

## PRESTIGIOUS WINDOW DESIGNERS AND MAGAZINE ROSTER MAKE FOR A “LEGEND-ARY” EVENT IN LOS ANGELES

(Los Angeles, April 2, 2014) – The **La Cienega Design Quarter** is proud to announce that its sixth **LEGENDS** event has drawn the unprecedented participation of 11 of the most prominent design magazines in the United States, Europe and California. The LCDQ board is also pleased to announce that Fashion icon Diane von Furstenberg and esteemed New York interior designer David Kleinberg will lead the roster of **LEGENDS 2014** window designers, which is expected to number more than 40.

One of the most anticipated design events in the United States, **LEGENDS** is a 3-day celebration of design in May that brings together VIPs and tastemakers from the worlds of interior design, decor, art, fashion and architecture for receptions, keynote panel discussions, cocktail parties, exhibitions, book signings, personal appearances and special events. The dates for **LEGENDS** are **May 7-9, 2014**.

This year's **LEGENDS** theme – **Novel Interiors: Storytelling by Design** – is already resonating through the design community. The cornerstone of **LEGENDS** is the windows. Top designers are being invited to transform the windows of the LCDQ members' storefronts inspired by the theme of **LEGENDS** – books and novels. Von Furstenberg has chosen “Out of Africa” as the theme for her window. Designer Timothy Corrigan's window at Fuller & Roberts will be themed to “Valley of the Dolls,” Jeff Andrews – “Fifty Shades of Grey” at Claremont, Jeffrey Hitchcock – “Fahrenheit 451” at Downtown, Sheldon Harte of Harte Brownlee – “The Invisible Man” at Mecox, and architect Paul Williger – Edith Wharton's “The House of Mirth” at Renaissance Design Studio. There are many surprises to come.

Kleinberg, a New York designer of 30 years, graciously accepted the Therien showroom's invitation to design their large picture window, which has a prominent spot in the heart of the Quarter. “There is a unique irreverence to period in Los Angeles and especially in the La Cienega Design Quarter that makes the mix of shops and their selections more relaxed and open-minded,” he said.

It is rare to have so many renowned design magazines together at one event. National and international media sponsors for **LEGENDS 2014** are *Architectural Digest*, *DomaineHome.com*, *Elle Decor*, *The Hollywood Reporter*, *House Beautiful*, *Luxe Interiors + Design*, *Milieu*, *Objekt*, *Traditional Home* and *Veranda*. Regional publications include *C* magazine and *California Homes*. **LEGENDS** presenting sponsors are 1stdibs and Coldwell Banker International Previews, along with corporate sponsors One Kings Lane and Benjamin Moore.

In its sixth consecutive year, **LEGENDS** has attracted over 12,000 attendees and garnered 100 million+ media impressions. The parties, lunches and programs are a huge draw, with as many as 800 people at the kick-off party in previous years, full capacity of 200-300 people at the lunches, and capacity audiences of 100-200 at the programs held in the shops and showrooms on La Cienega and Melrose. **LEGENDS** is the largest design event of its kind on the West Coast, and many in the design trade say that it is the most significant design event on the national calendar.

The invitation-only Gala on Wednesday, May 7, sponsored by 1stdibs and Coldwell Banker Previews International, leads off two days of discussions, education and entertainment. The 5 signature social events – the Gala on May 7, *Elle Decor* Power Lunch and *Architectural Digest* Tribute Party on Thursday, May 8, and the *Veranda* Lunch and *Veranda* Closing Party on Friday, May 9 – are by