



PASADENA  
SHOWCASE  
HOUSE  
*for the Arts*

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Michele Lembo

Public Relations/Marketing Chair

626.241.3880

[PR@pasadenashowcase.org](mailto:PR@pasadenashowcase.org)

**PASADENA SHOWCASE HOUSE FOR THE ARTS  
ANNOUNCES THE 2020 SHOWCASE HOUSE OF DESIGN**

**(OCTOBER 23, 2019) --PASADENA, CA--** Pasadena Showcase for the Art (PSHA) has selected a magnificent Arcadia home for their 2020 Pasadena Showcase House of Design, now in its 56<sup>th</sup> year. Known as the Locke House, the 1937 Federal-country estate home was designed by Hollywood's society architect, Gerard R. Colcord and built as a residence for Mr. and Mrs. Edmund Locke. Besides the Arcadia home, the famed Los Angeles architect designed approximately 400 homes throughout Southern California including in Beverly Hills, Bel Air, Pacific Palisades and Brentwood, many of them for celebrities. The home has its own claim to fame, in 1939 it was featured in Architectural Digest magazine.

This will be the third time the Pasadena Showcase House of Design will be held in Arcadia. It was last held there in 2013. "We're so pleased to be back in Arcadia for the 56th Pasadena Showcase House of Design. This is a wonderful opportunity to highlight the beautiful Arcadia neighborhood, where music and the arts is a large part of the community," said Vikki Sung, the 2019-2020 President of the organization. The house is nestled among mature oaks and sits on expansive, park-like grounds in the historic Santa Anita Oaks neighborhood. Unchanged from its original design, the 6,700 square-foot two-story family home features refined Federal detailing throughout the trim, windows, fireplaces, and hardware. A Georgian-style broken pediment crowns the front door and small dormers dot the second floor.

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.

The 2020 Showcase House of Design opens on April 26<sup>th</sup> and runs through May 17<sup>th</sup>. Golden tickets go on sale November 1<sup>st</sup> and can be purchased online at [www.pasadenashowcase.org](http://www.pasadenashowcase.org).

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