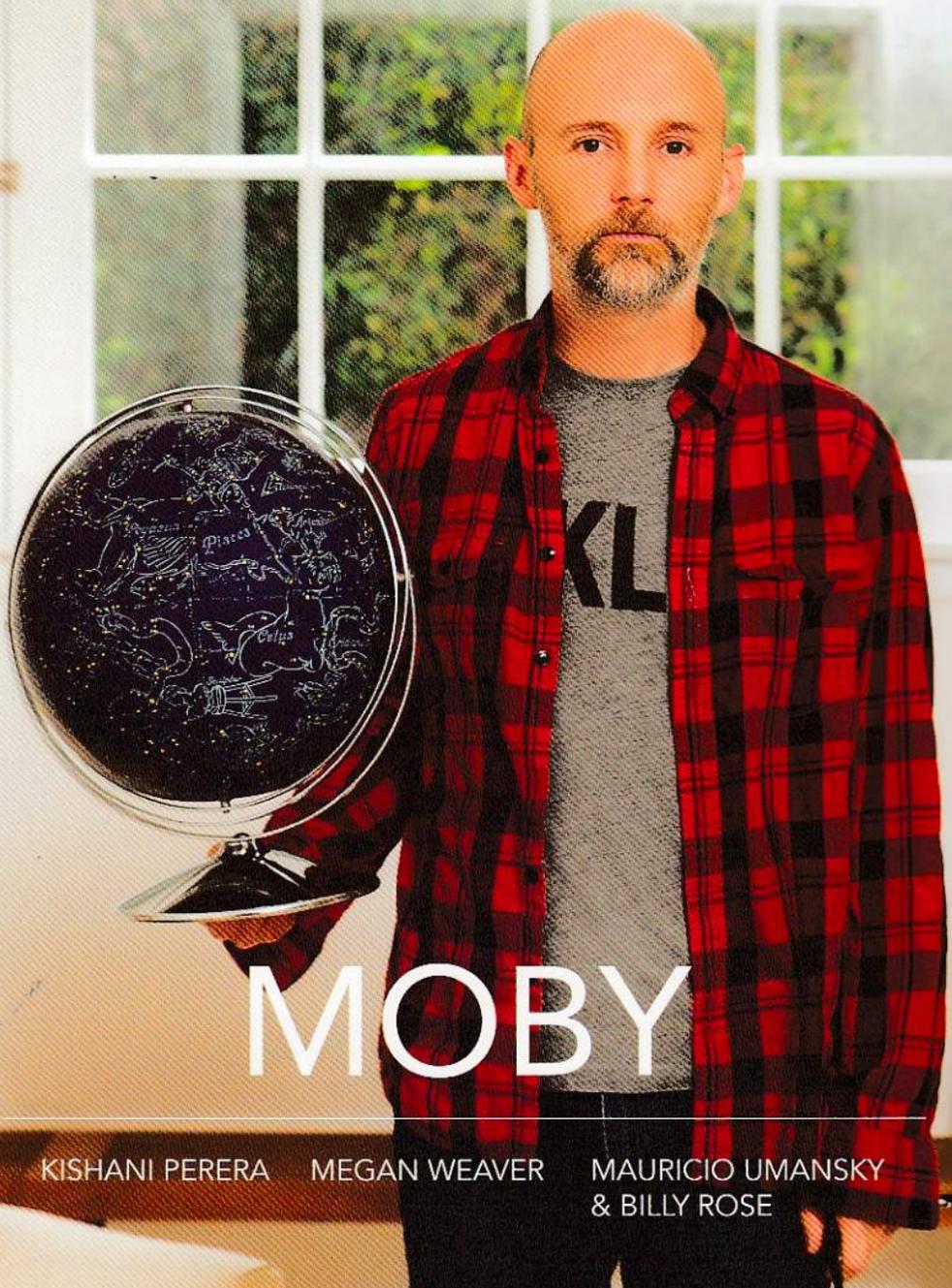


# LA/HOME

LAUNCH  
ISSUE

HOME + LIFE IN LOS ANGELES, CALIFORNIA



## MOBY

KISHANI PERERA   MEGAN WEAVER   MAURICIO UMANSKY  
& BILLY ROSE



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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 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.

