

design san francisco

FEB 2 - 4, 2011

THE PREMIER ANNUAL EVENT FOR DESIGN PROFESSIONALS

FOR DESIGN PROFESSIONALS ONLY



MEDIA SPONSOR
california
HOME+DESIGN

ALL THREE DAYS

11:00 AM – 5:00 PM

VISUAL SPACE: WORKS BY JOHN DIPAULO AND CHARLIE BROWN
Kneedler | Fauchère, Galleria 170

Showroom as gallery, gallery as showroom. View works by artists John DiPaolo and Charlie Brown in an environment with ultimate regard for the achievement of originality and aesthetic excellence. Artwork with the utmost integrity is the touchstone of the art program at Kneedler|Fauchère in collaboration with Laurie Ghielmetti Interiors Presents and Dolby Chadwick Gallery. Self-guided tours. *Painting above is by John DiPaolo "Free Fall III". Oil and enamel on canvas.*



11:00 AM – 5:00 PM
DESIGNS TO INSPIRE

Shears & Window, Galleria 256

Shears & Window is pleased to welcome Summer Hill, Ltd., David Iatesta & Company, Hector Finch Lighting, and Décor De Paris to their showroom repertoire. Stop by and be inspired by these new products and also visit the expanded Michael Smith/Jasper Gallery.

11:00 AM – 5:00 PM

WROOLIE & COMPANY WELCOMES JOHN HALL DESIGNS

Wroolie & Company, Galleria 235

Join Wroolie & Company as they welcome John Hall Designs. Stop by to view the newest editions to his classic adaptations of antique furniture.

WEDNESDAY AND THURSDAY, FEBRUARY 2ND AND 3RD

11:00 AM – 5:00 PM

SEE WHAT'S UNDERFOOT WITH ROSE TARLOW
Shears & Window, Galleria 256

Meet Victoria Dyer and learn about the new and exciting Rose Tarlow rug collection.

WEDNESDAY, FEBRUARY 2, 2011



Courtesy of Bravo/NBC

10:00 – 11:00 AM

LIVE WITH JEFF LEWIS

A CONVERSATION WITH THE STAR OF FLIPPING OUT, BRAVO'S HIT DOCU-SERIES

Galleria Atrium

"Idiosyncratic," "obsessive-compulsive" and "controlling" are just a few of the descriptions applied to Jeff Lewis, the ever-popular star of Bravo TV's Flipping Out, now in its fourth season. But there can be no doubt of the considerable design talent and business skill of this flipper-turned-designer who commands national attention and the patronage of residential and commercial clients throughout the U. S.



Jeff's popularity continues to grow. He was tapped by *House Beautiful* to design their 2010 Kitchen of the Year. His television audience is increasing by leaps and bounds. And his legions of devoted fans include upscale acolytes, real estate professionals, and interior designers.

In a Charlie Rose-type conversation with skilled interviewer Alf Nucifora, Chairman of The Luxury Marketing Council, Jeff will discuss his current work in interior design, his past and current real estate development ventures and the behind-the-scenes machinations of his dysfunctional "household," housekeeper and pets included. Never one to hold back, Jeff will respond to probing questions with the candor, passion and fearlessness that are the hallmarks of both his personality and design philosophy. Audience questions and participation are highly encouraged.



11:00 AM – 12:00 PM
SHOW IT: USING VISION AND STORY-TELLING IN INTERIORS MARKETING
A. Rudin, Galleria 303

Join interiors photographer David Duncan Livingston on an exploration of new media for showcasing design work. See how technologies are changing the way we experience design in traditional magazines, digital books, online magazines, the blogosphere and the emerging use of videos. Gain inspiration to put your firm at the forefront of design.



11:00 AM – 12:00 PM
ERIN FINN, TRAVERS

De Sousa Hughes, Showplace 220

Come join Erin Finn, design director of the Travers and Warners brands of Zimmer + Rohde, to explore color trends for home fashion. Take a visual journey of how global color interprets into textile design. *RSVP to kitty@desousahughes.com.*



california

11:00 AM – 12:00 PM
HOT INVITATION: SUZANNE RHEINSTEIN BOOK SIGNING
Lee Jofa, Galleria 490

