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**CA BOOM V: THE WEST COAST DESIGN SHOW CELEBRATES FIVE YEARS OF SHOWCASING  
NORTH AMERICA'S VERY BEST IN CUTTING-EDGE  
MODERN AND CONTEMPORARY DESIGN AND ARCHITECTURE**

*Highly Anticipated Annual Design Show in Southern California Hosts Largest Event to Date in March 2008;  
Features New Modern Kitchen and Bath Section, Industry-Leader Prefab Exhibition,  
Design + Architecture Home Tours and Unprecedented Panel Discussions*

**Santa Monica, CA (January 10, 2008)** — **CA Boom V: The West Coast Design Show** commemorates five years of gathering North America's best in non-traditional, modern and contemporary design and architecture at its highly anticipated annual design show in Southern California happening **Friday, March 14 through March 16, 2008 at Santa Monica Airport's Barker Hangar**. Open to both the design trade and design savvy consumer, CA Boom has become a must-attend event for specifiers of quality design and architecture. The show's fifth year anniversary will feature an impressive line-up of domestic and international fine-furniture manufacturers and architects, many of whom will be debuting products and projects at CA Boom V. This year you will see the addition of many new international design brands to the show, including **Poliform, Scavolini, Dellarobbia, Knoll, Valcucine, CaesarStone, Magis, Lafer, Bentley Prince Street, New York Loft, Liebherr, Rocio Romero** and more. Returning again will be **Herman Miller, Fleetwood, Neo-Metro, and Nana Wall Systems**, among others. In addition to the list of "who's who" in design participating at CA Boom V, the event will also feature industry firsts including the introduction of **CA Boom's new modern kitchen and bath section**, the world debut of **Jennifer Siegal's "Santa Monica Prefab 001"** - her first prefab house in Santa Monica which will be featured on the Design + Architecture Home Tours, and the unprecedented **"The Four Women of Prefab"** panel discussion featuring architects **Michelle Kaufmann, Jennifer Siegal and Rocio Romero** and moderated by **Allison Arieff**, the former editor-in-chief of *DWELL* magazine.

CA Boom V: Designed for Success

**CA Boom V: The West Coast Design Show** is North America's only multi-discipline non-traditional design trade fair and exhibition combining the highest caliber of architects, designers and design manufactures. The mid-century designed Barker Air Hangar at the Santa Monica Airport makes for an appropriate venue that can accommodate a larger number of exhibitors and the crowds of specifiers that visit each year. **CA Boom show manager Charles Trotter** has been with the show since its inception five years ago and he has even higher hopes for CA Boom V. Trotter says, *"Growing up on the West Side of Los Angeles, I was fortunate enough to have been influenced by such a creative environment that is home to some of North America's leading designers and architects. It was only appropriate that CA Boom launch and thrive among Los Angeles' rich design community. I am thrilled to see CA Boom develop into such a successful and anticipated event where the architect and design trade as well as design savvy individuals can learn and appreciate the wide range of non-traditional design resources and manufacturers at one show."* The first CA Boom show was held at the Santa Monica

Civic Auditorium in the summer of 2003 with an attendance of just over 4,000 and 50 exhibitors. Adds Trotter, *“The caliber and uniqueness of CA Boom V’s participants cannot be found at any other design show. CA Boom is the only show in the world where the architects are part of the event’s community and are not just a desired attendee. We’re pulling out stops to set a new attendance record this year with an anticipated 10,000 visitors, at least 40% of attendees being trade specifiers, and at least 130 exhibitors.”*

#### CA Boom V Run of Show

To simplify and improve how attendees find what they are interested in, the **tradeshow floor** will be divided into distinct zones that group related products and services together by discipline including: **international design manufacturers, national & limited production manufacturers, studio furniture, modern parenting, modern prefab, indoor/outdoor living, building accessories, and surfaces & finishes**. CA Boom V is also pleased to announce its new **Modern Kitchen and Bath** section which acts as the first kitchen- and bath-specific exhibition outside of a kitchen industry tradeshow. The CA Boom Modern Kitchen and Bath section debut will feature installed kitchens from **Poliform, CHR/Scavolini, New York Loft, and Valcucine/Dom**. Kitchen and bath appliances, fixtures and counter top displays will also be shown by **CaesarStone, Liebherr, Advanced Concrete Enhancement, Tonusa, Neo-Metro**, among others.

