

design san francisco

FEB 1 - 3, 2012

THE PREMIER ANNUAL EVENT FOR DESIGN PROFESSIONALS



design san francisco

The San Francisco Design Center welcomes you to Design San Francisco 2012, the premiere annual event for design professionals.

If there is one theme that unifies this year's keynote addresses – and many of our seminars and workshops – it's the theme of change. Our three keynote speakers are all outstanding examples of just how much can be accomplished by embracing change:

TRINA TURK, a luminary first in fashion and now in interior design reveals how her career in fashion has informed and inspired her exuberant indoor and outdoor home fabrics and accessories.

KEITH GRANET, heads Granet & Associates, a management consulting firm for the design industry. Keith talks frankly with designers Michael Booth and Douglas Durkin about their experiences being "transitioned" from large interior design firms to venturing out on their own.

MICHELA O'CONNOR ABRAMS, founder and publisher of the iconic design magazine, *Dwell*, moderates a panel of cutting-edge interior designers who are harnessing the power of social media to grow their client base, define their brand and get their ideas published.

Thank you so much for joining us. We hope this year's Design San Francisco will inspire change in you too – and help you achieve new levels of creativity and professional success.

PRESENTED BY **ca dwell** 
HOME-DESIGN SAN FRANCISCO DESIGN CENTER

ALL THREE DAYS

9:00 AM – 5:00 PM
PINDLER & PINDLER OPEN HOUSE
Galleria 200

Please join Pindler & Pindler for an Open House showcasing their new collections during Design San Francisco.



Pindler & Pindler Inc

9:00 AM – 5:00 PM
PIERRE FREY EXHIBITION 1935 – 1955: INSPIRATION & REALISM OF FABRICS
Shears & Window Textiles, Galleria 452



Initially exhibited at the Pierre Frey flagship in Paris, Exhibition 1935 – 1955: Inspiration & Realism of Fabrics, explores the bold and fascinating era in art and textile design from 1935 – 1955 through the archives exhibit of Pierre Frey. For the first time in San Francisco, numerous documents, drawings, printed and woven fabrics from the early days of the company are displayed together. This was a period influenced by two main artistic styles: Neo-Medievalism and Surrealism. French artists such as Jean Chatanay, Janine Janet, Picard Le Doux, Jean-Denis Malcles, and Ken Scott played a role in these design-rich times. Stop by the Shears & Window Textiles showroom to see this inspirational exhibition.



10:00 – 11:00 AM

CALIFORNIA COOL WITH TRINA TURK KEYNOTE PRESENTATION

Galleria Atrium

It's a design empire that started with a dress. In 1995, a California girl with a skill for sewing and a playful, approachable aesthetic launched her own clothing line. Soon stores including Barney's, Fred Segal and Saks Fifth Avenue were lining up to get the latest looks from Trina Turk on their racks. But the dress was just the beginning. From the earliest days of her career, Turk's personal passions -- travel, architecture and the landscape of Los Angeles -- were expressed through her designs. In 2008 Turk opened her first residential boutique next to her flagship Palm Springs store, where her mod, graphic patterns

and fearless use of color translated perfectly to furnishings and accessories. Her trademark style had found its way out of the closet and into every room in the house -- not to mention to patio. In 2009 she introduced an indoor-outdoor fabric line with venerable home furnishings manufacturer F. Schumacher.

Turk will sit down with *California Home+Design* Executive Editor Erin Feher for a frank, funny and insightful conversation about finding your style, building your brand and why California is still the land of risk-takers and tastemakers. **Audience questions and participation are highly encouraged.** Please register at www.californiacool.eventbrite.com.

About Erin Feher ~ An experienced interiors and architecture writer and esteemed member of the statewide design community, Erin Feher is the Executive Editor of *California Home+Design*. She directed a dramatic redesign of both the print magazine and californiahomedesign.com, implemented a dynamic social media program and has increased the visibility of both the CH+D brand and the company's many partners through an engaging line up of thought-provoking panels, lively designer interviews and community celebrations. She is also the author of the forthcoming *Great Houses of San Francisco: 1875–1945*, to be published by Acanthus Press in Fall 2012.



