



PASADENA
SHOWCASE
H O U S E
for the Arts

PASADENA SHOWCASE HOUSE OF DESIGN “THEN & NOW”

WHAT IS IT?

The Pasadena Showcase House of Design is one of the oldest, largest, and most successful home and garden tours in the country. It is produced by Pasadena Showcase House for the Arts, an all-volunteer nonprofit organization established in 1948, which began presenting Showcase Houses in 1965. Pasadena Showcase has selected Potter Daniels Manor as the 59th Pasadena Showcase House of Design, presented April 21 – May 19, 2024.

HOW MANY MEMBERS WERE/ARE PART OF PASADENA SHOWCASE?

Then: The Pasadena Junior Philharmonic Committee had 60 members. The organization changed its name to Pasadena Showcase House for the Arts in 2000.

Now: Pasadena Showcase has over 240 members

WHERE HAS THE SHOWCASE HOUSE BEEN HELD?

The Pasadena Showcase House of Design has been held in several cities throughout the San Gabriel Valley:

Pasadena (32 times): 1968, 1969, 1970, 1971, 1973, 1974, 1975, 1976, 1978, 1979, 1981, 1983, 1984, 1985, 1988, 1990, 1991, 1993, 1994, 1995, 1996, 1997, 1998, 2001, 2003, 2006, 2010, 2014, 2015, 2017, 2023 and 2024

San Marino (9 times): 1965, 1967, 1972, 1982, 1986, 1992, 1999, 2005, and 2009

La Cañada Flintridge (10 times): 1966, 1987, 1989, 2004, 2007, 2008, 2011, 2012, 2016, and 2019

South Pasadena (3 times): 1977, 1980, and 2022

Arcadia (3 times): 2000, 2013 and 2020

Altadena (2 times): 2002 and 2018

HOW MANY DESIGNERS WERE/ARE INVOLVED IN SHOWCASE?

Then: 15 Interior Designers from AID, now known as ASID. In 1965, at the end of the racing season and with the consent of the Santa Anita Race Track, members dug up the flowers at the track and replanted the flowers around the Showcase House. The next year, and for a few years thereafter, the owners of Bellefontaine Nursery did the landscaping.

Now: 30 interior and landscape designers highlighting cutting-edge trends in high-style living.

WERE/ARE THERE SHOPS AT SHOWCASE?

Then: Initially there were no shops, however, Art Sales became part of Showcase early on. In 1995, Art Sales was renamed Marketplace and expanded. In 2007, the collection of vendors was renamed The Shops at Showcase.

Now: The Shops at Showcase are now a beloved mainstay of the Pasadena Showcase House of Design. We anticipate hosting a unique selection of vendors offering a variety of goods including clothing, jewelry, ceramics, home goods, foodstuffs, and home and garden décor.

WAS/IS THERE A RESTAURANT?

Then: No, though complimentary coffee and cookies were included in the ticket price and tea was served in the afternoons from 2-4pm.

Now: A variety of food and beverage options are available throughout the Showcase House property. Typically, we host a main full-service restaurant, a pub with wine and beer, and a grab-and-go snack kiosk.

WHAT WAS/IS THE TICKET PRICE FOR THE GENERAL PUBLIC?

Then: \$1.50, including complimentary coffee and cookies

Now: Timed-entry tickets are \$35-\$50. Tickets can be purchased at pasadenashowcase.org/tickets or by calling 626.606.1600

HOW MANY DAYS WAS/IS SHOWCASE OPEN?

Then: Daily from March 21-April 4, 1965 (a total of 15 days)

Now: Daily (excluding Mondays) April 21 – May 19, 2024 (a total of 25 days)

HOW MANY VISITORS TOURED/TOUR SHOWCASE IN A YEAR?

Then: 7,500

Now: Over 25,000

FOR WHAT PURPOSES WAS/IS THE MONEY RAISED FROM THE SHOWCASE HOUSE USED?

Then: The LA Phil and its youth concerts

Now: Pasadena Showcase House for the Arts supports four philanthropic initiatives: programs—Gifts & Grants, Music Mobile™, Instrumental Competition, and Youth Concert. Since its founding, the organization has contributed more than \$25 million to music and arts programs and in 2023 distributed \$900,000 towards these efforts.