



URBAN LIVING AT ASTORIA

NEW LOOK, NEW WAY OF LIFE, NEW WAY TO GIVE BACK

ASID Orange County Chapter Announces Plans for 2009 Design Tour

April 21-May 17

Laguna Niguel, CA – February 4, 2009 -- The 2009 ASID Orange County Chapter today announced its First Annual ASID Design Tour called *Urban Living @Astoria* featuring a total of six living spaces in a high rise complex. *Astoria*, a joint venture between Intergulf Development Group and Lennar Urban is part of a planned community on over two acres in a park-like setting.

This year's Tour Committee is also proud to announce the selection of the Orange County Performing Arts Center as its benefiting charity. The Center is one of the country's premier arts centers recognized regionally, nationally and internationally for enhancing the community with a diverse array of world class performance and educational programs.

“This tour is the first of its kind for the ASID Orange County Chapter, marking our first partnership with the Orange County Performing Arts Center, and we're so excited to present it to the public,” said ASID/OCC President Diane Sparacino. “This is a must see project. Our hope is that guests of the tour will both appreciate and be inspired by the creative use of all the newest products and materials to create cutting-edge designed spaces.”

“The Orange County Performing Arts Center is honored to be the beneficiary of the ASID 2009 Design Tour,” said Center President Terrence W. Dwyer. “On behalf of the Center, I want to thank ASID/OCC President Diane Sparacino and the many remarkable designers who will be showcased at the Astoria. This is an exciting partnership between two organizations dedicated to unique artistic worlds: visual and performing. And it is an excellent example of how we can unite these worlds to benefit our young people, support their educational opportunities and fulfill their professional dreams.”

2009 Design Tour Details

While previous ASID/OCC design tours have featured single family homes in a traditional setting, this year's Tour will be the first to feature Contemporary Design in an "urban" setting. The chosen location for the 2009 ASID/OCC Design Tour are the luxuriously appointed towers known as *Astoria*, located within Central Park West (Irvine, Ca), and will include four penthouse lofts and two flats on the Terrace and Grand Tier Level. The floor to ceiling windows and vast outdoor spaces will provide the perfect backdrop for 35 of ASID/OCC's fabulous designers to showcase their unique talents. Incorporating cutting edge design- from green living to a full spectrum of this year's hottest colors and furnishings, this year's Tour is sure to inspire the imagination and appreciation of every visitor. Designers were issued the additional challenge of creating environments that will appeal to visitors at all stages of their life, from bachelors and young families to empty nesters.

A mix of contemporary living and traditional luxuries, Astoria offers its residents an on-site business center, concierge service, a secured wine vault with private wine-tasting room, fully equipped exercise room as well as an oversized pool and spa. A complete list of amenities as well as additional images and information about Astoria can be found at www.astorialiving.net.

“Some of the hottest and most innovative designers and designs ASID-Orange County Chapter has to offer, have come together to make this year's Tour exciting and inspiring. From stainless steel floors to indoor waterfalls, leather walls to backlit vanities, we have a range of themes in each uniquely designed space,” said Laura Yorba, 2009 ASID Design Tour Chair.

Additionally, the 2009 ASID Design Tour will offer special events such as “Meet the Designer/Dine Nights” every Friday night and teaching seminars on subjects including wine tasting, tabletop decorations and a fashion show throughout the tour. More details on the schedule of the events and the participating designers will be announced in the weeks ahead.

The tour will be open to the public April 21-May 17, Tuesday – Sunday from 10AM-5PM. Tickets for the design tour are \$30 in advance and \$35 at the door and will be available starting March 2nd online at www.asidocc.org, through the Orange County Performing Arts Center Box Office – 714.556.2787 or at Whole Foods in The District.

About The Beneficiary

ASID/OCC is proud to announce the Orange County Performing Arts Center as the exclusive beneficiary of the 2009 Design Tour. Thought to be a perfect match because of their shared passion for art and beauty in all its forms, ASID recognizes the Orange County Performing Arts Center as the hub of the arts and cultural scene in Orange County and wishes to support the Center's vision for the future.

The Orange County Performing Arts Center presents a broad range of programming each season for audiences of all ages from throughout Orange County and beyond, including international ballet and dance, national tours of top Broadway shows, intimate performances of jazz and cabaret, contemporary artists, up and coming indie bands, classical music performed by renowned chamber orchestras and ensembles, family-friendly programming, free performances open to the public from outdoor movie screenings to dancing on the plaza and many other special events. It is committed to supporting artistic excellence on all of its stages and engaging the entire community in new and exciting ways through an array of inspiring programs and an unsurpassed attendance experience.

The Center offers many education programs designed to inspire young people through the arts. These programs reach more than 500,000 students of all ages with vital arts-in-education programs, enhancing their studies and enriching their lives well into the future.

The Orange County Performing Arts Center is proud to serve as the artistic home to the region's major performing arts organizations: Pacific Symphony, the Philharmonic Society of Orange County and the Pacific Chorale.

For more information, visit OCPAC.org.

2009 ASID OCC Design Tour Event Sponsors

Intergulf Development Group ▪ *Orange Coast Magazine* ▪ The District ▪ Custom Comfort Mattress ▪ Brizo

About the Orange County Chapter of ASID

The American Society of Interior Designers, a nonprofit professional society is the largest organization for Interior Designers in the nation and is comprised of 48 chapters including Orange County. Membership in ASID requires accredited education, rigorous examination and the highest standards of ethical practice, and ASID designers are required to continue their education to keep them on the cutting edge of design and current with building codes. Through education, knowledge sharing, advocacy, community building and outreach, ASID strives to advance the interior design profession, and in the process demonstrate and celebrate the power of design to positively change people's lives. For more information, please visit <http://www.asidocc.org/>

###