

## The L.A. Mart® Design Center is Los Angeles' Downtown Design Destination

By Nancy Joseph

The L.A. Mart Design Center, Industry Partner ASID, is perhaps best known as L.A.'s leading downtown design destination. Almost fifty years ago, the twelve-story building opened its doors to the design community who have been shopping its showrooms faithfully ever since. Although some things remain the same, much has changed.

### Showrooms:

Century, Berghardt, Kravet/Lee Jofa, Industry Partner ASID, Thomas O'Brien for Hickory Chair, Vladimir Kagan for American Leather, Kindel Furniture, Couristan, Palecek, Martha Stewart Signature Collection are just a few names that are synonymous with today's L.A. Mart Design Center. In close proximity to the residential redevelopment boom of downtown, the L.A. Mart Design Center location connects designers and retail buyers with 200 residential, decorative accessory and gift showrooms. The design center features the finest names in furniture, home décor, fabric, floor and wall coverings, fine art, antiques, lighting and lifestyle merchandise, offering an unparalleled depth and range of product resources for the design professional.

Many well-known national showrooms, as well as exclusive, Southern California multi-line showrooms, now call L.A. Mart Design Center home.

Kravet/Lee Jofa opened their second L.A. trade showroom on the lobby level in 2005, and Filbert & Fig opened on the 10th floor also in 2005. The all-new Haptor Barrett showroom was unveiled in February 2007. The awe-inspiring Haptor Barrett showrooms are 21st century re-inventions of the company's first showroom, which opened at the L.A. Mart Design Center three decades ago. The opening reception was kicked-off by an appearance from acclaimed designer Thomas O'Brien, whose collections for Hickory Chair are available at the showroom whose Hickory Chair Gallery is the largest on the West Coast.



**HAPTOR BARRETT SHOWROOM RE-OPENING, FEBRUARY 2007. L TO R: BILL MCWHORTER, PRESIDENT ASID/LA, PENNY HAPTOR, THOMAS O'BRIEN**

Century Designer Showroom unveiled an impressive new showcase for its collections from Oscar de la Renta, Richard Frinier and others in October, 2006. The official opening of this, their third southern California showroom, showcased a display of holiday tabletop designs created by special guest *Traditional Home* magazine's design editor Krissa Rossbund. All of the stunning tabletop brands used were sourced from L.A. Mart gift showrooms and are available to designers.



**THE "NEW YEAR'S EVE" VIGNETTE, PRESENTED ON CENTURY'S CAMDEN PASSAGE DINING TABLE**



**CENTURY DESIGNER SHOWROOM GRAND OPENING RECEPTION, OCTOBER 2006. L TO R: SYBIL VAN DIJS, PAST PRESIDENT ASID, KRISSA ROSSBUND (TRADITIONAL HOME EDITOR), BILL MC WHORTER, PRESIDENT ASID/LA, DEBORAH DAVIS, ASID, JEFF SAMPSON (L.A. MART DESIGN CENTER MARKETING DIRECTOR)**

### Programming & Special Events

The L.A. Mart's commitment to the design community is evident all year-long. A compelling line-up of special events, many CEU accredited, offers exclusive access to programming not available elsewhere. Design magazines and local newspapers like *California Homes*, *California Home + Design*, *Los Angeles Magazine*, *Western Interiors and Design*, *Desert Living*, *Interior Design*, *Traditional Home*, *The Los Angeles Times*, and *The L.A. Daily News*, regularly feature editorial coverage of many of these great events, promoting good design in Southern California.

In April 2007, celebrity designer Kenneth Brown created The Kenneth Brown Loft for L.A. Mart Design Center in a 2,000 square-foot Biscuit Company Loft penthouse. Brown sourced virtually all furnishings for the showcase at the L.A. Mart Design Center. The Mart hosted a private, mid-day lecture and tour with Kenneth Brown for its designers.

The design center's signature *Designer's Forum* lectures series offers Southern California's design professionals first-hand access to some of the country's top designers, magazine editors and architects. This 2007 program, "A Study in West Coast Style," is a three-part series focusing on iconic Southland coastal, urban and desert design. The series concludes on October 9th, with a panel of leading design authorities presented by *Western Interiors & Design* magazine.



**DESIGNER'S FORUM PANEL DISCUSSION WITH DAVID DALTON, ASID**

For the fourth year, the L.A. Mart Design Center proudly supports ASID's Los Angeles chapter by hosting its Design Trade Expo. The design center helps promote the Expo to its constituents drawing an even greater level of attendance for ASID.



**DESIGNERS IN ATTENDANCE**

Becoming downtown's design destination means that top designers frequent the building's showrooms. The L.A. Mart Design Center and the L.A. Mart Furniture Association recognize their most loyal designers with the annual Designer Appreciation Awards luncheon in November.



**ASID/CA LOS ANGELES CHAPTER DESIGN TRADE EXPO 2005 L TO R: DARREL SCHMIDT, ASID, SANDRA CLARK, AND GUESTS**

Celebrate fifty years of good design with the L.A. Mart Design Center throughout 2008; another stellar line-up of special events is on the horizon.

*The L.A. MART® Design Center is located at 1933 S. Broadway, Los Angeles, Calif., 90007, at the corner of Broadway and Washington Boulevard. [www.lamart.com](http://www.lamart.com)*



**2006 DESIGNER APPRECIATION AWARD WINNER, FERNANDO DIAZ, ASID**

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