miyasato, Showplace 200<br/>Refreshments</p> | <p><b>3:00</b><br/>Greening San Francisco Rooftops: Keynote Presentation<br/>Galleria Atrium<br/>*Local talent event</p> | <p><b>3:30</b><br/>Open House<br/>Edelman Leather, Galleria 30<br/>Refreshments</p> | <p><b>4:00</b><br/>Celebrating Local Designers<br/>De Sousa Hughes, Showplace 299<br/>Cocktail reception</p> | <p><b>4:30</b><br/>Design San Francisco Closing Party<br/>Galleria Atrium</p> | <p><b>5:00</b></p> | <p><b>6:00</b></p> | <p><b>7:00</b></p> | <p><b>8:00</b></p> |