Meet Suzanne Rheinsteen, recognized interior designer and owner of Hollywood, for a book signing for *"At Home: A Style for Today with Things from the Past."* See her wonderful West Coast style and down-to-earth fabrics at Lee Jofa. **Lunch will be served.** *RSVP to robert.vandewiele@leejofa.com by January 26th.*



11:15 AM – 12:15 PM
COLOR PULSE 2012: PRESERVATION
Benjamin Moore & Co., Galleria 407

Join Color and Design Specialist Mary Hoffman as she presents Color Pulse® 2012. Explore Inspiration and Insight and an Inside Track to Color Direction. **CEU Accredited. Light refreshments will be served. Limited space. RSVP by January 27th to sfdesigncenter@benjaminmoore.com. Please indicate which date and time you are attending.**



11:30 AM – 1:00 PM
THINK GLOBALLY ACT LOCALLY
WITFORD, Galleria 348

Join WITFORD in a discussion with Eric Brand, president of Eric Brand Furniture in his new Gallery at WITFORD. Eric Brand Furniture is a Bay Area company that resources globally for unique materials, design opportunities and value. Learn how their global resources empower you to create unique custom furniture with confidence. **Light lunch will be served.** *RSVP to kurt@witford.com.*



12:00 – 1:30 PM
FABRICUT DEBUTS VERVAIN
BY BARRY DIXON
Fabricut, Galleria 240

Travel with Barry through his first fabric collection. In his words, it is a "worldly pastiche of my favorite design styles and influences spanning cultures and period, edited, colored and juxtaposed into a seamlessly modern, hospitable reality." **Book signing and lunch to follow.** *RSVP a must by calling 415.864.2226.*



12:00 – 1:00 PM
ODEGARD - FROM AROUND THE WORLD

Odegard, Showplace 330

View new product introductions and discover the very best in design. Featured collections include Michael Christie's Red Spruce Collection for Odegard, Stephanie Odegard's newest carpet collections, and Dan Golden's New Age Collection for Odegard.



12:00 – 1:00 PM
BUILDING A DESIGN BUSINESS IN THE MODERN LANDSCAPE

Robert Allen | Beacon Hill

Seminar at Galleria 220

Lunch served at Galleria 218

Robert Allen | Beacon Hill hosts DwellStudio founder and creative director Christiane Lemieux. Learn how she built the DwellStudio brand of modern home and family furnishings and how the last year has changed the entire design business landscape. **Lunch will be served following the presentation in the Robert Allen | Beacon Hill showroom, Galleria 218.** *RSVP to sfevents@robertallendesign.com or 415.864.4822 by January 26th.*



12:00 – 1:00 PM
PHOENIX DAY PRESENTS: TRENDS IN ENERGY EFFICIENT LIGHTING
Sloan Miyasato, Showplace 200

As a 160 year-old company, Phoenix Day has seen the development of lighting as we know it today. Join Tony Brenta, the third generation owner of Phoenix Day, and Adi Mehrotra as they talk about new trends in energy efficient lighting and unveil their latest high efficacy product line. **A light lunch to follow.** *RSVP to toddm@sloanm.com by January 28th.*



DESIGN SAN FRANCISCO 2011

12:00 – 3:00 PM

WALKER ZANGER OPEN HOUSE
Walker Zanger, Galleria 412

Meet Jared Becker, Creative Director for Walker Zanger, and speak with the creative force behind the Walker Zanger collections in an informal Q & A, one-on-one. Learn what drives his creativity and the influences that carry a design from the drawing board into the finished product. View new products and take home a complimentary gift. **Light refreshments will be served.**



1:00 – 2:00 PM

TOUCH. FEEL. LEARN.

Christopher Peacock Home,
Galleria 445

Visit the Christopher Peacock Home showroom to experience what's made them famous across the globe – their cabinetry. They will have a colorist to discuss Peacock Paint, a representative from Cosentino to share the benefits of Silestone and ECO, and Miele will have a representative present to discuss the questions designers should be asking their clients so they get the correct cooking and refrigeration equipment for their lifestyle.