Departing from the site of the show, CA Boom will once again offer its **Design + Architecture Home Tours** on each of the three days of the show. These tours spotlight some of the most exciting new or recently completed residential projects in three of the surrounding Westside neighborhoods, with a different tour each day: **Pacific Palisades** on Friday March 14, **West Los Angeles** on Saturday March 15, and the **Beach Cities of Santa Monica and Venice** on Sunday March 16. Attendees can tour five residential projects each day and meet the actual architects or designers of the residences they will be visiting. The architect or designer of the project will greet the attendees, introduce their work and provide a tour. Shuttle transportation is provided to and from Barker Hangar and tour-goers can stay as little or as long as they want at each stop, taking in the architecture and meeting with the firm’s staff and in many cases the home owners themselves. Trotter elaborates, *“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 one day.”* Among this group of impressive homes on the tour, **Jennifer Siegal** of the **Office of Mobile Design** will debut her first prefab house in Santa Monica, **“Santa Monica Prefab 001,”** on the Beach Cities tour. Other projects on the CA Boom home tours include LA’s own, **Neil M. Denari Architects, Built Inc., Gray Matter Architecture, Sander Architects, Michael Folonis** and **Du Architects & Lee + Mundweiler**, among others.

CA Boom continues its tradition as being the tradeshow leader of offering the largest grouping of high caliber prefab designers at one venue. The overwhelmingly popular **Prefab Zone** connects would-be buyers of prefab with manufacturers. CA Boom’s prefab marketplace is unique in that it requires their Prefab Zone exhibitors to have built at least one prefab home, have their manufacturing and delivery process in place, and be able to write orders. Among the confirmed prefab manufacturers participating this year are **Rocio Romero, LLC, Alchemy Architects/Wee House, H-Haus, Lindal Cedar Homes Inc., Living Homes, and Sander Architects**.

In appreciation of the highly supportive design trade industry, Friday at CA Boom will continue to be a “**trade-only day**” from 11 a.m. to 5 p.m., open to qualified design, building and entertainment industry professionals. Encouraged to attend are commercial and residential architects, interior designers and decorators, commercial building owners and managers, commercial and residential developers and in particular, hospitality designers, architects and restaurant and hotel owners and developers. Members of the entertainment industry including art directors, set decorators, set designers, directors, and producers are also welcome to attend on this very special day. Following the trade-only day, the floor opens up to all design admirers for the **Friday night trade floor reception** where all CA Boom participants, including renowned panel discussion participants and home tour architects, will gather to celebrate the opening of CA Boom V. There is a \$50 general admission to the Friday Night Event, which includes an open bar, appetizers and DJ entertainment. Advanced tickets are recommended and are available through the CA Boom website.

### **About CA Boom**

**CA Boom V** happens **Friday, March 14 through Sunday, March 16, 2008**, at Santa Monica Airport’s Barker Hangar in Santa Monica, California. Exhibit Admission is \$20 per day, which includes panel discussions. Design + Architecture tour tickets are \$75 a day or \$205 for a three-day tour pass and include a same-day or return visit to the exhibit. For more information about CA Boom V and to purchase advanced tickets, please visit <http://www.caboomshow.com>.

### **\*\*\*\*\*Attention Journalists:**

*High resolution images exclusively for editorial use are available at <http://www.caboomshow.com/highres>.*

*Additional CA Boom V press materials, including information on media registration, exhibitors and tour participants are available at <http://www.caboomshow.com/media>.*

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