



10TH ANNUAL LCDQ DESIGN EXTRAVAGANZA FEATURES 50+ DESIGN VIPS AND INFLUENCERS

(Los Angeles, March 21, 2018) – The La Cienega Design Quarter’s 10th annual **LEGENDS** extravaganza, one of the most anticipated design festivals in the world, is set to take place May 8 to 10, 2018. Thousands of design aficionados will flock to West Hollywood for 3 days of keynotes, discussions, book signings, personal appearances and social events on the theme of LEGENDS X: **Today’s Vision, Tomorrow’s Home.**

The largest event of its kind featuring 11 media partners and more than 50 design industry leaders, LEGENDS brings thousands of influencers, enthusiasts, top design editors, and purveyors of design from more than 26 states in the U.S. and from around the world to the LCDQ.

Jamie Drake, Ellie Cullman, Michael S. Smith, Celerie Kemble and Charlotte Moss will join with Editor in Chiefs Whitney Robinson of *Elle Decor*, Sophie Donelson of *House Beautiful*, Margaret Russell of *Galerie*, Pamela Jaccarino of *Luxe Interiors + Design* and other national magazine heads to lead panel discussions and conversations on a variety of topics, including:

- All in the Family: Two generations of designers discuss their similarities and differences
- Inside the Crystal Ball: Design visionaries share predictions on the future of design
- Generation Z: The be-all and end-all of today’s youngest design talents
- Moving on Up: What needs to go as we move on into the future?
- Then is Now: Utilizing objects from the past to create unforgettable interiors
- Made by Hand: The respect for old-world crafts in modern day homes

True to tradition, selected interior designers from throughout the country will transform the windows of the nearly 50 shop and showroom windows in the LCDQ on the theme of LEGENDS. This year that will include designers Shawn Henderson (New York), Suzanne Kasler (Atlanta), Tom Stringer (Chicago) and Paloma Contreras (Houston). Here is a list of [window designers](#) confirmed to date.



LEGENDS 2018: Today's Vision, Tomorrow's Home kicks off with the celebrated Gala on Tuesday, May 8, followed by 8 keynote panels, 4 TLC* Forums, 6 discussions, 8 book signings, 2 breakfasts and 2 lunches, a first-ever CEU course on buying art for homes, a hand-block-printing demonstration, exhibits, personal appearances, and more than 10 cocktail receptions and parties on Wednesday and Thursday. For a list of all keynotes and programming booked to date, visit lcdqla.com/legends-2018. (*TLC Forums are presented by 1stdibs in intimate settings to an audience of The Legends Council: designers, architects and design influencers who are past or current window designers, moderators and panelists, and members of the Design Leadership Network.)

Among the international design authors who will be presenting their latest tomes are:

- Emily Evans Eerdmans, *Henri Samuel: Master of the French Interior* with a foreword by Jacques Grange
- Martina Mondadori Sartogo, *The Interiors and Architecture of Renzo Mongiardino: A Painterly Vision*
- Ellie Cullman, *From Classic to Contemporary: Decorating with Cullman & Kravis*
- Thomas Jayne, *Classical Principles for Modern Design: Lessons from Edith Wharton and Ogden Codman's The Decoration of Houses*
- Charlotte Moss, *Charlotte Moss Entertains*
- Richard Keith Langham, *The Remarkable Rooms of Richard Keith Langham*
- Ray Booth, *Evocative Interiors*
- Tim Street-Porter, *Palm Springs: A Modernist Paradise*
- Gil Shafer, *A Place to Call Home: Tradition, Style, and Memory in the New American House*

ABOUT LEGENDS: In its 10th consecutive year, LEGENDS has attracted over 70,000 attendees and garnered more than 350 million media impressions in the last year alone. The parties, lunches and programs are a huge draw, with as many as 800 people at the kick-off party in previous years and capacity audiences of 150-250 at the programs held in LCDQ member shops and showrooms.

LEGENDS X Partner Sponsors are 1stdibs, Benjamin Moore and Pacific Sales; Presenting Sponsors are Coldwell Banker Previews International, One Kings Lane and Viyet; and Participating sponsors are Chairish and Minted. To date, national media sponsors are *Coastal Living*, *Elle Decor*, *Galerie*, *House Beautiful*, *Interiors*, *Luxe Interiors + Design*, *Traditional Home* and *Veranda*; regional media sponsors are *California Home + Design*, *California Homes* and *DesignLA (L.A. Times)*.



ABOUT LCDQ: The La Cienega Design Quarter was founded in 2008 to promote the burgeoning antiques and design neighborhood on one of Los Angeles' oldest thoroughfares. Since the 1950s, La Cienega Boulevard has been the leading destination for interior design, shopped by icons like William Haines, Elsie de Wolfe, Tony Duquette, Frances Elkins, Chet Chidester, Michael Taylor and Kalef Alaton. Today, La Cienega (from Santa Monica Boulevard to Rosewood Avenue) and Melrose (Avenue to the East and West) and Melrose Place continue to be the leading destination for high-end design as top designers, celebrities and selective shoppers source the most unique furniture, antiques, lighting, garden, ironwork, hardware, rugs, fabrics, art and accessories in the world from the shops, galleries and showrooms of the LCDQ.

For further information about LEGENDS and LCDQ visit www.lcdqla.com.

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