1:00 – 2:00 PM

DEMYSTIFYING ENVIRONMENTALLY RESPONSIBLE FABRIC DECISIONS

Kristie Strasen, Place Textiles

De Sousa Hughes, Showplace 220

Listen to Kristie Strasen's common sense approach to sorting through the choices surrounding the selection of environmentally responsible fabrics. You will learn what to ask, what to look for and how to assist your clients in making good fabric decisions. As the owner and designer of Place Textiles, Kristie has over 30 years experience designing and developing high quality fabrics for our industry. *RSVP to kitty@desousahughes.com.*



california

1:00 – 2:00 PM

LOUISE MANN – TEXTILES & ACCESSORIES

Enid Ford Atelier, Galleria 130

This new body of work by interior designer Louise Mann is inspired by French images and techniques. Louise's fabrics, textured with shredded ribbons and appliquéd with bold patterns have a naïve and elegant appeal. The textiles are crafted from hemp and linens and are well-suited for use as drapery, pillows and upholstery. This is very traditional work with amplification and will embolden a traditional environment as well as enrich a modern one by giving a historical reference of scale.



1:00 – 2:00 PM

HOW TO BRING GREEN FURNISHINGS INTO YOUR HOME: DESIGNING WITH NATURAL MATERIALS

Tansu Design, Galleria 320

Join Shannon Davis and the Selamat design team as they introduce an array of green furnishings that represent the very best in stellar and contemporary designs. **Refreshments will be served.**



2:00 – 3:00 PM

SHOW IT: USING VISION AND STORYTELLING IN INTERIORS MARKETING

A. Rudin, Galleria 303

Join interiors photographer David Duncan Livingston on an exploration of new media for showcasing design work. See how technologies are changing the way we experience design in traditional magazines, digital books, online magazines, the blogosphere and the emerging use of videos. Gain inspiration to put your firm at the forefront of design.



2:00 – 3:00 PM

INTRODUCTION TO GEORGE SMITH, TRANSCENDING CLASSIFICATION

Woolie & Company, Galleria 235

Michelle Thomas, Creative Director and Patricia Spado, Director of U.S. Operations and Sales will present an introduction to George Smith. They will demonstrate how George Smith's commitment to craftsmanship and design has enabled George Smith to produce furniture that is unique and entirely personal to you. **A reception with High Tea to follow.**



3:00 – 4:00 PM

COLOR PULSE 2012: PRESERVATION

Benjamin Moore & Co., Galleria 407

Join Color and Design Specialist Mary Hoffman as she presents Color Pulse® 2012. Explore Inspiration and Insight and an Inside Track to Color Direction. **CEU Accredited. Light refreshments will be served. Limited space. RSVP by January 27th to sfdesigncenter@benjaminmoore.com. Please indicate which date and time you are attending.**



3:00 – 4:00 PM

PICTURE FRAMING DESIGN AND ART & MIRROR INSTALLATION

Fine Art Services, Showplace M-1

Join Paul Robert Porambo of Fine Art Services for a discussion of techniques for framing and presenting art to best enhance the work through placement and framing formats. **Light refreshments will be served.**

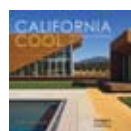


3:00 – 4:00 PM

CONTEMPORARY COOL BY RUSSELL ABRAHAMS

Khrome Studios by Direct Designs Home, Showplace 408

Nationally known photographer of residential and commercial projects, Russell will discuss the process of getting your work photographed and the process for producing your own book as well as discuss his newest publication, *California Cool*. **Premium wines and appetizers will be served.** Book signing to follow. Sponsored by Khrome Studios and Fitzpatrick and Hafner Wineries.



3:00 – 5:00 PM

STANFORD HUGHES PRESENTS: TOTAL DESIGN

Kneedler | Fauchère, Galleria 170

Join Stanford Hughes, founding Principal of Brayton-Hughes Design Studios, as he demonstrates the firm's philosophy of "total design," which encompasses interior architecture, finishes, furnishings, art, and the selection of decorative objects. With his insights into the design process, you'll appreciate how design flows from the circumstances of each project, seeking a balanced beauty. **Light refreshments will be served. RSVP to sanfranciscoinfo@kneedlerfauchere.com or 415.487.6180 by January 26th.**



4:00 - 5:00 PM

THE ART OF HAND-CRAFTED WALLCOVERINGS

Philip Bershad, Phillip Jeffries

De Sousa Hughes, Showplace 220

Come join Philip Bershad, President of Phillip Jeffries Ltd., as he shares with you treasures from the Orient & delves into the artistic process of hand-crafted wallcoverings ... plus an exclusive preview of the Spring 2011 collections! *RSVP to kitty@desousahughes.com.*



california

4:00 – 5:00 PM

INSIDEOUT – NEW MODERN WEST COAST ARCHITECTURE

Khrome Studios by Direct Designs Home, Showplace 408

Internationally acclaimed architect, Robert Swatt of Miers Architects, will discuss design, build, inspiration, and book publishing, including his award-winning Tea Houses project, current modern homes and The Amberg Project. **Premium wines and appetizers will be served.** Sponsored by Khrome Studios and Fitzpatrick and Hafner Wineries.



