

LA ART SHOW 2014

HISTORIC | MODERN | CONTEMPORARY

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CELEBRATED INTERIOR DESIGNER JAMES MAGNI CURATES THE VIP LOUNGE AT THE LA ART SHOW

(December 9, 13—Los Angeles) The LA Art Show is pleased to welcome celebrated interior designer James Magni as the 2014 VIP Lounge Designer. The VIP lounge, a haven for collectors, and art professionals is re-designed each year to showcase a contemporary interpretation of the marriage of art and design. In keeping with Magni's signature modernist approach, the interior designer and author of *Magni Modernism*, will transform the exclusive lounge space into a sleek and sophisticated retreat for high-end collectors and celebrities. The VIP Lounge will be open during show hours from January 15 – 19 at the Los Angeles Convention Center, South Hall.

James Magni's modern space will feature a rich grey color palette on the walls, carpeting and leather and fabric upholstery. This impactful palette will be highlighted by hints of natural bronze, polished stainless steel and white gold leafing on furniture, mirrors and lighting from the Magni Home Collection. The luxurious fabrics are from Romo, with drapery from Ilona Drapery and floral arrangements from Eric Buterbaugh. The VIP Lounge will also feature James Magni's selection of prominent works of contemporary art from several galleries exhibiting at the show.

"The Los Angeles Art Show is one of the key venues responsible for posturing LA as one of THE most significant resources for art in the world. Magni Design is honored to be selected to design the VIP lounge, which will showcase many of the amazing artists exhibiting at the show," states Magni.

On **Designer Thursday**, January 16, design industry professionals are invited to attend the LA Art Show and programming free of charge with valid I.D. and business credentials. **James Magni will lead a lecture** at 4pm, titled *James Magni: Magni Modernism* where he will discuss how art, light, design, and spirituality have inspired and shaped his 25-year career. Book signing for Magni's latest book, *Magni Modernism*, to follow lecture.

The 2014 LA Art Show features more than 140 galleries, a curated lecture series and an impressive roster of special Venice Biennale artist exhibitions and takes place from January 15 – 19, 2014 running concurrently with the Los Angeles Jewelry, Antique & Design Show at the Los Angeles Convention Center, South Hall 1201 Figueroa Street, Los Angeles, CA 90015. For additional information about the Los Angeles Art Show, to register for lectures & book-signings or to purchase online tickets, please visit www.laartshow.com.

About James Magni

Originally trained as an architect, James Magni found his calling in residential interior design. He established Magni Design, Inc., in 1988 and launched Magni Home Collection, his furniture

design studio, in 1996. Magni has been named to Architectural Digest's prestigious Top 100 Designers list, and his work has appeared in the New York Times, the Los Angeles Times, Architectural Digest, Veranda, Robb Report, and numerous other publications.

A go-to resource for elite clientele; many of Magni's clients are part of the "Top 200" art collectors in the world. Working with global clients, Magni Design's project range is far reaching - London, Paris, Mexico City, New York, Los Angeles and across the United States. While his frequent travels to international cities and remote locales continually provide inspiration for his designs, Magni lives and works in Los Angeles.