

FOR IMMEDIATE RELEASE

Contact: Charis Dowlan

**SAN FRANCISCO DESIGN CENTER ANNOUNCES
CALIFORNIA WINTER MARKET 2000, TO TAKE PLACE
JANUARY 21-24, 2000**

**De Sousa Hughes presents first U.S. Showing of Christopher Farr rug exhibition
Johnny Grey to present "Sociable Kitchens"**

SAN FRANCISCO, CA, November 5, 1999 – De Sousa Hughes presents the first United States showing of designer Christopher Farr's world renowned woven hangings and rugs as part of the **San Francisco Design Center (SFDC)'s *California Winter Market 2000***. A trade event exclusively for interior design industry professionals and their guests, the event takes place at **SFDC** from January 21 to January 24, 2000.

U.S. premiere of Christopher Farr exhibition

The Christopher Farr exhibition, debuting in San Francisco following its London showing, illustrates the organic richness and meticulous craftsmanship of Christopher Farr's work. His modern kilims and handknotted rugs are woven in Anatolia, reflecting the high-quality wools and yarns handspun from ungraded fleece. Presented by De Sousa Hughes, this exhibit will remain open to the public following Winter Market 2000.

Architect/Designer Johnny Grey presents "Sociable Kitchens" concept

Known for his enthusiasm and interest in a wide range of design venues, architect Johnny Grey will be presenting his "sociable kitchens" concept during ***California Winter Market 2000 (CWM 2000)***, emphasizing the kitchen of the future. An official design spokesperson for Jenn-Air Company, Mr. Grey is known for his philosophy of turning kitchens into living rooms. His whimsical kitchen designs feature bold, primary colors and individually designed kitchen furniture in unorthodox juxtapositions.

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New showrooms at SFDC

A number of new showrooms will debut in conjunction with ***CWM 2000***. Mike Furniture, a longtime and popular fixture on Fillmore Street in San Francisco, opens its first **SFDC** showroom on January 20, the eve of Winter Market. The showroom will offer an array of design possibilities with premium quality products for the to-the-trade interior designer and architect industry.

Featuring never-before-seen products, Kneeder-Fauchère will unveil its new **SFDC** showroom, designed by Orlando Diaz Azcuy.

Randolph & Hein, a longtime **SFDC** showroom, re-opens at Winter Market after the showroom's closure following the Galleria building fire earlier this year.

The recently opened *Fabric Floor* and *Kitchen and Bath Floor* (both located on the fourth floor of the Galleria building) will be on view during ***CWM 2000***, offering designs by Lee Jofa, Osborne and Little, Scalamandre, Johnny Grey, Kitchen Matrix, Rutt Cabinets, Paris Ceramics and Walker Zanger.

New collections

Debuting for the first time in the United States will be the *Girard Collection*, a subsidiary of Dessin Fournier. Other new collections premiering during ***CWM 2000*** are the *Look-alikes collection* by Donghia and the *Hawthorne Collection* by Stark Wallcovering.

Events during California Winter Market 2000

A number of informative seminars and lectures yet to be announced will take place during ***CWM 2000***. The popular *idea house @ SFDC* also will be on view to the public during the weekend. In addition, the American Institute of Architects (AIA) hosts their annual awards ceremony on Friday, January 21, presenting awards to design professionals of note throughout the Bay Area.

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About SFDC

SFDC is one of the West Coast's most important resources for fine home furnishings. The Center's 150 showrooms are open to the public and provide a diverse selection of fine furniture and accessories designed to inspire new ideas for living - all in one convenient location. **SFDC** offers everything from the newest ways to transform kitchens, closets and baths to the state-of-the-art home offices and theater systems. The Center is a one-million-square-foot complex of showrooms, featuring products by more than 2,100 manufacturers of interior design resources. These include home and office furnishings, decorative fabrics and accessories, flooring and wall coverings and lighting and hardware for both residential and commercial applications. **SFDC** is comprised of four buildings, including: the Galleria, Showplace, Garden Court and the Concourse Exhibition Center. The Center is open to anyone interested in unique fine home furnishings, Monday through Friday from 9 a.m. to 5 p.m.

For further information about **SFDC** or ***California Winter Market 2000***, please phone (415) 490.5800 or visit the web site at: www.sfdesigncenter.com.

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Editors, Please Note: Color slides and photos of new products debuting at **SFDC's California Winter Market 2000** are available by calling Charis Dowlan at 415.561.0888.

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CALENDAR EDITORS, PLEASE NOTE:

WHAT: San Francisco Design Center presents **California Winter Market 2000**, *a trade show exclusively for interior design trade professionals and their guests*. This event will offer lectures by dozens of acclaimed industry speakers, as well as seminars, new line introductions and resources of fine residential furnishings.

WHEN: Friday, January 21 - Monday, January 24, 2000

WHERE: San Francisco Design Center
#2 and #101 Henry Adams Street (near 8th & Townsend)
San Francisco

COST: Free to **interior design professionals and their guests**

FOR INFORMATION: Please phone SFDC at 415.490.5800 or visit the SFDC web-site at: www.sfdesigncenter.com.

Please note: SFDC will be offering several seminars for the duration of *California Winter Market 2000*. For a complete schedule of speakers, please call SFDC at 415.490.5800.

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