4:00 – 6:00 PM

MEET SUMMIT'S NEWEST DESIGNER: ALWY VISSCHEDYK

Summit Furniture, Inc., Galleria 122

Please join Summit Furniture for an elegant cocktail reception in honor of Alwy Visschedyk. Alwy is Summit's newest designer and creator of the hugely successful X and Smoothie collections. Alwy began his career as a sculptor, later transitioning to furniture design. New work by Alwy will be introduced in 2011 and previewed exclusively at this event.



4:15 – 5:45 PM

PRESENTING BODMER BABY

ALPACA, WINNER OF INTERNATIONAL BEST NEW TEXTILE!

Beckmann Moore Yaki Studio, Showplace 331

Join Barbara Beckmann, showroom founder, and discover what makes Bodmer the world's best quality and best-designed Peruvian Baby Alpaca. Learn all about the world's rarest luxury fiber directly from the Oregonian artisans and how to specify (or customize) their subtle and sophisticated woven designs for fabric yardage, bedding or throws. **Champagne reception and Yank Sing dim sum to follow. RSVP to 415.863.0304 or info@BeckmannMooreYakiStudio.com. Space is limited.**



GAZETTE

5:30 – 8:00 PM

CH+D AWARDS GALA

HOSTED BY THE SAN FRANCISCO DESIGN CENTER

Galleria Atrium

The 2011 CH+D Awards is the annual celebration of designers and architects from around the state. Ten designs are selected by a blind jury from nearly 150 entries, the winning projects will be announced in an award ceremony and published in the January/February 2011 issue of *California Home + Design*.

2011 **california** S F D C
SAN FRANCISCO DESIGN CENTER

9:00 – 10:00 AM

CHELLA TEXTILES – AMERICA'S INNOVATORS OF PERFORMANCE FABRICS
Sloan Miyasato, Showplace 200

Chella Textiles was founded by Lee Menichella, President of Hospitality Trading Corporation, whose career in the interior design industry spans two decades. Chella develops and markets collections of luxuriously soft upholstery and drapery fabrics for high-end hotels, resorts and private residences. **Light breakfast to be served.** Limited seating. *RSVP to toddm@sloanm.com by January 28th.*



luxé
interiors + design

10:00 – 11:00 AM

DIGITAL MEDIA: A CONVERSATION WITH DIGITAL MAGAZINES & BLOGGERS AND HOW THEY COMPLETE PRINT

A. Rudin, Galleria 303

In the rapidly changing media world, there are more opportunities for the design community to be visible and for consumers to be educated. What are the strengths of each vehicle and how do they work together? Panelists include Crystal Gentilello, *Rue Magazine* and Jodi Murphy, *Nesting Newbies*; moderated by Heidi Gerpheide, Publisher, *California Homes*.



CALIFORNIA HOMES

10:00 – 11:00 AM

COLOR PULSE 2012: PRESERVATION
Benjamin Moore & Co., Galleria 407

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10:00 – 11:00 AM

TEXTILES 102: INSPIRATION, IMAGINATION, INTERPRETATION
De Sousa Hughes, Showplace 220

Rachel Doriss, VP Associate Design Director, POLLACK, invites you to start with the spark of inspiration and examine how choices of material, construction, pattern, and color are resolved to create a physically functional and aesthetically pleasing fabric. The focus will be on the methods – some traditional, others cutting-edge – that designers use to create patterns and textures in fabric. Every participant will receive an illustrated textile glossary. **Course #: 5938. CEU credit: 0.1.** *RSVP to kitty@desousahughes.com.*



interiors

10:00 – 11:00 AM

DONGHIA – LEGENDARY DESIGN AND MODERN VISION
Donghia, Galleria 144

Crans Baldwin, President of Donghia and Bergamo Fabrics, invites you to join him as he presents the exceptional designs of company founder, Angelo Donghia – recently named one of the century's most influential interior designers. Learn how Angelo Donghia's design philosophy lives on today through the company's vision for Donghia showrooms throughout the world along with iconic product designs.



