



SEPTEMBER 16-18, 2022

1 TICKET | 2 MAJOR FAIRS | 3 DAYS OF EYE-POPPING ART & DESIGN

**FOR IMMEDIATE RELEASE**

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**THE FIRST ANNUAL WESTEDGE DESIGN FAIR DALLAS TOOK TEXAS BY STORM,  
FEATURING THREE DAYS OF WORLD-CLASS MODERN ART & DESIGN**

**DALLAS - September 28, 2022** – The [WestEdge Design Fair](#) successfully debuted in Dallas, welcoming thousands of attendees and showcasing more than 100 of the most exceptional purveyors of modern art and design in an environment designed to engage, entertain, and inspire. Co-located with Artexpo Dallas, the fair offered patrons access to two major fairs and three days of eye-popping art and design in Dallas Market Hall, located in the bustling Dallas Design District.

The fair kicked off Friday, September 16 at noon and continued into the evening with a lively floor-wide Opening Night Party where 1,300+ guests were treated to a sneak peek of the fair while mingling with exhibitors, enjoying cocktails and hors d'oeuvres, and shopping. The action-packed evening featured panel talks, cooking demonstrations in the **SKS Culinary Pavilion** featuring Chef Jenny Brightman of Brightman Food, Inc., craft cocktails in exhibitor booths, and tunes by DJ Michael Teixeira. The evening benefited two charity partners: Dwell with Dignity and Ronald McDonald House of Dallas.

“WestEdge has been a popular platform for showcasing inspiring products and trends in interior design in Los Angeles since 2013. As Dallas continues to grow with new commercial and residential projects, along with its own vibrant design scene, we knew it was a logical spot for us to establish a second design fair. Dallas welcomed us with open arms, and we look forward to returning next year with even more designers and exhibitors for our attendees to enjoy,” said WestEdge Design Fair Principal **Megan Reilly**.

Exhibitors came from near and far to participate. Global design brands Natufia (Estonia), Urban Bonfire (Canada), Union Jack Sales (UK), Turnstyle Designs (UK) and SWADOH (France) joined WestEdge Dallas, as they continue to expand business in the U.S. market. Additionally, local Dallas makers and artists such as Brenda Houston, Chad Dorsey, Azzurro Living and artists from the TIN District including Carmen Menza, Ricardo Paniagua and JM Rizzi, were just a few of the names on display to showcase new collections and works.

“The diversity of participants resulted in overwhelmingly positive reviews from our audience. Domestic and international manufacturers across all categories including furniture, lighting, wellness, kitchen + bath, and art offered a compelling experience for both members of the trade and consumers interested in innovative, quality interior design resources from around the globe,” says Co-Founder **Troy Durst**.

In addition to the products on display, the fair's programming featured 25+ design industry luminaries throughout the weekend for a series of panel talks co-produced by Convo By Design, a podcast media outlet celebrating all things design and architecture related. All talks took place in an environment furnished by Model No. and curated by WESCOVER, a shoppable platform that supports artists and designers, and their unique, meaningfully made items. All WestEdge Dallas talks will be made available via the Convo By Design podcast in the coming weeks.

Guests were also invited to learn about the latest kitchen technology by luxury appliance brand Signature Kitchen Suite. Their SKS Culinary Pavilion hosted daily chef demonstrations and tastings from leading chefs and culinary personalities, sharing insight on sous-vide cooking techniques and even demonstrating the art of sous-vide cocktail making!

The co-located Artexpo Dallas, produced by Redwood Art Group with fairs in New York, Santa Fe and Miami, offered patrons the opportunity to source art from more than 100 exhibitors who were showcasing pieces by more than 300 artists from all around the world.

"Our first edition of Artexpo Dallas had a great response from the Dallas community," said president of Redwood Art Group, **Eric Smith**. "The success of Artexpo Dallas and WestEdge Design Fair was largely attributed to the demand and attendance by the local arts community, who were craving an event that would establish a broad appeal to all exhibitors, artists, and attendees alike, and not just the top ten percent. The positive feedback we've received proves how large of an appetite there is for a mainstream fair in this very prestigious market."

**2022 WestEdge Design Fair supporting partners included:** Azzurro Living, Dallas Market Center, Model No., Champagne Pommery, Signature Kitchen Suite, Studio Vlock, Visit Dallas, WESCOVER and Zerbina Wines.

**Media partners included:** Convo By Design, Design Milk, Gray, D Home, Luxe Interiors + Design, Luxury Pools, Modern Luxury Interiors, Modern Luxury Dallas, PaperCity Magazine, Ocean Home Magazine, Patron Magazine, The Architect's Newspaper, and Venü Magazine.

Photography by Tamytha Cameron:

[https://www.dropbox.com/sh/kmapaw0d50guomc/AABH\\_VfTWoEtew9e0uk3y8Xca?dl=0](https://www.dropbox.com/sh/kmapaw0d50guomc/AABH_VfTWoEtew9e0uk3y8Xca?dl=0)

Opening Night Video (credit Marco Curiel): <https://youtu.be/HdDJ0Zm7EqE>

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### **ABOUT WESTEDGE DESIGN FAIR**

WestEdge Design Fair is a three-day event that offers the best in modern design, all in an environment designed to engage, entertain, and inspire. The fair offers the opportunity to shop from premium design brands and meet the designers behind thousands of inspiring products. In addition, attendees gain insight from leading names in the design industry with a series of educational programs and are invited to enjoy culinary demonstrations, special events and more. For more information, visit <https://westedgedesignfair.com/>. Follow WestEdge on Instagram at [instagram.com/westedgedesign](https://www.instagram.com/westedgedesign) and Facebook at [facebook.com/WestEdgeDesignFair](https://www.facebook.com/WestEdgeDesignFair)

## **ABOUT ARTEXPO DALLAS**

Artexpo Dallas is Redwood Art Group's newest addition to its portfolio of modern and contemporary art fairs—running in conjunction with WestEdge Design Fair in September. Artexpo Dallas brings together an international gathering of qualified trade buyers—including gallery owners and managers, art dealers, interior designers, architects, corporate art buyers and art and framing retailers. The curated expo brings more than 85 of the world's leading publishers, galleries and collectors face to face with hundreds of established and emerging artists from across the globe. More than 15,000 avid art enthusiasts are invited to enjoy exciting and original artwork, prints, paintings, drawings, sculpture, photography, ceramics, giclee, lithographs and glass works – all under one roof and within 50,000 square feet of uninterrupted convention space at Dallas Market Hall. Running alongside Artexpo Dallas is [SOLO] highlighting established and independent established and emerging artists. Artexpo Dallas also features a lineup of interactive and educational programming, including Art Labs, Spotlight Program, Discoveries Collection, and Director's Picks. For further information, visit [redwoodartgroup.com/artexpo-dallas](http://redwoodartgroup.com/artexpo-dallas).