



Those curtains look FIERCE on you!

Product Runway comes to Seattle May 2nd 2008

March 21, 2008 – Design-savvy Seattle is buzzing about **Product Runway**, the eagerly anticipated party and competition that promises to be the fashion event of the year. For the first time in Seattle, internationally renowned architecture and interior design firms paired with students will exhibit their creativity by sending couture garments crafted from a diverse range of interior materials and finishes down the runway. Teams from regional firms are designing and constructing their creations using everything from carpet to lighting – as they compete for bragging rights and to see who can drop the most jaws in town. Tickets are on sale for the May 2nd, 2008 one night only event, available at the website: www.productrunway.com.

The garments will be critiqued by celebrity judges Jack Mackenroth, (Bravo's Project Runway) Matt Lorenz, (Bravo's Top Design) and Angela Adams (Furnishings and Fashion Accessories Designer) and June Rau (Fashion Director for Nordstrom). Seattle's favorite 7'-2" drag queen, GLAMAZONIA (recently of Gay Bingo for Lifelong AIDS Alliance) will provide saucy commentary as emcee of the event.

The event is open to the public and kicks off at 6:30 pm on May 2nd, 2008 at Seattle's South Lake Union Naval Reserve. Part runway fashion show, part theatrical production and part indulgence for guests, **Product Runway** promises to be a showcase for innovative and creative design from top designers in the region.

VIP attendees receive reserved front row seats and will mingle with the celebrity judges at the after-party. VIP tickets are \$150, general admission tickets are \$50. Discounted student tickets are also available.

All admissions include signature drinks from sponsors (Dry Soda, Red Bull, Skyy Vodka, Pyramid Beer, and Precept Wines) and heavy hors d'ouvers.

Prominent firms from throughout the Northwest including Callison, NBBJ, CollinsWoerman, Gensler and Weber+Thompson are sponsoring teams for the event.

Funds raised benefit the Interior Design Coalition of Washington, working to promote professionalism in the Interior Design industry.

For tickets and more information visit www.productrunway.com or contact Christina Stewart at Christina@productrunway.com, 206-245-2037.

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judges



angela adams is a casual modern luxury brand devoted to comfort, quality and craftsmanship. Angela's designs are known for their sense of timelessness, simplicity and balance, all inspired by Maine's natural beauty. Pairing hand-tufted rugs with handmade furniture, Angela and husband Sherwood Hamill have developed a shared visual language that defines the angela adams aesthetic. Products include rugs, furniture, handbags and glassware. Through a range of strategic partnerships with industry leaders, the angela adams offering has expanded to include stationery, bedding and bath products, ceramic tile, contract carpet, fabric and wallcovering. As the company evolves, angela adams continues to combine quality and integrity to create a design-inspired lifestyle.

angela adams

Many know design wunderkind **matt lorenz** from winning the first season of the Bravo TV show Top Design, but for the past ten years he has built an impressive reputation working for various Chicago design firms. In 2007, Matt struck out on his own to form ML Design Studio, working primarily on high-end residential projects. Lorenz handles everything from pre-construction design to millwork. His custom 1950s-inspired furniture line debuts this spring. "I don't fall into trends," Lorenz says. "I go for longevity and classic minimalism that's beautiful and functional."

His design style is sophisticated with a modern twist. "I like modern elements, but often that isn't what others want. I like integrating traditional pieces with it, but with new ways, new finishes, or re-inventing historical pieces with modern design," Lorenz said. "I'm a young, contemporary interior designer, but a lot of what I do is based on modern, historical designs."

Lorenz is married to wife Veronica and has one daughter Lily, 5, and is a member and national spokesperson for the American Society of Interior Designers (ASID). Originally from Mankato, Minn., Lorenz is a graduate of the Illinois Institute of Art.

Lorenz is an admitted workaholic, practicing his craft seven days a week, often into the wee hours of the morning. In his limited free time, he enjoys gardening, reading and spending time with his family.