11:00 AM – 12:00 PM

THE LEGENDS OF RANDOLPH & HEIN
Sloan Miyasato, Showplace 200

Randolph & Hein furniture and textiles carry a rich local history. The furniture line with designs from John Hutton, John Dickinson and Martin Linder, is today under the stewardship of a talented contemporary designer, Peter Karel. Peter is heading towards a decade of designing classics for the R&H brand in the tradition of the previous masters. **Light lunch to be served.** Limited seating. *RSVP to toddm@sloanm.com by January 28th.*



11:00 AM – 12:00 PM

DON'T BE ANTI-SOCIAL

Walker Zanger, Galleria 412

Join local San Francisco-based designer, Scot Meacham Wood for a lively discussion on the benefits of using social media to promote your interior design business. From your website to your social media sites to your blog, online is vital to your marketing success. Scot will share with humor and insight how he successfully integrates this all into his design firm SMW Design. **Light Afternoon Tea will be served.** Limited space. *RSVP to pmcintosh@walkerzanger.com by January 26th.*



11:00 AM – 12:00 PM

ENERGY EFFICIENT ALTERNATIVES FOR DECORATIVE LIGHTING

Wroolie & Company, Galleria 235

Daki Venetoulis of American Wholesale Lighting discusses energy efficient lamp choices using examples currently available and gives insight to future options.

12:00 – 1:30 PM

DESIGNERS OF DISTINCTION AWARDS LUNCHEON

Emceed by Sydnie Kohara, News Anchor, CBS 5 Galleria Atrium

To honor and recognize Bay Area interior designers, the San Francisco Design Center showrooms are pleased to present the first ever Designers of Distinction Awards gala luncheon as part of Design San Francisco 2011. Over 200 designers were nominated by the SFDC showrooms in eight categories and winners will be announced at the luncheon. The SFDC is proud to celebrate and acknowledge the best in the interior design industry. Congratulations to all the nominees! *Tickets are available by visiting www.sfdesigncenter.com. For sponsorship opportunities, contact Christie McRae at cmcrae@mcrae-company.com. All proceeds to benefit the Design Trade Resource Association.*

DESIGNERS OF **Distinction**

california

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DESIGN CENTER

CAMERON
HUGHES

1:30 – 2:30 PM

COLOR PULSE 2012: PRESERVATION
Benjamin Moore & Co., Galleria 407

Join Color and Design Specialist Mary Hoffman as she presents Color Pulse® 2012. Explore Inspiration and Insight and an Inside Track to Color Direction. **CEU Accredited. Light refreshments will be served.** Limited space. *RSVP by January 27th to sfdesigncenter@benjaminmoore.com. Please indicate which date and time you are attending.*



1:30 – 3:00 PM

BRANDING YOU: YOUR BUSINESS IS SHOW BUSINESS

Khrome Studios by Direct Designs Home, Showplace 408

Lloyd Silverman, Hollywood movie producer, maverick marketing professional, and Executive Director for Young and Rubicam, will educate you on how to build your business through increased visibility utilizing technology, art and commerce. Lloyd produced many films from *Snow Falling on Cedars* and *12 to Shattered Images* as well as Broadway productions *La Cage aux Folles* and *Other People's Money*. He brings a unique perspective on how entertainment and content creation in the social network media world and will show you how to use this knowledge to help make your branding efforts produce! **Luncheon to follow.** Sponsored by Fitzpatrick Winery and Toast Catering.



california

2:00 – 3:00 PM

HOW ANCIENT LOOMS CREATE MODERN LUXURY

De Sousa Hughes, Showplace 220

Known for her luxurious linens and unmatched by any other brand, Bernie de Le Cuona has established her London company as a premium lifestyle interiors brand in Europe. Using ancient looms to weave her paisleys, de Le Cuona has become so widely recognized for her artisan skill that she has designed products for customers ranging from the Victoria and Albert Museum to Ralph Lauren. Join de Le Cuona's first San Francisco presentation as she describes how she takes inspiration from her world travels to launch collections that are universal in appeal. *RSVP to kitty@desousahughes.com.*



interiors

2:00 – 3:00 PM

DESIGN. EAT. SHOP.

