



LA CIENEGA DESIGN QUARTER CELEBRATES 5TH ANNIVERSARY OF LEGENDS WITH TIME CAPSULE

FROM MAY 8-10, DESIGN AFICIONADOS FROM ACROSS THE COUNTRY
DESCEND ON L.A. TO DISCOVER THE PAST, PRESENT AND FUTURE OF DESIGN

(LOS ANGELES, April 11, 2013) – The La Cienega Design Quarter announces its 5th annual LEGENDS extravaganza, from May 8 to 10, 2013. This year's theme is Time Capsule: The Past, Present and Future of Design, and 44 of the design shops, galleries in the La Cienega Design Quarter will be imaginatively transformed by the nation's most creative designers to reflect the LEGENDS theme.

In its 5th year, the LEGENDS of La Cienega is an inspirational celebration of design that has become the most anticipated design event in the country. Designers, authors, editors and bloggers from around the country will join their counterparts in L.A. and descend on the La Cienega Design Quarter for lively panel discussions, high-profile cocktail parties and receptions, personal appearances, exhibitions, book signings and special showroom events.

As in past years, the windows up and down La Cienega and on Melrose just east and west will be transformed by designers across the U.S. to serve the theme of LEGENDS.

Prominent designers from New York, including Thom Filicia, David Scott and Alex Papachristidis, with Florence de Dampierre from Connecticut, have accepted invitations to be a part of the time capsule and will join local design powerhouses like Kelly Wearstler, Bravo's "Million Dollar Decorators" Mary McDonald and Kathryn M. Ireland, Woodson and Rummerfield, Jeff Andrews, and Chris Barrett in using their creative prowess to decorate the La Cienega Design Quarter's windows.

Event partners include the nation's most prestigious shelter publications, *Elle Decor*, *House Beautiful*, *Traditional Home*, *Luxe Interiors + Design* and *Veranda*, along with 1stdibs, Coldwell Banker Previews International, Dering Hall, Merida and One Kings Lane. Contributing Sponsors include *Domaine* (DomainHome.com), The I. Grace Company, *Angeleno* and *Interiors California*, *California Homes* and *California Home+Design*.

A sampling of event highlights that have become hallmarks for LEGENDS are:

- Fantastical window displays
- Provocative panel discussions, presentations and programs
- Invitation only Opening Night Gala, May 8
- Tribute Party, May 9
- Finale Celebration, May 10
- The Power Lunch

Confirmed keynote panels reflect state-of-the-art presentations on the past, present and future of design. Highlights include:

o **STUFF: An Interactive Guide to Collecting and Decorating**

House Beautiful Editor in Chief Newell Turner in conversation with New York interior designer and author Carey Maloney on bringing the design book into the information age. *STUFF: The M (Group) Interactive Guide to Collecting, Decorating with, and Learning about Beautiful and Unusual Things* transports readers into cyberspace using digital recognition software linking the reader to over 500 curated topic links. With this state-of-the-art presentation, Newell and Carey will bring the beautiful and informative printed content we all crave into the Digital Age.

o **Past Present**

How and why legendary designers from the past influence today's top talents.

MODERATOR: Pamela Jaccarino, Editor in Chief, *Luxe Interiors + Design*

PANELISTS: Philip Gorrivan (New York), Mark D. Sikes (W. Hollywood), Jaime Rummerfield (L.A.), Ron Woodson (L.A.)

o **Integrity vs. Ingenuity: Buy New or Buy Vintage?**

A panel of leading designers joins *Traditional Home* Editor Ann Maine to discuss the pros and cons of designing with authentic antiques versus inspired reproductions – and how availability, accessibility, cost, and integrity of design affect the decision.

MODERATOR: Ann Maine, Editor in Chief, *Traditional Home*

PANELISTS: Oliver M. Furth (L.A.), Thom Filicia (New York), Molly Luetkemeyer (L.A.)

o **Blue-Chip Interiors: The Fine Art of Living with and Designing Around Important Works of Art**

A panel of art-world insiders and top interior design talents join Anthony Barzilay Freund, editor of *1stdibs' Introspective Magazine*, to explore the exciting nexus of art and design.

MODERATOR: Anthony Barzilay Freund, Editor, *Introspective Magazine*

PANELISTS: Cliff Fong (L.A.), Peter Fetterman (L.A.), Richard Shapiro (L.A.)

o **Crossover Creatives: Can Designers Really Have it All?**

Join Mayer Rus, West Coast editor of *Architectural Digest*, as he explores the challenges for designers extending into neighboring markets without diluting their brand's integrity or creative vision.

MODERATOR: Mayer Rus, West Coast editor of *Architectural Digest*

PANELISTS: Natasha Baradaran (L.A.), Chris Barrett (L.A.), Jay Jeffers (San Francisco), Christopher Sharp (London)

o **Cycling Through History**

Why certain periods come into (and go out of) style repeatedly – and what's next on the horizon.

MODERATOR: Michael Boodro, Editor in Chief, *Elle Decor*

PANELISTS: Kim Alexandriuk (L.A.), Timothy Corrigan (L.A.), Alex Papachristidis (New York), Madeline Stuart (L.A.)

o **All Access Design**

A panel of top designers joins Peter Sallick, co-founder of Dering Hall and CEO of Waterworks, to share insights about the business of expanding beyond private clients, and speaking to the fast-growing and ever-evolving audience of savvy trade and consumer shoppers through a new breed of retail and online experiences.

MODERATOR: Peter Sallick, co-founder of Dering Hall and CEO of Waterworks

PANELISTS: Tim Clarke (L.A.), Jane Hallworth (L.A.), James Huniford (New York)

o **The New Luxury**

How high-end design has changed since the recession and where it's headed.

MODERATOR: Samantha Brooks, Senior Contributing Editor, *Robb Report Home & Style*

PANELISTS: Joan Behnke (L.A.), Grant Kirkpatrick (L.A.), David Wiseman (N.Y.)

o **Go West Young Man**

Creative gay men from around the globe flocked to West Hollywood in the 1940s to create iconic movie sets. Their impact extended far beyond the silver screen: Elaborate, and often fantastical, architecture sprang up in the neighborhood. *California Home+Design* Editor in Chief Erin Feher discusses the influence of the gay community on West Hollywood with Los Angeles designers who have been part of the recent experience.

MODERATOR: Erin Feher, Editor in Chief, *California Home+Design*

PANELISTS: James Radin (L.A.), Trip Haenisch (L.A.), and Jamie Bush (L.A.)

A more detailed list of events and window designers is available at lcdqla.com/legends-2013.

LEGENDS VIP passes are already on sale at lcdqla.com/legends-2013. Proceeds from the sale of the VIP passes go to Habitat for Humanity. Last year about \$40,000 was raised for Habitat for Humanity from the sale of the VIP passes and the post-LEGENDS One Kings Lane sale.

About the La Cienega Design Quarter (LCDQ)

Formally established as the La Cienega Design Quarter (LCDQ) in 2008, this unique membership-based collection of more than 50 luxury shops and galleries is committed to representing the highest quality in design merchandise, as well as the preservation of the neighborhood's unique and eclectic history. The LCDQ's member businesses include the city's most prestigious design stores, kitchen, bath and stone showrooms, antiques dealers and home furnishings retailers located on La Cienega Boulevard (between Santa Monica and Beverly Boulevards) and the adjacent Melrose Avenue and Melrose Place. These businesses have been the cornerstone of the Los Angeles design community for over 50 years. For more information, visit lcdqla.com.

LA CIENEGA DESIGN QUARTER

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