9:30 AM - 6:00 PM

KHROME STUDIOS GRAND OPENING

Khrome Studios, Showplace 305

Come celebrate with Khrome Studios as they unveil fresh and modern new lines. Enjoy champagne and light refreshments. Explore the "best kept secret" in modern and contemporary furnishings.

11:00 AM – 12:00 PM

TILE TRENDS FOR THE DIGITAL AGE – TECHNOLOGY, FASHION AND DESIGN

Walker Zanger, Galleria 412

Jared Becker, Vice President of Design and Marketing, will share his personal views on important trends in Tile and Stone Design, and how developments in technology and fashion are shaping those trends. He will illustrate many of these trends with new products debuted at the recent Cersaie and Marmomacc shows held in Italy in October. Space is limited. Light refreshments will be served.



11:30 AM – 12:30 PM

COLOR PULSE 2013: INTERSECTION

Benjamin Moore & Co., Galleria 407

Join John Turner, Director of Architect and Designer segments, as he presents Color Pulse® 2013. Become inspired by the intersection of directional colors and emerging trend information influencing the future of design. Benjamin Moore’s annual Color Pulse forecast is approved for CEU credit. **Light refreshments will be served. Space is limited. RSVP is necessary by January 26th to: sfdesigncenter@benjaminmoore.com. Please indicate which date and time you are attending.**



11:30 AM – 12:30 PM

CONTEMPORARY LIGHTING STRATEGIES

De Sousa Hughes, Galleria Atrium

Lighting is one of the most crucial and little-understood elements in a successful interior design project. Learn from three contemporary lighting designers about key lighting principles; essential tactics for working with architects, contractors and clients; expensive mistakes to avoid; new LED, fluorescent and halogen systems; and the evolving technical considerations and techniques designers need to know about. Join master lighting designers Jonathan Browning, Michael McEwen and John Pomp in a lively discussion moderated by Michael Wollaefer, Editorial Director of *Interiors* magazine. *Please register at www.lighting.eventbrite.com.*

interiors



11:30 AM – 12:30 PM

FIVE MONEY MARKETING AND MINDSET STRATEGIES TO HAVING A GREAT DESIGN BUSINESS EVEN IN A TOUGH MARKET

Robert Allen | Beacon Hill, Galleria 218

A CEU-accredited, one hour presentation by Terri Taylor, President and Creative Director, Design Biz Blueprint. Terri’s popular seminar will help build your credibility and expertise as you move your business “up market.” **Light lunch to follow. RSVP by January 24th to sfevents@robertallendesign.com or 415.864.4822.**



11:30 AM – 12:30 PM

ANGO: MAGICAL TRANSFORMATION THROUGH LIGHT

Studio Workshops/Quatrain, Galleria 272

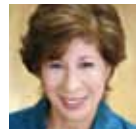
Walk through new designs from Ango. **Refreshments will be served.**

12:00 – 1:00 PM

THE PSYCHOLOGY OF COLOR CEU LUNCH & LEARN WITH SUSAN SLOTKIS

Grange Furniture, Showplace 160

Color is a powerful tool. Emotional reactions to color play a major role in consumer decisions. People respond to color based on personal associations, cultural and group experiences. Explore and experience the symbolism and impact of color. *RSVP by January 24th to marketing@grangeny.com or 415-863-6406.*



1:00 – 2:00 PM

A CONVERSATION WITH CHARLOTTE MOSS

Fabricut, Galleria 240

Embrace Charlotte Moss’ philosophy to “live passionately, decorate luxuriously and entertain beautifully” through her first collection for Fabricut. Join Fabricut as Charlotte unveils her collection brimming with alluring wovens, divine prints and stunning trimmings in crisp, refreshing colorways. Watch her inspirations come to life through her fabrics and interiors. Be inspired by Charlotte Moss and Fabricut. Afterward, have Charlotte sign your copy of her new book, *Charlotte Moss Decorates*.



1:00 – 2:00 PM

CUSTOM FRAMING DESIGN**Fine Art Services, Showplace M-1**

Join Paul Robert Porambo of Fine Art Services as he discusses art and mirror custom framing design for the interior designer.



