

LA/HOME

LAUNCH
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PACIFIC DESIGN CENTER



Celebrating 40 years as a major LA landmark, The Pacific Design Center is a thriving, cultural hub for interior designers and artists alike.

Cesar Pelli, the renowned architect, had an incredible vision more than forty years ago. He envisioned three towering and colorful buildings to be arranged around a plaza. It would be that of a king-sized sculpture garden, a place where creative thinking and modern architecture could merge together to create an iconic landmark, a place recognizable to millions of people all over the world. It took almost half of a century to reach fruition but Pelli was there for the journey, every step of the way.

The Pacific Design Center (PDC) goes all the way back to 1971 when the idea was first born. It has come a long way in the last 44 years and those who were around for its conception could never have dreamed that the PDC would become the incredible success story that it is today. Located just off of Santa Monica Boulevard in West Hollywood, the campus attracts not only countless international tourists, but interior design, creative, and furnishing professionals and tastemakers from all corners of the planet.

The design of the center alone calls attention from all angles, even to those who are unaware of what goes on inside. You don't need to be part of the design world to appreciate the stunning beauty of the architecture; its sharp edges, colorfully smooth surfaces, its enormous presence on the fourteen acre campus in West Hollywood. The greens, blues, and reds of the chic complex looks more like something out of a Pixar film, nothing like the rest of Los Angeles.

It is home to international conferences, showrooms, thousands of product-lines, exhibitions and much more. The showrooms are some of the most sought after spaces for interi-

or design brands and its top-notch office space is in extremely high demand. WESTWEEK is the ultimate showcase for global design, an annual event that only last two days but attracts upwards of 20,000 people from the design industry. The renowned chef Wolfgang Puck opened the restaurant Red Seven in the Green Building and is a smashing success.

It wasn't until 1999 when the PDC really began to come together, decades after the idea was born. Charles S. Cohen, the Manhattan-based developer, acquired the PDC and brought with him years of experience to complete the project, turning it into the impressive complex it is today.

Cohen and his team transformed the Blue Building – which is affectionately nicknamed the Blue Whale due to its enormous size and color – into a more modern space, improving on the space and making it more hospitable to the interior design crowd that would be occupying the structure. The Green Building was then transformed into very high-end office space, a move that would make the complex more accessible and reachable to people from all fields, not just the design world. The biggest undertaking for Cohen, and the move that would complete the vision of the PDC, was the construction of the Red Building.

It took eight years to complete the 16-story, 400,000 square foot building, securing the complex's title as most recognizable structure in Los Angeles. With more luxury office space, the Red Building is home to many creative brands, going with the theme of the entire complex. The combination of the tenants and events that happen within the PDC blend perfectly with

the structure itself, creating a space that boasts creativity, innovation, and modernity.

The PDC is also very well known for housing lectures, meetings and more. It is used for special events for both the arts and entertainment communities. Elton John started using the space back in 2005 to host his very popular post-Oscars after party, the Elton John AIDS Foundation Academy Award Party. The gathering of the rich and famous raises millions of dollars every year with its high priced ticket fees and celebrity auctions. All of the money goes to benefit his foundation.

The Pacific Design Center is also home to ever-changing art exhibitions that draw an international crowd of famous artists. MOCA, the Los Angeles Museum of Contemporary Art, is also a fixture at the Pacific Design Center and is a huge draw for art aficionados and artists since it opened back in 1987. The designLab is a very innovative space that boasts a wide variety of creative disciplines including film, video, sculpture, painting, architecture, performance and more. Every year the designLab hosts five different receptions, inviting international curators and artists to display their work.

Who knows what the Pacific Design Center holds for us in the future. It goes without saying that it would have been quite difficult in the beginning for Cesar Pelli to imagine exactly what his vision would eventually become. Fortunately, the Argentinean architect is still alive today to see that his creative mind was able to give way to one of the most breathtaking structures in Los Angeles, an inspiring icon in the creative world that attracts people from all walks of life.