Christopher Peacock Home, Galleria 445

Visit the Christopher Peacock Home showroom to experience everything new and epicurean. Enjoy a cooking demonstration and learn about all of the products and collections from Christopher Peacock Home and La Cornue that can transform a kitchen into THE central living space of the house.



2:00 – 3:00 PM

A UNIQUE FRENCH WINE PAIRING EXPERIENCE

Francois & Co., Galleria 444

Come for a Tour de France of the wine regions and discover the unique relationship between the timeless French limestone and wood floors and the fine wines of France. This journey will take you through the farm houses of Provence and Champagne to the vineyards of Bordeaux and the cellars of Cognac. Presented by Nicolas Guillaume, expert in French limestone, and a surprise guest Sommelier. Seating is limited. *RSVP to contact@francoisandco.com by January 26th.*



3:00 – 4:00 PM

SHADES OF GREEN KEYNOTE PRESENTATION

Galleria Atrium

What does it really mean to be green in the interior design industry today? Is it green, for example, to purchase a product that is sustainably harvested halfway around the world even though it requires the use of fuel-guzzling ships and trucks to reach its final destination? Or, would it be greener to work with a local manufacturer? Sharing their perspectives on green design are Barry Dixon, Thom Filicia and Alexander Julian, active members and DESIGNINGGreen Leaders for the Sustainable Furnishings Association; and Susan Inglis, Executive Director of the Sustainable Furnishings Association. Moderated by Pamela Jaccarino, Editor-in-Chief, *Luxe Magazine*.



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DESIGN SAN FRANCISCO 2011

4:00 – 5:00 PM

MARK ALEXANDER: NOMADIC WANDERINGS ALONG THE SILK ROUTE

De Sousa Hughes, Showplace 220

Meet Alexander McKenzie, one of the designers of Romo's and innovative new couture brand Mark Alexander. Join Alex on an exotic journey: from the museums of Istanbul and the ancient villages of Persia to the lantern-lit Arabian night markets of Samarkand. Hear about Alex's passionate discovery of some of the world's most beautiful textiles and share his conviction that however rich or primitive a society, textiles formed an integral part of its cultural soul. *RSVP to kitty@desousahughes.com.*



interiors

4:00 – 5:00 PM

THE DEVELOPMENT OF CLASSIC MODERNISM, CEU COURSE 8377 (1 HR.)

McGuire, Showplace 233

This lecture by Jim Caughman explores Art Nouveau, Vienna Secession, the Bauhaus, International Style and Art Deco to understand the timeless nature of these iconic expressions. It looks at the phenomena that created the modern point of view in art, architecture, and design and emphasizes two movements in particular that were short-lived but eminently enduring: the Bauhaus and Art Deco.



4:00 – 6:00 PM

INNOVATION + ARTISTRY = INSPIRATION

Baker Knapp & Tubbs, Showplace 410

Designers and artists Stephane and Frouwkje Pagani, the creative forces behind PaganiStudio, have partnered with Baker to create The Pagani Collection. Sip inspired cocktails and mingle among their many fabulous pieces as they share their innovative design concepts of transforming exquisite materials into sculptural masterpieces. **Contemporary cocktails and small bites will be served.** *RSVP to staci.hamacher@kohler.com.*



4:30 – 5:30 PM

GREEN FOR THOUGHT

Odegard, Showplace 330

Go green as you DESIGN, from what you create in design to what you buy for yourselves and clients. Know your alternatives, make a green choice! Join speakers Stephanie Odegard, Zem Joaquin and Bill Wharton. **Wine and refreshments will be served.**



dwel

4:30 – 5:30 PM

HOW TO WEAVE SOCIAL MEDIA INTO YOUR INTERIOR DESIGN BUSINESS

Deborah Flate, Dialog Consulting
DWM | Maloos, Showplace 349

Social media is a proven platform of promotion for the service industry and can be for the interior design industry. It can be seen in the same way as more traditional methods such as brochures, postcards, word-of-mouth, advertisements and even some websites. It is



the fastest growing media in the world and can provide you with an inexpensive and effective way to communicate and GROW your potential client base in ways you can only imagine. The reach of social media is as large or small as you want. You have the control. Learn how to make sense of all the hype. **Champagne reception to follow.** *RSVP to info@dwm-maloos.com or 415.864.3857.*

5:00 – 7:00 PM

MCGUIRE COCKTAIL RECEPTION WITH BONNER DAVID GALLERIES

McGuire, Showplace 233

Enjoy cocktails as you view the work of renowned artist Nathan Fischer. Observe Bronze panels imbued with spectacular color, texture and form in Fischer's abstract paintings. Nathan creates one-of-a-kind pieces inspired by the landscape but transformed by his choice of medium. After constructing bronze panels through welding, sanding and polishing, his paintings are created by applying fire and various chemical treatments to the bronze surface. The resulting works reflect a unique vision realized by a superior craftsman and artist.

