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2020 PASADENA SHOWCASE HOUSE OF DESIGN EMPTY HOUSE PARTY

“More Than Just a Pretty House”

ARCADIA, CA-- The 2020 Pasadena Showcase season is officially underway. On Friday, January 17th, the Pasadena Showcase House for the Arts (PSHA) held its annual Empty House Party, marking the debut of the 56th Pasadena Showcase House of Design. Nearly 400 design enthusiasts and patrons of the arts were on hand to celebrate the momentous occasion.

The evening affair was chaired by Dana Marevich and Lynn Mehl, who treated guests to a sneak peek of the Arcadia property before it begins its transformation into the magnificent Showcase House. In the upcoming months, 21 design firms will update the Locke House, a Federal-country style, 6,700 square-foot estate designed by Hollywood’s society architect, Gerard R. Colcord, into an elegant residence for modern times.

During the evening, guests met with designers and glimpsed the various design concepts while enjoying exquisite culinary offerings from Cynthia Brooks Distinctive Catering. The menu included Short Rib Brioche in a Pinot Noir Pepper Sauce, Jumbo Shrimp and Cocktail Crab Claws, Sundried Tomato and Orecchiette Pasta Salad and Homemade New England Corn Chowder. To end the evening, guests enjoyed gourmet desserts and freshly brewed coffee.

“This annual event wouldn’t be possible without the help of our volunteers and the support of the neighbors,” said PSHA President Vikki Sung. “We’re thankful to the City of Arcadia and the generosity of their residents for allowing us to be part of their community.”
“This year, in addition to the house and garden tours, we’re hosting a series of musical performances, underscoring that Showcase is more than just a pretty house,” said 2020 Benefit Chair Jill Fosselman. “We want to emphasize the connection between the beautiful and inspirational design house that people come to see with the music and arts programs we fund throughout Southern California.”

This will be the third time the Pasadena Showcase House of Design will be held in Arcadia. It was last held there in 2013. Along with regular scheduled house and garden tours, the Shops at Showcase will feature approximately 26 vendors. The Restaurant at Showcase and the Pub at Showcase are onsite for drinks and dining. Daily entertainment will add to the festivities. Tickets will also be available for special Saturday evening concerts.

2020 Pasadena Showcase House of Design
The 2020 Showcase House of Design opens on April 26th and runs through May 17th. Tickets go on sale January 29th and can be purchased online at pasadenashowcase.org. The Pasadena Showcase House is one of the oldest, largest and most successful house and garden tours in the United States. Each year, prominent Southern California designers renovate an estate of architectural significance, showcasing the latest design trends. Approximately 25,000 guests will visit the House, its restaurant, and the Shops at Showcase this Spring to view the results of the time and dedication invested by the designers and the PSHA volunteers.

About Pasadena Showcase House for the Arts
An all-volunteer organization founded in 1948, PSHA is a non-profit corporation whose members donate their time and talents to facilitate the Pasadena Showcase House of Design, the organization’s annual and only fundraiser. Producing this event takes the dedication of about 80 active members and 200 supportive associate members. Money raised from the event supports three of the organization’s own music programs, the Music Mobile™, Youth Concert, and Instrumental Competition. To date PSHA has raised more than $23 million to support music in our community. Each year they award gifts and grants to a diverse list of local and regional non-profit organizations in support of their efforts in the community. PSHA also underwrites concerts to ensure that the joy of live music is available to a broad range of audiences. Its support of non-profit organizations enriches the community and provides opportunities for a variety of groups, from students to seniors to learn, enjoy, and grow from their experiences in these programs. In addition, PSHA has a longstanding history of supporting the Los Angeles Philharmonic and its community outreach programs.