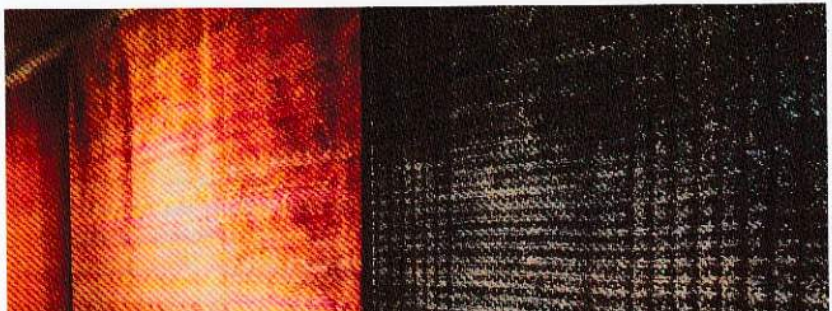
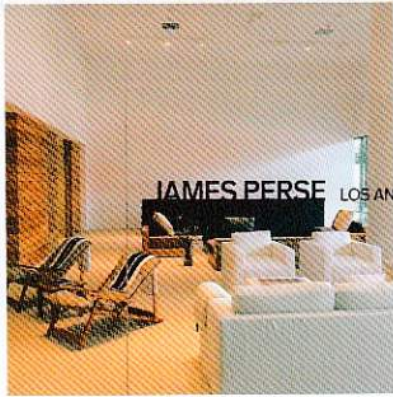


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Furniture and Furnishings

The Pacific Design Center is a trove of inspiration for home decorators and trend spotters. Although it is open to the public, the showrooms only sell items to professional designers. It's a great place to source furniture, wallcoverings, fabrics and rugs with or without your interior designer. If you don't have a designer, you can take advantage of their Design Referral Program. Tell them your needs, and you will be assigned an interior designer to work with you and guide you through the buying process.



SHOWROOMS

A. Rudin
AGA John Oriental Rugs
Almar Carpets International
Andrew Martin
Aran Cucine
Armani/Casa
Ashbury Hides
ASID/Los Angeles
Atelier Lapchi
Audio Visual Interiors
Baker
Bausman & Company
Brown Jordan
Brunschwig & Fils
CBS Showroom
Chelsea Carpets
Cooper-Pacific Kitchens
Coraggio Textiles
Cowtan & Tout
Creative Environments
Creston Electronics, Inc.
Cygat Art Deco
d'Escoto West, Inc.
David Sutherland Showroom
DEDON
Design Bath & Hardware
Design Spec Floor Coverings
Donghia
Dunalee/Highland Court
Ebanista
Edelman Leather
Elevator Boutique
Espace
EuroConcepts Bath
EuroConcepts Kitchen
Fabricut Inc.
Francesco Molon
Geigitech
Hagan Flynn, Inc.
Hannasab Oriental Rug Imports
HD Home & Design
Hokanson Carpet
Holland & Sherry
Holly Hunt
Innovations
International Down & Linen
JGeiger Shading Technology
J.H. Minnesson & Co.
James Porter
JANUS et Cie
Kneeder | Lauchre
Knoll Luxe
Kravet
Lee Jofa
Maharsen
Martin|Patrick|Livan
Michael Taylor Designs
Michaelson & Kohlberg
Micucci
Mini London, Inc.
Osborne & Little
Pacific Hide & Leather
Panache Designs
Pastori/Rawleigh/Everett
Paul Ferrante
PERFEC Floors
Pindler
Quadrilla/China Seas
Ralph Pucci West Coast
Racul Textile Library
Reagan Hayes
Robert Allen
Samuel and Sons
Sealamandre
Schumacher/Patterson, Flynn & Martin
Scott Group Custom Carpets
SFC Flooring
Sofier Gallery
Soolip
SpecCeramics
Stark Fabric, Wallcovering & Furniture
Summit Furniture, Inc.
SuperVision
Tai Ping Carpets
Thomas Lavin
William Haines Designs



/ PACIFIC DESIGN CENTER



Events/ Seminars

The PDC has state of the art facilities for events seminars and performances. The SilverScreen Theater, a 388-seat luxury film venue and reception facility featuring sound by Steinway Lyngdorf; and the Blue Conference Center, a 200-seat auditorium fully equipped for lectures, conferences, performances and public meetings.

designLAB Exhibition

5 June - 31 August | 11 AM - 5 PM

designLAB presents a dozen new contemporary art and design exhibitions in its latest opening at PDC.