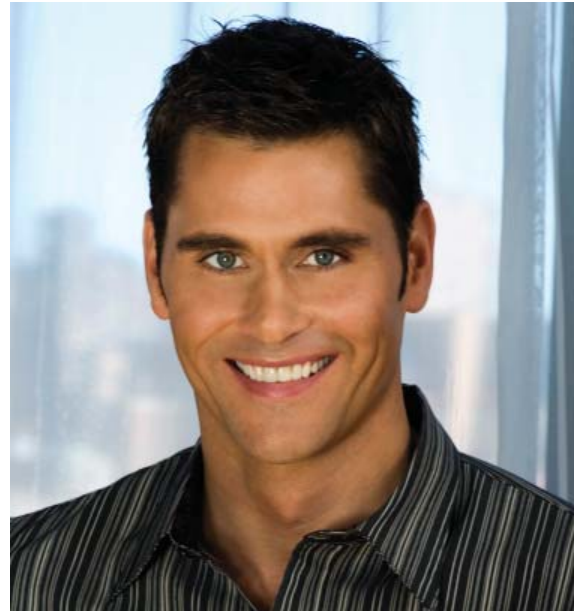
matt lorenz



judges

jack mackenroth is originally from Seattle, Washington where he lived with his mother, brother and sister. After graduating from the University of California at Berkeley with a double degree in Fine Arts and Sociology, he moved to New York to attend the prestigious Parsons School of Design where he studied fashion design. Fresh out of Parsons, Jack opened a menswear store called 'Jack' in the uber-chic West Village. There, he showcased new designers alongside upscale brands such as Gaultier Junior, Diesel and John Richmond. In 1997, Jack went to work for Tommy Hilfiger, designing knits for the women's line and doing fashion illustrations for the entire division. From there he went back into menswear designing for the Slates brand under the Levi's umbrella. Before appearing on Season 4 of Project Runway, he was the Design Director at Weatherproof Activewear for the past 4 years.

Currently, Jack is developing his own line of men's sportswear which can be seen on his website www.jackmackenroth.com. He is also working on a memoir about his life experiences. Most recently, he filmed a cameo in the new Sex and the City movie with all the girls and in December he was highlighted on The Today Show in an interview with Tiki Barber. Tiki was wearing the winning look that Jack made from the menswear challenge on Project Runway. Looks like the runway is just beginning...



jack mackenroth



june rau

june rau, fashion director for Nordstrom, has built her 22-year career with the company entirely in the fashion office. June got her start by specializing in regional fashion shows highlighting the seasonal collections from classic and emerging American and European designers, as well as runway shows at new store opening galas – successful events that raised money and awareness of local charities.

Currently, June leads a team of fashion forecasters and collaborates closely with Nordstrom merchants identifying seasonal trends and interpreting fashion as seen on the world's major runways. She also supports the Nordstrom marketing team to develop fashion stories and strategies that drive both in-store and online marketing objectives.

emcee



glamazonia

GLAMAZONIA erupted into Seattle's Drag Scene nearly 15 years ago. Towering over the masses at many venues around the city, **GLAMAZONIA** never fails to draw attention.

Having recently 'reached a crossroads' with Lifelong AIDS Alliance, for whom she was the longest-running and most-loved hostess of **GAY BINGO**, **GLAMAZONIA** is pleased to be able to focus her considerable talents to other events - like **IDCW's Product Runway!** **GLAMAZONIA** has appeared on television on the 'Turn My Glamorous Drag-Queen Daughter Back Into My Handsome Son' episode of 'The Maury Povich Show' and more recently in the 'Poughkeepsie, Tramps and Thieves' episode of 'Veronica Mars' and on **CURRENTtv** in a documentary by local film maker Patrick Baroch.

As a result of a stock photo shoot, **GLAMAZONIA** has also managed to appear on book covers, pop-up ads, Cranium/Hoopla game cards, DVD release media for 'Being John Malchovich', and in the Weekly World News.

GLAMAZONIA draws inspiration from the comedic talents of Carol Burnett and Lucy, the glamour of Cher and her design savvy from Bob Mackie, Edith Head and Bob Villa; her outfits may just as easily be satin and lace or hot glue and tape. Never afraid to say what she thinks, **GLAMAZONIA** is often found laughing at herself as often as she does at others.



case studies



From the start of the project, Weber+Thompson has approached the Product Runway design challenge much in the same way we approach our daily interior design challenges: with explosive creativity, careful attention to design intent, and a lot of sass. We represent a 90+ person design firm that practices design with small company ideals. No office walls divide us and everyone knows your name. This company atmosphere fosters a unique perspective of the design process.

Our fashion collaboration plays on each designer's individual strengths. Our design journey never ceases to be entertaining as we balance the specific structure of our concept with an organic approach to its realization. The only thing to expect at our design sessions is the unexpected!

How many opinionated designers does it take to make runway-worthy couture from office furniture? We're hoping a team of eight is just the ticket! We may have the shortest model on this season's runway, but we come packing big ideas. Following our story will leave you rooting for the underdog.

Coming soon to a catwalk near you: a design that stretches the norm, a design that is emPOWERing, a design that is uniquely Weber+Thompson.



