



## LEGENDS 2013

### TIME CAPSULE: THE PAST, PRESENT AND FUTURE OF DESIGN

**Now in its fifth consecutive year**, LEGENDS is a 3-day celebration of design staged by the La Cienega Design Quarter that brings together VIPs and tastemakers from the worlds of interior design, decor, art, fashion and architecture for receptions, keynote panel discussions, cocktail parties, exhibitions, book signings, open houses, personal appearances and other special showroom events.

Since its inception in 2009, LEGENDS has attracted **over 10,000 attendees** and garnered **nearly 100 million media impressions**. It is the largest design event of its kind in Southern California and is a prominent fixture on the national design event calendar.

Each year, LEGENDS embraces an overarching theme to pay homage to the people or things that help to create and inspire excellence in design. From May 8 to 10, 2013, LEGENDS will explore Time Capsule: The Past Present and Future of Design. Highly regarded interior designers from across the country have been invited to decorate the legendary windows in the La Cienega Design Quarter.

LEGENDS' **Media Sponsors** are *Elle Decor*, *House Beautiful*, *Luxe Interiors + Design*, *Traditional Home* and *Veranda* alongside **Corporate Sponsors** 1stdibs, One Kings Lane, Dering Hall, Merida and Coldwell Banker Previews International. Contributing Sponsors include *Domaine*, *Angeleno*, *California Homes* and *California Home + Design*.

**Signature parties** in 2013 include the Gala sponsored by 1stdibs and Coldwell Banker Previews International; Power Lunch hosted by Michael Boodro, Editor in Chief of *Elle Decor*; Tribute Party hosted by Ann Maine, Editor in Chief of *Traditional Home*; Al Fresco Lunch hosted by Pamela Jaccarino, Editor in Chief of *Luxe Interiors + Design* and Finale Party hosted by Dara Caponigro, Editor in Chief of *Veranda*.

A fusion of design, art, fashion and culture, LEGENDS provides a unique combination of education and entertainment for those who appreciate design.

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#### LA CIENEGA DESIGN QUARTER

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