



L.A. MART®
DESIGNCENTER

DESIGNERS' FORUM 2010

BUSINESS MATTERS

THURSDAY, MAY 6, 2010

Session One

THE BESPOKE APPROACH:

CULTIVATING THE VALUE OF
THE DESIGN PROFESSIONAL

PRESENTED BY

**TRADITIONAL
HOME**

11 A.M.
LECTURE PRESENTATION

12 P.M.
RECEPTION

RSVP 213.763.5813

MODERATOR



Krissa Rossbund
Senior Design & Style Editor,
Traditional Home

PANELISTS



Christopher Gaona, ASID
Principal
Christopher Gaona, Inc.
Interiors



Kelly LaPlante, LEED AP
Principal
Kelly LaPlante Organic
Interior Design



Katie Leede
Principal
Digs by Katie

Fashioning a thriving design practice is no longer attained by mere creative talent or a superior aesthetic. As budgets tighten, expectations soar and luxe is reassessed, successful professionals are redefining their trade as purveyors of the bespoke ... providing clients with made-to-measure design solutions that weave uncompromising style with meaningful value.

Join L.A. Mart® Design Center, *Traditional Home* and three of the magazine's 2010 "Young Designers To Watch" as they share how a bespoke business philosophy has shaped their success. Learn how customized design interpretation, artisanal craftsmanship, rigorous attention to detail, intuitive personal service, and imparting a certain lifestyle education form a well-considered approach to creating an exceptional design practice.

The Interior Design Continuing Education Council will offer 0.1 CEU credits for this seminar.



Designers' Forum is a "To The Trade" event.
Clients accompanied by their designers are welcome.