

CA Boom Design Show Descends on Beverly Hills in June – Features Best of Modern Design, Products, and Architecture Tours

BEVERLY HILLS, Calif., April 14 (SEND2PRESS NEWSWIRE) – The CA Boom Design Show (caboomshow.com) is North America's only multi-discipline non-traditional design trade fair exhibition combining the highest caliber of architects, designers and design manufacturers on the West Coast. The show brings together the best of modern and contemporary design and architecture in a unique exhibit, conference, and tour format. A favorite place for incubating companies and products to make their debuts, the show draws both the design trade and design savvy consumer, and has become a must-attend event for specifiers of quality design and architecture.



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CA Boom's signature feature, its architectural home tours, take place throughout the entire event with shuttles that leave from the venue. Attendees can tour five residential projects each day and meet the actual architects and designers in the process.

"The CA Boom home tours have set an industry precedent of establishing an

environment where potential clients can effectively and efficiently interact with five top-notch architects in the span of two to three hours,” says Charles Trotter, CA Boom Design Show creator and executive producer.

A special tour will be on this year’s schedule: The Stahl House Tour. Case Study House #22 (aka the Stahl House), is a modernist home in the Hollywood Hills section of Los Angeles, California, that was designed by Pierre Koenig. Part of the Case Study program, the house is considered an iconic representation of modern architecture in Los Angeles during the 20th century.

One of the original family members will be on site, and part of the proceeds for this tour will go toward maintenance and restoration of the property.

CA Boom 2009 takes place Friday, June 26 through Sunday, June 28 in the former Robinsons flagship department store in Beverly Hills. Friday is “Trade Only Day,” with the show floor opening up to the general public Friday evening. Admission is \$20 per day in advance or \$25 at the door, with Friday reserved as a “Trade-Only” day, and Friday evening open to the general public as a preview night.

SHOW DETAILS

Friday, June 26 – Sunday, June 28, 2009

The Former Robinsons Department Store, 9900 Wilshire Blvd, Beverly Hills, CA 90210.

Friday – CA Boom Trade Day: (\$20 online \$25 at the door) – Attendance is limited to qualified Retailers, Interior Designers, Architects, Building Professionals, Real Estate Developers, Motion Picture and Television Professionals and the design trade. Design Professionals are encouraged to attend with their clients.

CA Boom Friday Evening Event: Open to the public (\$20 in advance, \$25 at the door) 6:00 p.m. to 9:30 p.m. – Complimentary Sparkling Wine.

Design + Architecture Tours: (\$75/day or \$225/3-day pass) Fri., Sat., and Sun.: Departures 11:15 a.m. to 2:30 p.m. from CA Boom Design Show in Beverly Hills (price includes viewing 5 homes per day, transportation and same-day or return visit to view the exhibits)

Saturday and Sunday – General Admission: (\$20 online \$25 at the door) open Sat. 11 a.m. to 6 p.m., Sun. 11 a.m. to 5 p.m.

Design Conference – Included with admission Friday, Saturday and Sunday.

Advance Tickets are available online at www.caboomshow.com.

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