

FOR IMMEDIATE RELEASE:

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35TH ANNIVERSARY OF THE WEST COAST'S PREMIER DESIGN EVENT

2012 San Francisco Decorator Showcase Location Announced:

2020 Jackson Street

April 28 – May 28, 2012

WHAT: The location has been selected for the 35th annual San Francisco Decorator Showcase, the West Coast's preeminent design event. Dozens of the region's top interior and landscape designers will transform 2020 Jackson Street (between Laguna and Octavia) into a premiere design showhouse.

Designed by Julius Krafft, 2020 Jackson was built in 1902 by Wells Fargo Bank President Isaias Hellman as a wedding gift for his daughter. However, it served instead as the temporary headquarters of Wells Fargo following the 1906 earthquake and fire. The 11,500 square foot Classical Revival home has four distinct levels with San Francisco Bay views from the formal dining room, large terrace and upper floors. The striking interior features of the mansion include sumptuous warm mahogany wood paneling, herringbone wood floors, box beamed ceilings and a double-curved grand staircase to the upper floors.

This year's Showcase will run from April 28 – May 28. "Friday Nights at Showcase" will return this year with special events and seminars from 5:00 – 7:00pm each Friday.

WHERE: 2020 Jackson Street (between Laguna and Octavia. Check www.decoratorshowcase.org for details

WHEN: April 28 – May 28, 2012
Tuesdays through Sundays and Monday, Memorial Day
Hours:

Tuesday, Wednesday, Saturday:
10:00 a.m. – 3:00 p.m. (last entry)

Thursday and Friday:
10:00 a.m. – 7:00 p.m. (last entry)

Sunday and Memorial Day:
11:00 a.m. – 4:00 p.m. (last entry)

Closed Monday (except Memorial Day)

“Friday Nights at Showcase” – Each Friday from 5:00 – 7:00pm

TICKETS: Available at the door
\$30 general admission; \$25 for seniors
Group rates available and must be arranged in advance by calling
(415) 447-5830

BACKGROUND:

The San Francisco Decorator Showcase is the West Coast’s premiere design showhouse event, featuring the work of the region’s top designers. The San Francisco Decorator Showcase is a benefit for San Francisco University High School’s financial aid program. Over the past 34 years, Showcase has raised nearly \$12 million and benefited hundreds of Bay Area students.

FOR FURTHER INFORMATION: Please call (415) 447-5830 or visit www.decoratorshowcase.org

FOR ELECTRONIC OR PRINT PHOTOS: Contact Grier Mathews at (415) 246-4054, griermathews@mac.com, or Denise Lamott at (415) 381-8793, denise@deniselamottpr.com.

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