MOCA PDC

Tongues Untied

6 June 6 - 13 September

"Tongues Untied" focuses on queer artistic production in the 1980s and 90s, and explore issues of gender, race, sexuality, persona, and masquerade.

designLAB Reception

17 September | 5 PM - 9:30 PM

Fall Market 2015

8 October | 9 AM - 6 PM

Designers attending from across the nation and around the globe will experience compelling showroom activities, open houses, receptions and new line introductions. Top-notch programming delivered by the industry's most celebrated style authorities in conversation with editors from the nation's leading shelter publications and digital platforms completes the Market experience. Complementing the Market is PDC's designLAB arts initiative which hosts a reception on Thursday evening, October 8 from 5:00 - 9:30 pm. The exhibition presents established and emerging artists and galleries featuring a variety of works and mediums, including painting, sculpture, photography, film, video, architecture, design and performance.

Pacific Design Center
8687 Melrose Avenue
West Hollywood, CA 90069
310.657.0800
pacificdesigncenter.com

Westweek

WESTWEEK Spring Market, the West Coast's definitive showcase for global design, takes place annually at the end of March. The two-day event provides a comprehensive series of informative presentations and engaging events featuring internationally-renowned tastemakers, while also debuting the latest luxury furnishings and interior resources crafted by today's foremost design innovators. This year there were talks sponsored by Architectural Digest, Elle Decor and California Homes among others, and featured designers such as Michael S. Smith, Suzanne Kasler, Mary McDonald and Oliver Furrh.



DesignLab

designLAB is a national arts program which was launched in 2009 by art advisor and independent curator Helen Varola, in partnership with owner and visionary Charles S. Cohen. With the aim of supporting Los Angeles' dynamic artist community, designLAB provides dealers, artists and curators with affordable space to create unique projects that span a variety of artistic disciplines.

Over a dozen designLAB gallery projects are located on the 2nd floor of the Blue building at the Pacific Design Center. Programming has included Patrick Painter Gallery, Christopher Grimes Gallery, Fondazione Vico Magistretti, Diana Thater, Lita Albuquerque, Peter Zellner, T. Kelly Mason, Mark Johnston, Sharon Lee, Will Ryman, Walead Beshty, Alex Israel, Piero Golia, Tejo Remy, Elena Manfredi, LAND, Los Angeles Contemporary Art Fair, Otis College of Art and Design and Young Projects.

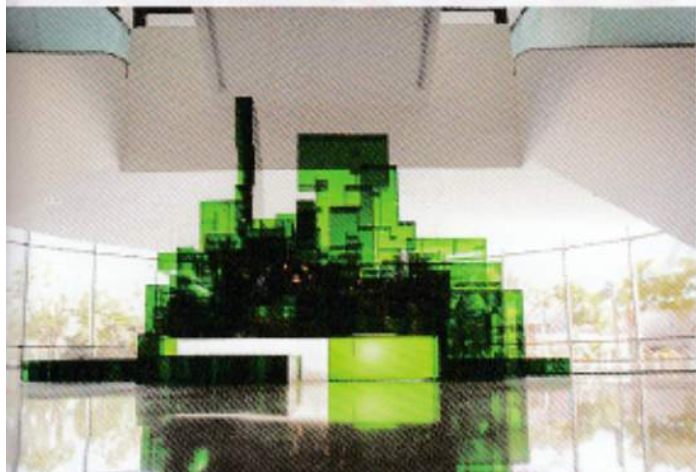
designLAB celebrates Pacific Design Center's 40th year with a site-specific commissioned installation in the Blue Lobby by 21 that considers the history of Cesar Pelli/Gruen Associates' ground-breaking vision for the Pacific Design Center. Other Lobby exhibits include works by Won Ju Lim and Kenny Scharf's *Daisymobile* (1975/2014), a Pontiac automobile the artist re-interpreted in terms of his iconic, exuberant style.

More information on upcoming exhibitions:
helenvarola.com/designlab.html

Bottom left: Emerald Won Ju Lim, Photo: LKR Blue Lobby Exhibition.

Bottom right: *Daisymobile* Kenny Scharf, Green Lobby Exhibition, Christopher W Mount Gallery, Photo: Eric Minh Swenson

Installation from "When the Future Had Fins", Christopher W Mount Gallery, Photo: Eric Minh Swenson





97

LA HOME | SUMMER 2015