1:00 – 2:00 PM

KEEPING IT REAL: IMAGINATIVE AND CREATIVE DESIGNS ON ANY BUDGET**Khrome Studios, Showplace 305**

Interior designers Vernon Applegate and Gioi Tran will share their ideas and techniques. **Light beverages will be served.**



2:00 – 3:00 PM

WHAT'S SO FINE ABOUT FINE FURNITURE? THE DECONSTRUCTION OF A CENTURY CHAIR**MacQueen Home, Showplace 408****Home of Century Furniture & Lexington Home Brands**

Alex Shuford III, Vice President of Century Furniture, and a third-generation owning family member will cut apart a perfectly good chair, in order to help you explain to your clients why quality furniture costs more, and why, what's on the inside ... makes all the difference! **Wine and hors d'oeuvres will follow presentation.** *RSVP to MacQueen Home at 415.556.0500 or e-mail sfdesign@macqueenhome.com.*



2:00 – 4:00 PM

GREGORIUS | PINEO 2012: COME HOME TO NEW EXPRESSIONS**Kneedler | Fauchère Galleria 170**

Gregorius | Pineo shares in the spirit of San Francisco in its regard for heritage, sophistication, and artisanal luxury. CEO and Creative Director George Massar begins a full range of new expressions in styles, materials and textures to this journey in 2012. Marvel at intricate hand-woven irons. Play with chameleon-like metals. Appreciate a welcomed contradiction of rich, yet subtle wood finishes. Preview the collection with owners, George Massar and Doug Kinzley, and the Gregorius | Pineo team, enjoy libations, bites and lively conversation.



2:30 – 3:30 PM

THE CULT OF BEAUTY: THE AESTHETICS AND INTERIOR DESIGN**De Sousa Hughes, Galleria Atrium**

The British Aesthetic movement championed "Art for Art's Sake" and the cultivation of beauty in everyday life. Though it began in the realm of fine art, the movement ultimately transcended the wall of painters' studios to transform decorative arts, domestic interiors and architecture, inspiring a lifestyle revolution and giving birth to the modern interior design industry. On February 18th, the first comprehensive exhibition on this influential era, *The Cult of Beauty: The Victorian Avant-Garde, 1860-1900*, opens at the Legion of Honor. Join *3D – Definitive Design + Décor* magazine Editor-in-Chief Alisa Carroll, Fine Arts Museums' Curator in Charge of European Art Lynn Federle Orr, design editor and writer Zahid Sardar and interior designer Geoffrey De Sousa for a conversation about the Aesthetics and their legacy. *Please register at www.aesthetics.eventbrite.com.*



3:00 – 4:00 PM

COLOR PULSE 2013: INTERSECTION

Benjamin Moore & Co., Galleria 407

Join John Turner, Director of Architect and Designer segments, as he presents Color Pulse® 2013. Become inspired by the intersection of directional colors and emerging trend information influencing the future of design. Benjamin Moore's annual Color Pulse forecast is approved for CEU credit. **Light refreshments will be served. Space is limited. RSVP is necessary by January 26th to: sfdesigncenter@benjaminmoore.com. Please indicate which date and time you are attending.**



3:00 – 5:00 PM

COCKTAIL RECEPTION

Khrome Studios, Showplace 305

Please join Khrome Studios for a lively cocktail reception in their sleek, contemporary showroom. See the finest in modern home furnishings and walk away inspired!

3:00 – 5:00 PM

SUMMIT OPEN HOUSE

Summit Furniture, Galleria 122

Visit the Summit showroom for a glass of wine and a preview of new offerings for 2012.

3:30 – 4:30 PM

ANGO: MAGICAL TRANSFORMATION THROUGH LIGHT

Studio Workshops/Quatrain, Galleria 272

Walk through new designs from Ango. **Refreshments will be served.**

4:00 – 5:00 PM

COCKTAIL RECEPTION

Taylor Blue (formerly The Sherrill Collection), Galleria 350

Taylor Blue, formerly The Sherrill Collection, has not only changed their name, they are also launching several new and exciting lines! Please stop by for a glass of wine and hear Barbara Beckmann talk about her hand-painted fabrics and her new Hey collection. Eugene Anthony will introduce his new couture line of fabrics and furniture, and will share design advice on how to bring a lower price point to a high-end client without sacrificing style, quality or integrity. View DwellStudio's fresh debut collection, designs anchored in the past but wholly of today. Taylor Blue continues to stay current with a transitional approach to traditional.



