

THE RETAIL observer

SEPTEMBER 2016 Vol. 27, Issue 9

AN EYE ON THE INDUSTRY SINCE 1970

dwell
on design

Celebration & Exploration
of Modern Design 2016



DSE 2016
SETS ALL-TIME
RECORDS



Printed on Recycled Paper
10% Post Consumer



Scan for Mobile



2764 N. Green Valley Pkwy, Suite 508
Henderson, NV 89014-2121



A Celebration and Exploration of Modern Design

dwell
on design

packed audience of trade members and included an inspiring keynote about his influential work.

- **The Dwell Platform** was an added newcomer to the show floor—featuring four iconic Dwell rooms, with opportunities for attendees to interact with other individuals and brands. Attendees had their photo taken in their favorite rooms and were able to share their experiences digitally by using the hashtag #dwellhere.
- **The Designers & Books Fair** was another must-see space where attendees could browse and shop the best in architecture and design-centric books. Participating publishers included Actar-D, AMMO BOOKS, Paintbox Press, Phaidon, and RAM.

- **Toyota joined Dwell on Design** for the first time as a premier sponsor and hosted the Prius Ride and Drive, allowing attendees the opportunity to get behind the wheel of the all-new Toyota Prius to experience its superior design.

ON-STAGE PROGRAMMING

Dwell on Design LA 2016 on-stage programming focused on four design-centric content tracks—Business of Design, Healthy Architecture, The Smartest Home/New Technology, and Nice Modernist.

Some of the brightest, most forward-thinking minds in design joined Dwell to celebrate raising the level of discourse with topics that included: "Made In L.A.", "Affordable Housing Meets European-Style Sustainability", "Alternative Careers in Architecture", "Rethinking Los Angeles: Future Vision", "New Face of





Affluence Survey: Designing for Today's Affluent Consumer", "Designing Brand Identity from Scratch", and "Eco-Unconscious: Regulating Energy Consumption with Smart Tech".

Notable speakers included: director of Shingle Audio, Alex Rosson; Benjamin Ball of Ball-Nogues Studio; Samsung research engineer, Brian Harms; Cactus Store owner Carlos Morera; Los Angeles Department of Water and Power, Cathleen Chavez-Morris; *Los Angeles Times* architecture critic, Christopher Hawthorne; Daniel Husserl of Uluru Design; manager of programs and partnerships, California Center for Sustainable Energy, architect David Hertz of Island Sky/S.E.A.; Denise Butchko of Butchko and Company; CEO and founder of Decorist, Gretchen Hansen; Chief Sustainability Office of Los Angeles, Matt Petersen; creative director of Hufft Projects, Matthew Hufft; CEO of American Society of Interior Designers,

Randy Fiser; The Unique Space founder, Sonja Rasula; Plant Prefab CEO, Steve Glenn; and co-creator of Morpholio, Toru Hasegawa.

LA HOME TOURS AND MEET THE ARCHITECTS

The Home Tours had record attendance and provided visitors exclusive inside access to some of the most remarkable modern homes found throughout Los Angeles.

Two *Meet the Architects Nights*, sponsored by Sage and TOTO, allowed attendees to hear the inspiration, challenges, and creative processes from the architects and designers behind the featured homes of the Home Tours.

Dwell on Design LA will return to the Los Angeles Convention Center, June 23-25, 2017.

For more information, please visit dwellondesign.com. **RO**

