

# LAWNDALE ART CENTER

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February 24, 2010

Dear Friend of Lawndale,

We are excited to give you an update to one of our amazing annual events.

**Lawndale Art Center's Design Fair 2010: Learn. Shop. Connect.** is a fresh twist to one of our longstanding galas. Formerly the 20<sup>th</sup> Century Modern Market, Design Fair 2010 features vintage modern objects of the 20<sup>th</sup> century as well as cutting edge contemporary design. The best in design for furniture, glass, ceramics, lighting, books, metalwork and fashion will be for sale to collectors and enthusiasts alike. Design Fair 2010 will be presented April 21-25.

This year we honor **Paula Murphy**, who for many years has dedicated countless hours and endless energy to this event in support of Lawndale Art Center. Thank you, Paula!

A special new feature in 2010 is **The Texas Co-Op**, a curated space of objects by Texas-based designers. Houston retail legend Mickey Rosmarin will curate the Co-Op, bringing his unique and sophisticated perspective to Texas Design. The Co-Op is an excellent way to experience, learn and collect.

**Eleanor L. Williams**, one of the original founders of the market, and her co-chair, **Adam Gibson** are scouring the state looking for the best examples of mid-century design and contemporary design to offer you only at Lawndale Art Center.

A **Preview Party**, hosted by **Vernon Caldera**, features early bird shopping and kicks off the weekend on Friday, April 23 from 6 to 9 p.m. with cool cocktails and tempting treats. The Fair officially opens to the public on Saturday, April 24 and Sunday, April 25 from 10 a.m. – 5 p.m.

We are contacting you to ask your support. Underwriting of Design Fair 2010 makes possible Lawndale's innovative and experimental exhibitions and programs throughout the year.

**Sponsorship at ANY of these levels is greatly appreciated**, and entitles you to a variety of benefits (see the enclosed sheet).

We would like to have your sponsorship commitment as soon as possible in order to make our **March 12 print deadlines**. Should you have any questions, please feel free to contact Lawndale Art Center at (713) 528-5858 or [cwest@lawndaleartcenter.org](mailto:cwest@lawndaleartcenter.org). Many thanks in advance for your consideration, generosity and support of Design Fair 2010 and Lawndale Art Center. See you at the Fair!

Sincerely,

Eleanor L. Williams and Adam Gibson  
Design Fair 2010 Chairs

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Design Fair 2010 features specialist dealers in vintage Modern objects of the 20th century, as well as cutting edge contemporary design. Furniture, glass, ceramics, lighting, books, metalwork and fashion will be offered for sale to collectors and enthusiasts alike.

A special feature in 2010 is The Texas Co-Op, a curated space of objects by Texas-based designers. Houston retail legend Mickey Rosmarin will curate the Co-Op, bringing his unique and sophisticated perspective to Texas Design. The Co-Op is an excellent way to experience, learn and collect new Texas design.

**FACTS:**

**Dates:** April 21 - 25, 2010

**Location:** Lawndale Art Center  
4912 Main Street  
Houston, Texas 77002

**Honoring:** Paula Murphy

**Chairs:** Eleanor L. Williams and Adam Gibson

**Preview Party Chair:** Vernon Caldera

**Hours:** **Benefit Preview Party and Sale**  
Friday, April 23, 6:00 - 9:00 pm  
**Fair Days**  
Saturday, April 24, 10:00 am - 5:00 pm  
Sunday, April 25, 10:00 am - 5:00 pm

**Preview Party:** Shop early for the best modern and contemporary design at Lawndale Art Center. Sip on cool libations and nibble on tasty treats amongst the finest selection of furniture, glass, ceramics, lighting, books, metalwork and fashion. You won't want to miss this chance to pick-up your next treasure.

**Tickets:** **Preview Party** tickets are **\$75 per person / \$60 for Lawndale Members** and guarantee admission throughout the weekend.  
**General admission** for the weekend is **\$5**  
*Ticket sales at both events benefit Lawndale Art Center programs all year.*

**Lecture:** **Wednesday, April 21, 7 pm**  
Lawndale will partner with **The Design Council at The Museum of Fine Arts, Houston**, to present a free lecture in conjunction with Design Fair 2010.



**DESIGN FAIR 2010**  
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## **BENEFITS TO SPONSORS**

### **ICON \$2500**

- Acknowledgement of sponsorship on Lawndale's gallery wall
- Ten admissions to the Preview Party
- Twenty additional passes to the Saturday/Sunday Fair Days
- Prominent recognition on 5,000 invitations and flyers
- Inclusion in all Design Fair 2010 materials

### **INDUSTRIALIST \$1000**

- Acknowledgement of sponsorship on Lawndale's gallery wall
- Six admissions to the Preview Party
- Twenty additional passes to the Saturday/Sunday Fair Days
- Prominent recognition on 5,000 invitations and flyers
- Inclusion in all Design Fair 2010 materials

### **CLASSIC \$500**

- Acknowledgement of sponsorship on Lawndale's gallery wall
- Four admissions to the Preview Party
- Ten additional passes to the Saturday/Sunday Fair Days
- Recognition on 5,000 invitations and flyers
- Inclusion in all Design Fair 2010 materials

### **MODERNIST \$250**

- Two admissions to the Preview Party
- Five additional passes to the Saturday/Sunday Fair Days
- Recognition on 5,000 invitations

### **DESIGN CIRCLE \$150**

- Two admissions to the Preview Party
- Preview Party passes are good for Saturday/Sunday Fair Days