4:00 – 6:00 PM

OPEN HOUSE

A. Rudin, Galleria 303

You are cordially invited to join A. Rudin for a festive evening of cocktails. For four generations, A. Rudin has been a Los Angeles-based, family-owned business dedicated to making custom furniture of remarkable beauty and quality. Come, be inspired!

5:30 – 8:00 PM

CH+D AWARDS GALA

HOSTED BY THE SAN FRANCISCO DESIGN CENTER

Galleria Atrium

The 2012 CH+D Awards is the annual celebration of designers and architects from around the state. Eleven designs are selected by a blind jury from nearly 300 entries; the winning projects will be announced during the CH+D Awards Gala and published in the February/March 2012 issue of *California Home+Design*. This is a private event for guests of *California Home+Design*.



THURSDAY, FEBRUARY 2, 2012



10:00 – 11:00 AM

KEITH GRANET TALKS TRANSITIONS WITH MICHAEL BOOTH AND DOUGLAS DURKIN – THEY DID IT, SHOULD YOU?

KEYNOTE PRESENTATION**Galleria Atrium**

Join Keith Granet, founder of Granet & Associates and co-founder of the Design Leadership Summit, as he interviews Michael Booth, co-founder of BAMO, and Douglas Durkin, founder of Douglas Durkin Design. Keith, Michael and Douglas all started their careers working for other firms large and small before taking the leap and starting their own firms. "I learned a lot working for other people for many years," says Douglas. "So I think I avoided some of those inherent growing pains." Do you have the desire to go out on your own? Join the conversation ... maybe now's the time for you to take that leap of faith. *Register at www.transitioning.eventbrite.com.*



About Keith Granet ~ Keith Granet formed Granet & Associates to provide financial and organizational management services to the design industry. Keith began his career at the respected firm Gensler, where he reported directly to Arthur Gensler. After eight years at Gensler, Keith founded Granet and Associates in 1991. Over the last 20 years, the firm has had the privilege of working for some of the most respected design firms in the country. With offices in New York and Los Angeles, the firm is devoted to improving the business of design. Keith's new book *The Business of Design: Balancing Creativity and Profitability* was just released by Princeton Architectural Press.



11:00 AM – 12:00 PM
FROM THE QUARRY TO YOUR COUNTER

Walker Zanger, Galleria 412

Join Mike Bastone, Vice President of Sales as he takes you through the process of what it takes to source and fabricate natural stone slabs. Visit a breathtaking Calcutta quarry without even leaving your chair. Space is limited. **Light refreshments will be served.**



11:00 AM – 12:00 PM
THE GREAT STEP FORWARD: REBRANDING WROOLIE & COMPANY
ONE SMALL STEP AT A TIME

Wroolie & Company, Galleria 235

Join us for a discussion with Patricia Glover, brand strategist and social media marketer. **Light lunch to follow.**



11:30 – 12:30 PM
COLOR PULSE 2013: INTERSECTION
Benjamin Moore & Co., Galleria 407

Join John Turner, Director of Architect and Designer segments, as he presents Color Pulse® 2013. Become inspired by the intersection of directional colors and emerging trend information influencing the future of design. Benjamin Moore's annual Color Pulse forecast is approved for CEU credit. **Light refreshments will be served. Space is limited. RSVP is necessary by January 26th to: sfdesigncenter@benjaminmoore.com. Please indicate which date and time you are attending.**