5:00 – 8:00 PM

COCKTAIL RECEPTION

JANUS et Cie, Showplace 195

JANUS et Cie cordially invites you to attend a cocktail reception to preview their newest furniture and textiles, highlighted by the exquisite JANUSweave™ collection executed in their handwoven, "next-generation" JANUS fiber™ — a tour de force of art, craft and technology. Cocktails and hors d'oeuvres. *RSVP to 877.601.2993 or sf@janusetcie.com.*

FRIDAY, FEBRUARY 4, 2011



10:00 – 11:00 AM

GO ONLINE ... OR GO OUT OF BUSINESS!

A PANEL OF ONLINE PROS TELLS HOW IT'S DONE
Galleria Atrium

Like it or not, the glory days of traditional marketing have given way to the website, internet marketing and social media. Not even the protected world of interior design, with its ink-on-paper design traditionalists, is immune. In this compelling presentation, a panel of out-in-front, experienced, online marketers provide insight, answers and strategies for the rapidly evolving landscape of online marketing as it applies to the interior designer, showroom and client. In this program you will learn:

- Which online marketers are succeeding and how they are doing it
- How the availability of online information is affecting your clients' buying behavior
- What are the "must-have" online marketing tools for the interior designer
- How online technology is altering the traditional relationship between designer and client and how the web can actually nurture client relationships.

Featuring, Stefan Pepe, VP and GM of Gilt Home and Gilt Children, Alison Stiefel, VP of ecommerce, Gump's, Shane Reilly, Founder of Decorati.com and moderated by Alf Nucifora, CEO, Luxury Marketing Council.

THE LUXURY MARKETING COUNCIL

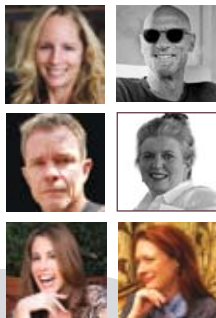


11:00 AM – 12:00 PM

MADE IN CALIFORNIA

De Sousa Hughes, Showplace 220

Join renowned industry experts for a conversation about the abundance of innovative design and artisanal manufacturing in California. Hear from panelists Lesley Anton, Ceramic Artist; Nick Berman, Berman Rosetti, Manufacturer/Designer/Architect; Michael McEwen, Manufacturer/Lighting Designer; Sally McQuillan, Raoul Textiles/Printer, and Madeline Stuart, Designer. Moderated by Kendra Boutell, design industry expert, contributing editor of *California Homes* and author of design blog, *Porcelains & Peacocks*. *RSVP to kitty@desousahughes.com.*



CALIFORNIA HOMES

11:30 AM – 12:30 PM

OUTDOOR LIGHTING: DRAMATIC SPACES UNDER THE STARS

C.J. Welch, Galleria 230

Multi-tiered decks, curving stone patios, and meandering garden pathways create a natural aesthetic that enhances the beauty of any home. Hubbardton Forge has fashioned a family of wrought-iron outdoor lighting recognized throughout the industry for its quality and innovation. Doug Glassman will share how sconces, post lights, and chain-hung ceiling designs create outdoor spaces of exceptional warmth and beauty. View 18 brand new pieces at the C.J. Welch showroom. **Lunch follows.** *RSVP to melitaf@welchware.com.*



12:00 – 1:00 PM

RODOLPH INTRODUCES: RODOLPH.COM – A REVOLUTIONARY ONLINE RESOURCE FOR DESIGNERS AND ARCHITECTS

Sloan Miyasato, Showplace 200

Rodolph will demo their new website that was developed with the designer in mind. Owner, Cynthia Degenhardt, will introduce her exciting new website highlighting new features and functions for online shopping never seen before! **A light lunch will be served following the presentation.** *RSVP to todd@m@slonnm.com by January 28th or call 415.431.1465.*

