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DWELL ON DESIGN CONFERENCE + EXHIBITION DEBUTS IN LOS ANGELES- REGISTRATION OPENS
Dwell Magazine Comes to Life at June Conference Held at the Los Angeles Convention Center

Los Angeles, CA -March 24, 2008 — The third annual Dwell on Design Conference + Exhibition is making its highly-anticipated debut in Los Angeles, June 5-6, 2008 (conference) and 7-8, 2008 (exhibition) with registration for the conference opening today on Dwell.com. The four-day weekend will constitute the largest design show in the West.

“With 41,500 subscribers in the Los Angeles area and 10,100 newsstand readers, we knew it was time to bring a high quality, content-based conference and exhibition to Los Angeles,” said Michela O’Connor Abrams, Dwell’s Publisher and President.

The unique two-part event will feature an unparalleled conference including sessions led by industry innovators, and a hands-on exhibition where attendees can explore a host of modern products and lifestyle exhibits. Special to the exhibition will be Dwell Outdoor—a “pop-up” community – with actual prefab exhibits, ready to see, touch and inspire. Dwell on Design has partnered with the Los Angeles Mayor’s office, LA Forum, ASID, ASLA, AIA, LA MOCA, GOOD Magazine and many more powerful organizations to assure grand success June 5-8 at the Los Angeles Convention Center.

Curated and moderated entirely by Dwell editors, the conference will offer two thematic tracks both providing an in-depth look at modern design, architecture and space, enhanced by perspectives from design practitioners as well as legislators, international guests and activists. Special guests include Tone Wheeler, an award-winning architect from Environa Studio in Australia; Jenna Didier of Materials and Applications, a research center dedicated to pushing new and underused ideas for art, landscape and architecture into view; and a keynote address from Los Angeles City Council President Eric Garcetti. Evening events will also be held nightly at downtown locations including LA MOCA, FordBrady, South Group and more.

The two-day exhibition will bring together design professionals and design savvy consumers under one roof for ideas, networking, and commerce. 12,000-15,000 attendees are expected to spend the weekend walking among 200+ exhibitors, all of whom are there to show their incredible products and services to the Dwell audience. Designed to represent the very best in modern outdoor living, Dwell Outdoor’s 10,000 square foot exhibition will also be a highlight not to be missed. Dwell Outdoor drew broad attention in San Francisco in 2007, and three additional prefab structures have been added to Dwell on Design Los Angeles, never seen before.

“Dwell’s brand has received accolades for the past three years in San Francisco in print, online, with homes and live with Dwell on Design,” said O’Connor Abrams. “We are excited to bring the brand to life in Los Angeles, an undisputable capital of modern design.”

About Dwell:

Dwell was created to expand perceptions of the word “home” and champion an aesthetic in design that is modern, idea-driven and sensitive to social and physical surroundings. Their inherent passion for “bringing good design to everyone” has added fresh dimension to what it means to be At Home in the Modern World. Dwell® and Dwell on Design ® are registered trademarks of Dwell, LLC