11:30 – 12:30 PM
FABRIC TODAY: THINK GLOBALLY, ACT LOCALLY

De Sousa Hughes, Galleria Atrium

The fabric marketplace is increasingly international. How do the leading fabric brands cultivate international business while addressing the tastes and preferences of local markets? How do designers around the world differ in their use of color and pattern, and what do designers need to know when selecting fabric skews, whether from San Francisco or Hong Kong? Join Eberhard von Eickstedt, President of International Sales, Zimmer + Rhode, Frederic Henry, President, Romo USA, and Susan Sullivan, Vice President, Sales & Marketing, Pollack, to discover how they address the needs of the different design communities around the globe. Moderated by Michael Wollaeger, Editorial Director of *Interiors* magazine. *Please Register at www.thinkglobally.eventbrite.com.*

interiors



11:30 – 12:30 PM
TRANSPARENCY – ANOTHER POINT OF VIEW
Hinc, Galleria 315

Lynn Harker, owner of Woodland Furniture and The Eicher Collection provides a compelling argument and insight on The Business Side of Design: how to guide and educate your client through the total design fee process; how to charge like a design professional should charge; how to avoid under-valuing your services, your oversight, your experience and your resources. Married to a prominent interior designer, he shares his insight through over 30 years of collaboration with a successful interior designer. **Lunch will be served.**



11:30 – 12:30 PM

ANGO: MAGICAL TRANSFORMATION THROUGH LIGHT**Studio Workshops/Quatrain, Galleria 272**

Walk through new designs from Ango. Refreshments will be served.

12:00 – 2:00 PM

THE "NEX" GENERATION OF CLEANING**CEM Designs, Showplace M-6**

Learn how "technology" has advanced the value of not just cleaning your carpets, textiles and more, but also how it can extend the life of your carpets and textiles. You will learn how this gets done and how to take advantage of this new 'cleaning' method.

12:30 – 1:30 PM

BRANDING YOU: YOUR BUSINESS IS SHOW BUSINESS, PART 2**Khrome Studios, Showplace 305**

Lloyd Silverman, renowned Hollywood movie producer, maverick, marketing professional and Executive Director for Young & 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*. His unique perspective to entertainment and content creation in social media will make your branding efforts produce!



1:00 – 2:00 PM

THINKING BEYOND PAPER: DESIGNER SELF-PUBLISHING FOR THE DIGITAL AGE**Henredon Interior Design Showroom, Showplace 319**

Join Henredon for a fascinating presentation by award-winning San Francisco interior designer and new author, Gregory Peters, as he delivers a targeted lecture to interior designers looking to self-publish. Attendees will be treated to a mix of insights and humor, as he punctures the myths of literary agents, publishing houses and more! Referencing his own publishing experiences with his new book *The Dark Side of Decorating*, he will help you identify five powerful publishing strategies for that book waiting inside of you, and will offer tips to save time and money while making the most of traditional publishing methods in this age of Tweeting, blogging and YouTube. A valuable insider's guide, before you spend a dime! **Champagne reception and book signing to follow. Limited seating. RSVP to JCofof@henredon.com.**



2:00 – 3:00 PM

FROM QUARRY TO JEWELRY, HAUTE JOAILLERIE A LA FRANÇAISE**François & Company, Galleria 444**

Place Vendôme, Paris: Epicenter of the High Jewelry and the Ultra Chic Made in France. In partnership with the Fashion, Luxury and Culture Division of the French Trade Commission, come and discover some of the most élégant jewels on the planet. Meet the designers and créateurs of stunning collections such as *le Jeu de la Séduction* and *Dolce Riviera* by Boucheron Paris. **Amuse-bouches and exquisite fine French wines will be served. Seating is limited. RSVP to contact@francoisandco.com by January 27th.**



2:00 – 3:00 PM

CARING FOR YOUR UPHOLSTERY

WITFORD, Galleria 348

You advise your clients on design, but are you prepared to advise them on protecting their upholstery? With the new products on the market, our options on protecting and caring for upholstery have changed dramatically. Join Heather Rapp of Lee Industries as she moderates a panel of experts on the care and maintenance of fine upholstery. Patrick Murphy of Microseal and Dick Middlebrooks of Alameda Carpet & Upholstery Cleaners will share their knowledge. You will walk away with an updated understanding of just how far technology has taken us in protecting fabrics, leather, carpet and more.



2:00 – 8:00 PM

BAUSMAN & COMPANY OPEN HOUSE

Bausman, Galleria 440

Bausman & Company will be offering drinks and hors d'oeuvres throughout the day and evening and a team from their plant in Southern California will be in attendance. They are anxious to meet their Northern California clients that they can deal with on a daily basis. The team will be showing slides of exciting custom projects they have been involved in, including a huge closet they are building for a client in Abu Dhabi. Please stop by and have fun in their exciting new showroom!

