



Two Downtown Los Angeles Events Spark Excitement Around Modern Urban Living

Dwell on Design Conference + Expo and Downtown LA Open House 08 to Open
June 5-8

LOS ANGELES, May 7 /PRNewswire/ -- Visitors, businesses and residents in Downtown LA will celebrate the modern design revolution taking place in the neighborhoods of Downtown when two simultaneous events occur June 5-8, 2008. The third annual Dwell on Design Conference + Exhibition debuting June 5-8, 2008 at the Los Angeles Convention Center will constitute the largest modern design show in the West, while the Downtown LA Open House 08 will be the coalition's first-ever self-guided open house.

The events occur at a poignant moment in the development of Downtown LA; the residential population of Downtown has boomed since 2005, with a population projected to grow to more than 40,000 by the end of 2008. Coinciding with the emergence of modern design stores such as Ford-Brady Gallery, a new Comme des Garçons shop in Downtown's trendy Old Bank District and the Broad Contemporary Art Museum, which opened in February, Downtown LA is flourishing with modern design.

"We are thrilled to be bringing Dwell on Design to Los Angeles in the midst of the current modern architecture and design movement happening Downtown," said Michaela O'Connor Abrams, President and Publisher of Dwell. "The open houses as part of both Dwell on Design and Downtown LA Open House 08 will literally open the dialog on modern design to all who participate."

Both events will draw visitors and community members into Downtown neighborhoods for Open House tours. Dwell on Design's Home Tour will feature a tour of Westside Single Family Homes on Saturday, June 7, displaying diverse examples of modern residential architecture as well as Downtown Urban Living on Sunday, June 8 featuring some unique residences in the re-awakened Downtown. Home Tours will be open from 10am to 4pm on both Saturday and Sunday and are self-drive home tours.

"This is the perfect merger of two great events showcasing the urban renaissance underway in Downtown Los Angeles. Downtown is the new design incubator of Los Angeles and these events will further this design revolution," said Carol E. Schatz, President and CEO, Downtown Center Business Improvement District.

Downtown LA Residential Open Houses will run from 10am-5pm on Saturday and Sunday only. Downtown LA Open House is being produced by the Downtown Center Business Improvement District, which has been the driving force behind the renaissance of Downtown Los Angeles since its inception in 1998.

Dwell on Design Los Angeles is both a conference and an expo, and with over 50 speakers, the conference will offer the most diverse subject matter related to modern design ever presented live in Los Angeles.

Exclusively moderated by Dwell editors, the conference opens with conversation specifically devoted to the future of Los Angeles, with panels including: LA Grows Up: Dealing With Density, and Los Angeles LEEDs the Way?, which explores what a mandated LEED program means for the city.

The conference begins Thursday, June 5th, 2008 from 9:30-5:00 with a

reception from 5:30-8:30 pm and Friday, June 6th, 2008 from 9:30-1:00. Friday's conference activities will be followed by a preview and free weekend pass to the exhibition: 55,000 square feet of ideas including a neighborhood of prefabs complete with landscaping and outdoor inspiration by Dwell Outdoor.

To register for Dwell on Design, go to <http://www.dwellondesign.com>

To learn more about Downtown LA -- call 213-624-2146 or email openhouse@downtownla.com.

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(R) and Dwell on Design (R) are registered trademarks of Dwell, LLC. For more information, visit <http://www.dwell.com>

About Downtown Center Business Improvement District (DCBID)

The DCBID is a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. Nearly 480 property owners provide funds to the district via a special voluntary tax assessment, which finances safety and maintenance services, as well as business recruitment/retention and marketing programs. For more information, visit <http://www.downtownla.com>.

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