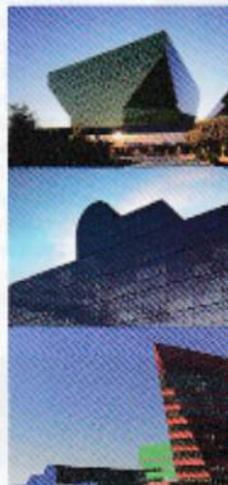
It took eight years to complete the 16-story, 400,000 square foot building, securing the complex's title as most recognizable structure in Los Angeles. With more luxury office space, the Red Building is home to many creative brands, going with the theme of the entire complex. The combination of the tenants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

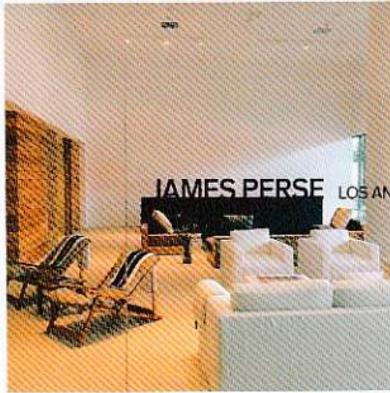
Who knows what the Pacific Design Center holds for us in the future. It goes without saying that it would have been quite difficult in the beginning for Cesar Pelli to imagine exactly what his vision would eventually become. Fortunately, the Argentinean architect is still alive today to see that his 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.



✓ PACIFIC DESIGN CENTER

### 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  
Crestron Electronics, Inc.  
Cygil Art Deco  
d'Escoto West, Inc.  
[David Sutherland Showroom](#)  
**DEDON**  
Design Bath & Hardware  
Design Spec Floor Coverings  
Donghia  
DuraLee/Highland Court  
Ebanista  
Edelman Leather  
Elevator Boutique  
Espasso  
EuroConcepts Bath  
EuroConcepts Kitchen  
Fabricut Inc.  
Francesco Molon  
Geig'loch  
Hagan Flynn, Inc.  
Hannasab Oriental Rug Imports  
HD Home & Design  
Hokanson Carpet  
Holland & Sherry  
[Holly Hunt](#)  
Innovations  
International Down & Linen  
JGeiger Showing Technology  
J.H. Mission & Co.  
[James Porter](#)  
JANUS w Cie  
[Kneeder | Leuchte](#)  
Knoll Luxe  
Kravet  
Lee Jofa  
[Maharsen](#)  
Martin|Patrick|Lvan  
Michael Taylor Designs  
[Michaelson & Kohlberg](#)  
Micucci  
Mimi London, Inc.  
Osborne & Little  
Pacific Hide & Leather  
Panache Designs  
Pastori/Rawleigh/Everett  
Paul Ferrante  
PERFEC Floors  
Pindler  
Quadilla/China Seas  
Ralph Pucci West Coast  
Racul Textile Library  
[Reagan Hayes](#)  
Robert Allen  
Samuel and Sons  
Sealmandre  
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 Dedone





## 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](http://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 Furth.



## 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.

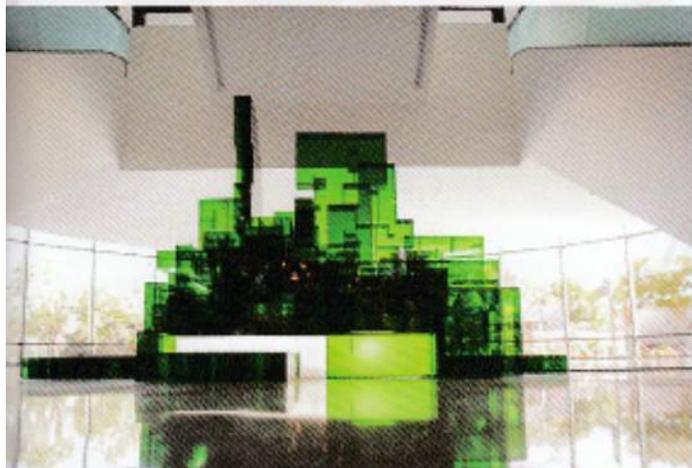
designLAB celebrates Pacific Design Center's 40th year with a site-specific commissioned installation in the Blue Lobby by 2| that considers the history of Cesar Pelli/Gruen Associates' ground-breaking vision for the Pacific Design Center. Other Lobby exhibits include works by Won Ju Lim and Kenny Scharf's *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](http://helenvarola.com/designlab.html)

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

Bottom right: *Daisymobile*  
Kenny Scharf.  
Green Lobby Exhibition.  
Photo: Eric Minh Swenson

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





1849 919 006 97 [www.pombriella.com](http://www.pombriella.com)

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