3:00 – 5:00 PM

COCKTAIL RECEPTION

Khrome Studios, Showplace 305

Please join Khrome Studios for a lively cocktail reception in their sleek, contemporary showroom. See the finest in modern home furnishings and walk away inspired!

3:00 – 5:00 PM

LOGGIA SHOWROOM COCKTAIL RECEPTION

Loggia Showroom, Galleria 430

Enjoy cocktails as you view Loggia's new furniture arrivals and works by San Francisco-based artists Charlie Ornett, Maxine Soloman and others.



3:30 – 4:30 PM

DESIGNER FURNITURE LINES: TRADE SECRETS

De Sousa Hughes, Galleria Atrium

How do designers develop successful furniture lines? When should a custom piece become part of a line, and when should one be removed? When is licensing a better choice than manufacturing one's own line? Join noted furniture designers Ted Boerner, Altura's Jeff Behnke, Jobi Blachy, President, Edward Ferrell + Lewis Mittman, and Kate Verner, product licensing expert, for an in-depth discussion about the ins and outs of developing a designer furniture line, the intricacies of custom pieces, and how designers can make the most of today's many furniture resources. Moderated by Michael Wollaeger, Editorial Director of *Interiors* magazine. *Please register at www.tradesecrets.eventbrite.com.*

interiors

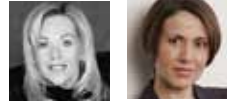


3:30 – 4:30 PM

ANGO: MAGICAL TRANSFORMATION THROUGH LIGHT

Studio Workshops/Quatrain, Galleria 272

Walk through new designs from Ango. Refreshments will be served.

4:30 – 5:30 PM**CUSTOM WALL COVERINGS FROM HANDMADE TO THE DIGITAL
DWM | Maloos, Showplace 349**

Join award-winning designer Louise M. Neyer, internationally known for her handmade wall coverings, and DWM | MALOOS' own Maloos Anvarian for a working session that demonstrates the breadth of distinctive designs and applications possible through these two radically different approaches to creating custom wallpaper. **Champagne reception to follow.** *Please RSVP to info@dwm-maloos.com by Friday, January 27.*

5:00 – 7:00 PM**COCKTAIL RECEPTION****JANUS et Cie, Showplace 195**

JANUS et Cie invites you to attend a cocktail reception to preview their latest collections of furniture, accessories and textiles. They look forward to seeing you! *RSVP to 877.601.2995 or sf@janusetcie.com.*

5:00 – 8:00 PM**CELEBRATING SIX DECADES OF DESIGN****Walker Zanger, Galleria 412**

To celebrate Walker Zanger's 60th Anniversary, they are hosting an evening of retro cocktails and sharing an intimate look at 60 years of design and inspiration. Be the first to have an exclusive sneak peek at what they're stirring up next. Jonathan Zanger, President, will trace the history of Walker Zanger while Jared Becker, Vice President of Design and Marketing will present the best of design over six decades and give you a glimpse at their exciting new ceramic tile collection before they launch it to the public. **Cocktails and hors d'oeuvres will be served.** *RSVP to pmcintosh@walkerzanger.com.*

ca
HOME+DESIGN**EARLY BIRD SPECIAL**

Arrive between 8:30 – 9:30 AM each day at the Galleria Atrium and enjoy a cup of coffee or tea, compliments of the SFDC.

EXPRESS ENTRY

Present your current SFDC Badge to bypass the registration line.

SFDC MEMBERS ONLY GIFT*

Receive your complimentary copy of the 2012 San Francisco Design District Directory when you present your SFDC member badge.

BECOME A MEMBER OF THE SFDC!

As a member of the SFDC, you will receive special recognition as a design industry professional each time you visit. Membership also includes you in our exclusive rewards program and gives you an opportunity to receive VIP invitations, special discounts, preferred rates at local hotels and more.

VISIT WWW.SFDESIGNCENTER.COM AND SIGN UP TODAY.

