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**Dwell on Design Conference Issues Two Design Challenges**

*Wacom Live Eco-Design Rendering Challenge and Monrovia Design Challenge Kick-off at the Los Angeles Museum of Contemporary Art Dwell on Design Party*

**LOS ANGELES** (June 4, 2008) — The third annual Dwell on Design Conference + Exhibition + Home Tours is making its highly anticipated debut in Los Angeles June 5 - 6 (conference) and 7 - 8 (exhibition and home tours). As part of the festivities, on Friday, June 6 from 6 – 9 p.m., Dwell will host a set of design contests during the after-conference party, held in the Upper Sculpture Plaza at the Museum of Contemporary Art (MoCA) (<http://dwell.uber.com/moca>).

The Monrovia Design Challenge allows party attendees to create an instant, eye-catching landscape within a small space. Three teams at a time have just 10 minutes to create a design using a wide palette of stylish Monrovia plants. When all sets of teams are finished, the judges, including Monrovia CEO Miles Rosedale, will award the winning team a living trophy from Monrovia. Every party attendee will receive a Monrovia plant to take home.

The Wacom Live Eco-Design Rendering Challenge will eight of Los Angeles' top design-rendering gurus competing in a video-game-tournament-meets Iron-Chef-style competition to determine the “Best Designer of the Evening”. The contestants will draw on a Wacom Cintiq Interactive Pen Display (<http://www.wacom.com/cintiq>) with their live sketches brought to life on a thirty two foot hi-definition plasma octagon screens over their heads. The challengers will produce 2D renderings of sustainable and modular homes and room designs that must adhere to Dwell design principals: relying on green technologies for energy efficiencies, featuring plenty of natural light and color, restricting building costs to under \$300K and limiting total square footage to 3,000 sq ft. The challenge consists of two 45 minute rounds. The judges will rank and select the top winner who ranks the highest for both rounds based on aesthetics, light, flow, eco-friendly efficiency, layout and cost parameters.

“This is the first live rendering challenge with an emphasis on sustainability and eco-design,” said Geoff Manaugh, Senior Editor of Dwell magazine and Wacom contest judge. “Creating an original design, live, in front of spectators, with a variety of tough design constraints, will certainly earn the winning designer the title.”

The distinguished panel of judges for the event include:

**Hernan Diaz-Alonso**, Faculty, SciArc  
**Paul Petrunia**, Founder of Archinect  
**Scott Robertson**, New Media Department Chair, Art Center College of Design  
**Max Crome**, Principle, Crome Architecture  
**Geoff Manaugh**, Senior Editor, Dwell  
**Santino Medina**, Faculty, SciArc  
**Jeff Daniels**, Architecture & Interior Design Programs UCLA Extension

“Designers and architects are always telling us how much more quickly and naturally they develop concepts when working with a pen directly on the screen of a Cintiq Interactive Pen Display. We are excited to provide the technology that will enable talented professionals to show us just what they can do under the pressure of a live contest,” said Don Varga, Sr Product Marketing Manager from Wacom.

The simultaneous contests will be accompanied by DJ entertainment and an open bar provided by 360 Vodka and Izze. Topiary artist Ignacio Moreno from Monrovia Nursery will also be creating living art with plants throughout the party.

To learn more about Dwell on Design, please visit (<http://www.dwellondesign.com>) or visit the DOD Electronic Press Kit (<http://www.guerillapr.com/dwellondesign/exhibitors.html> ). For information about the Wacom Design Challenge, please visit (<http://dwell.uber.com/moca>).

#### **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 (<http://www.dwell.com>)

#### **About Wacom:**

Wacom Company Ltd., (Tokyo Stock Exchange 6727), is a global company based in Japan with subsidiaries around the globe. Founded in 1983, Wacom’s vision to bring people and technology closer together through natural interface technologies has made it the world’s leading manufacturer of pen tablets, interactive pen displays and digital interface solutions. The advanced technology of Wacom’s intuitive input devices has been used to create some of the most exciting digital art, films, special effects, fashions and designs around the world and provides business and home users with the ability to express themselves in a natural way. Today, millions of customers use Wacom’s cordless, battery-free, pressure-sensitive pen technology to express their creativity (<http://www.wacom.com/cintiq>).

#### **About Monrovia:**

Monrovia is one of the world's largest producers of container grown plants, with more than 2,000 different varieties. Since it was founded in 1926 by Harry E. Rosedale, the company has introduced hundreds of patented plants, more than 200 of which are Monrovia exclusives. Monrovia plants are shipped to independent garden centers nationwide from its nurseries in Visalia and Venice Hills, Calif., Dayton, Ore., Springfield, Ohio, LaGrange, N.C. and Cairo, Ga. Throughout its history, Monrovia has pioneered many new technologies and new plant introductions. It remains a family owned entity. To find the nearest garden center that carries Monrovia plants, visit (<http://www.monrovia.com>).

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