WEBER+THOMPSON DESIGN TEAM



- Ann Wolt
- Amanda Swartwout
- Danielle Frank
- Donna Jacobson
- Jill Marasigan
- Laura Greenmyer
- Monica Lewis
- Megan Woollett

weber + thompson



case studies

As most famously said by Heidi Klum from Project Runway "In fashion one day you're in, the next day you're out". In order to stay on the cutting edge Interior Designers and Manufacturers Representatives have joined efforts with The Interior Design Coalition of Washington (IDCW) raising funds to elevate our profession. Together we have put a creative spin on the well known and loved show Project Runway.

The competition is appropriately named "Product Runway", where talented design teams compete in creating the most fierce, innovative and totally off the wall "haute couture" you can find. Our team, Team Bassetti, is a compilation of Designers: Dante Wilkins and Jeanette Chen from Bassetti Architects, Sabrina Sperry and Erin Lesinski from Degen & Degen Architecture and Interior Design, Heather Dixon, a current Interior Design student at Bellevue Community College, as well as our Manufacturer's Representative Wiesia Dlugosz with INSCAPE Office Solutions.

The cardinal rule for this one-of-a-kind competition is to use at least 95% of material from a Manufacturer's Representative's product line. Our design team was paired with INSCAPE, who fabricates innovative furniture systems and intelligent storage solutions. Together, our team's challenge is to create a garment out of plastics, metals and limited textiles – a "challenge" to say the least.

During our team's initial design charette we explored the notion of history meets fantasy. Our goal was to create a garment inspired by heroic icons. We decided to merge the historic fantasy idea with punk motifs to provide a modern interpretation. The garment would showcase office furniture materials in a creative way to produce something never seen before. After looking at our completed concept sketch, however, reality hit our team like a ton of bricks. We now have to actually construct this garment.



The materials we had to work from included NuForm (a metallic sheet plastic), plastic cable carriers, and limited selection of panel fabrics. Our team has been struggling to create a functional garment that will be able to flow and mold to the complex form of a body using these materials. After many coordination meetings, we began to play with the NuForm's draping qualities by wrapping, heat molding, cutting, shaping, and even trying to sew this plastic together. Following this initial investigation we ultimately came to the conclusion that even though it may be extremely difficult to work with office storage components, it *can* be done! We have succeeded in finding a method of using this NuForm to create texture, as well as using its natural properties as a structural element in our garment.

The fundamental basis for this creative journey is to have ALL members of our team on board. Without determination, collaboration, and imagination on all of our parts, we would not be where we are today. We must, as Tim Gunn says "make it work." Our garment will successfully use unique design solutions, new connection methods and showcase materials from INSCAPE. The components will evolve into an integrated fierce -yet beautiful- look on the runway. It will be sensational! To view our work on the catwalk May 2, 2008, purchase tickets today at Product Runway's website via www.productrunway.com.

bassetti architecture



key facts

about:

Product Runway (www.productrunway.com), May 2nd, 2008. For the first time in Seattle, 20 teams drawn from regional architecture/interior design firms and students are designing couture garments from a diverse range of interior materials and finishes and sending them down the runway.

Showcasing creativity is the theme of the evening. All attendees can expect to be wowed by the innovation walking down the runway.

Funds raised benefit the Interior Design Coalition of Washington, promoting professionalism in the Interior Design industry.

key happenings:

May 2nd, 2008 – Product Runway at the South Lake Union Naval Reserve, 860 Terry Avenue North.
Doors open at 6:30 pm.

Product Runway Includes:

- **Extraordinary runway show** featuring couture garments
- **3 complimentary fabulous Couture Cocktails from SKYY Vodka and Dry Soda, Red Bull, Pyramid Ales & Lagers, and wines from House Wine**
- **Heavy hor d'oeuvres**
- **VIP tickets include an after party with the celebrity judges**

celebrity judges & emcee:

Angela Adams, Furnishings and Fashion Accessories Designer
Jack Mackenroth, contestant on Bravo's Project Runway Season Four
Matt Lorenz, winner of Bravo's Top Design
June Rau, Fashion Director for Nordstrom
With Seattle's favorite 7'-2" drag queen **GLAMAZONIA** as emcee

who attends product runway:

Fans of fashion, interior design, creativity, and innovation, and anyone looking for a fantastically entertaining party.

product runway tickets:

On sale now at www.productrunway.com. Prices range from \$50 for General Admission to \$150 for VIP. Discounted student tickets available.

sponsors:

Avidex, Pental Granite and Marble, Pyramid Ales & Lagers, Snaidero, Innovative Stone, Architectural Directions, Wilsonart, Dry Soda, GGLO, Callison, Charles Loomis, Ducky's, Spa Scotta, Craig Williams Interiors/Lifestyled, Delta, Garza Distribution, J&J/ Invision, SKYY Spirits, Sorella's, Trinity Nightclub