

INTERIORS

FALL 2008



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Dazzled by Design

Come September 13 – 15, the brilliance of Los Angeles' design community gleams just a bit brighter when DIFFA's DINING BY DESIGN premieres at L.A. Mart® Design Center



DIFFA'S COCKTAIL BY DESIGN

The spotlight for L.A.'s best-dressed faces serious competition this fall when glamorous frocks are eclipsed by nearly 40 extravagant tabletops sheathed by luminaries from the worlds of interior design, fashion and art, along with the creative forces from major corporate brands, all in the name of raising funds for DIFFA: Design Industries Foundation Fighting AIDS.

DINING BY DESIGN's over the top tabletop extravaganza is a luminous blast of cuisine, creativity and spectacle which has featured such celebrated names as Richard Meier, David Stark, Vincente Wolf, David Blackwell and Doug Wilson, and corporate giants including Crate & Barrel, Ralph Lauren Home, Baccarat and Viking Range Corporation, among others.

L.A. Mart® Design Center serves as Local Sponsor and host site for three days of stylish soirees beginning with the VIP preview COCKTAILS BY DESIGN kick-off party. TABLE HOP & TASTE, a public viewing day featuring wine pairings with tastings from top local restaurants, follows the opening.

The festivities conclude with the grand GALA DINNER where guests take their seats as part of the dining fantasy. Chaired by renowned lifestyle designer Barclay Butera, DINING BY DESIGN's Los Angeles debut is already attracting excitement and participation from the region's cream-of-the-crop talent ensuring a stunning showcase of imagination and fantasy.

A national multi-city tour, DINING BY DESIGN celebrates its 11th year having raised more than \$12 million for DIFFA and the hundreds of AIDS service organizations it supports across the country.

For ticket information, call 310.860.1300 or visit diffa.org

TOPS IN DESIGN



Seeking a fresh, youthful viewpoint to realize its tablescapes, L.A. Mart® Design Center tapped *Top Design's* Preston Lee, debuting on Bravo TV's fall 2008 Season 2 series, and Jennifer Dyer, co-owners of *Design & Style*, to imagine a trend-forward dining experience that is at once fashionably aspirational and genuinely accessible.

"I want to turn heads and impress the community," said Preston Lee. "The LA Mart Design Center provides great resources for fresh design and DINING BY DESIGN allows us to showcase these ideas to the everyday client."



BACCARAT



NAUTICA



RALPH LAUREN HOME



KRAVET

Lavishly visualized as parallel reflections yet distinctively opposite in composition, LAMDC's two dining spaces play counterpoint on themes of tradition and modernity, propriety and indulgence, refinement and sensuality, radiance and mystery. The union of these worlds is harmonized by a design execution integrating a commitment to sophistication and an attention to detail with a flair of both drama and play. Jennifer Dyer revealed, "We had a challenge in creating something unique, stylish, and smart. Two table tops, two designers and one eye catching aesthetic. DIFFA will definitely be proud of the outcome."



ABOUT DESIGN & STYLE

Design & Style challenges the client to re-think design. The company has the talent and know-how to bring a fresh look to any project, encouraging clients to express any desire and indulge themselves in an environment that is thrilling and inviting. The most extreme ideas which one might imagine can become a reality. The idea behind good design should revolve around the clients needs and maintain visually stimulating creations never seen before. Design & Style has worked on a number of high-profile projects including creating set designs, restaurant / bar venues, green building complexes, and several high end residential homes.

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