** Offer limited to the first 1,000 members. One per member please. Offer valid on February 1, 2 and 3, 2012.*

FRIDAY, FEBRUARY 3, 2012



10:00 – 11:00 AM

GO SOCIAL – USING SOCIAL MEDIA TO GENERATE BUSINESS

Galleria Atrium

Join Michela O'Connor Abrams, President of Dwell Media, the award-winning media company based in San Francisco that champions good design, as she moderates a panel of three of San Francisco's hot interior designers to watch – and how they have driven their interior design business utilizing social media. Instead of another dry social media lecture, interior designers Melanie Coddington, Grant Gibson and Scot Meacham Wood will share tips, strategies and secrets on how their use of social media has generated

new clients, gained the attention of national and regional publications and led to published articles. *Dwell* Associate Editor, Jamie Gross will weigh in on how they consume blogs and other social media strategies to keep them up-to-date within the design industry. *Please register at www.gosocial2.eventbrite.com.*

About Michela O'Connor Abrams ~ under her leadership, Dwell has initiated several successful brand extension platforms including the magazine, dwell.com, the Dwell Homes Collection and Dwell on Design. She has over 25 years of experience in publishing, online branding strategies, trade show management, and strategic business development. She is a frequent speaker on branding, media and social media innovation at universities, seminars and symposia.

11:30 AM – 12:30 PM
LUXURY DESIGN WITHOUT LIMITS WITH
ROGER THOMAS AND *INTERIORS* MAGAZINE
Fabricut, Galleria 240

interiors



Experience 5-Star design through the eyes of award-winning designer Roger Thomas. The creative genius behind the world famous Wynn hotels in Las Vegas and Macau, Roger has the self-described distinction of being the only designer “that can over spend an unlimited budget.” His designs and over-the-top luxury have mesmerized the world and have taken interior design to new heights. Travel with Roger and Michael Wollaeger, Editorial *Director of Interiors* magazine, through the creative process and execution of some of the world's finest interiors. **A light lunch will be served.** *Kindly RSVP to Linda at 415.864.2226 or linda.starkey@fabricut.com.*

11:30 AM – 12:30 PM

ANGO: MAGICAL TRANSFORMATION THROUGH LIGHT**Studio Workshops/Quatrain, Galleria 272**

Walk through new designs from Ango. Refreshments will be served.

11:30 AM – 12:30 PM

SEAL IN THE FRESHNESS**Walker Zanger, Galleria 412**

Join Ed O'Reilly from Dry Treat and Mike Bastone, Vice President of Sales, Walker Zanger, for an informative presentation on the new technologies available for sealing your natural stone. Learn how to keep everything from your white marble kitchen counters to your French Limestone mudroom flooring looking good as new. *Space is limited.* Light refreshments will be served.



3:30 – 4:30 PM

ANGO: MAGICAL TRANSFORMATION THROUGH LIGHT**Studio Workshops/Quatrain, Galleria 272**

Walk through new designs from Ango. Refreshments will be served.

5:30 – 8:30 PM

HAUTE DOG SF – A RUNWAY FASHION SHOW**Galleria Atrium**

Every dog has its day, that's why the San Francisco Design Center's Haute Dog runway fashion show means a few things: doggie divas, puppy swagger and a mean furry four-legged strut that won't quit. Move over Naomi, these sassy pooches have a supermodel complex that'll make you want to hang up your stilettos for good. Catwalk ... pfff, more like dogstrut.

The SFDC is hosting the first annual Haute Dog runway fashion show benefiting Canine Companions for Independence. The pups' ensembles will be created with exquisite fabrics from SFDC fabric showrooms as they take to the runway in top dog style. **Join us for a fun-filled evening MC'd by Wilkes Bashford complete with cocktails, edibles and a live auction.** *Event is complimentary to design professionals, please RSVP to rsvp@sfdesigncenter.com. Ticket price for non-design professionals is \$15 and can be purchased at www.hautedogsf.eventbrite.com.*

THE LUXURY MARKETING COUNCIL

7x7SAN FRANCISCO
DESIGN CENTERCANINE COMPANIONS
FOR INDEPENDENCE



design san francisco

FEB 1 - 3, 2012

THE PREMIER ANNUAL EVENT FOR DESIGN PROFESSIONALS

