

## **FOR IMMEDIATE RELEASE**

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## **OUTSTANDING ARTISANS TO BE FEATURED IN BECKMAN'S WEST AT THE JANUARY 2010 CALIFORNIA GIFT SHOW®**

**Los Angeles, CA (December 31, 2009)** – The California Gift Show® has had an outstanding response to the exciting introduction of Beckman's™ West to Los Angeles with impressive exhibitor growth. Beckman's West is part of the renowned brand Beckman's Handcrafted Gift Show, the oldest continuous running handcrafted show in the country.

Beckman's West will debut at the January California Gift Show, January 12 – 18, 2010 with a wide array of distinctive, cutting-edge work, encompassing everything from mixed media to functional art, textiles, and home décor. Beckman's West is near capacity for the January Market and is filling up fast with artisans such as, Clay Rabbit Pottery, Cynthia Webb Designs, Paperwings, and Queen Bee Studios. This amazing growth is coupled with the strength of the Beckman's brand and the growing consumer demand for distinctive, handcrafted and artisan products.

“Beckman's West is a great compliment to all of the unique resources and products already available at the California Gift Show,” said Mark Furler, vice president and general manager L.A. Mart and California Gift Show. “We are so excited to offer West Coast buyers the opportunity to shop contemporary and traditional handcrafted products locally.”

The uniqueness and quality of offerings enhances the attendees' buying experience and provides a stronger Market experience with a larger array of product resources. Artists will be present at the California Gift Show, providing attendees with the opportunity to meet and learn about the background of the artist and works and observe live product demonstrations.

As the producer of Beckman's™ Chicago, the One of a Kind Show and Sale® Chicago and the One of a Kind Show and Sale® NY, MMPI is an expert in the handmade and has created a strong niche within the industry. “The artisans are from the U.S. and Canada will be featured in a vetted section, offering completely handmade creations,” said Frank Joens, VP of sales, California Gift Show. “This high-quality exhibitor base is built through an application process to guarantee a unique and valuable attendee experience in the show's appearance, programming and product resources.”

Select California Gift Show Beckman's™ West exhibitors include:

- Audrey Heller Photographs, 1648, [www.audreyheller.com](http://www.audreyheller.com)
- Blossom Pillows, 1413, [www.blossompillows.com](http://www.blossompillows.com)
- Bella Mi Handmade Artisan Soap, 1305, [www.bellamisoap.com](http://www.bellamisoap.com)
- Betsey Carter Ceramics, 1548, [www.betsecarter.com](http://www.betsecarter.com)
- Clay Rabbit Pottery, 1401, [www.clayrabbit.com](http://www.clayrabbit.com)
- Cynthia Webb Designs, 1451, [www.cynthiawebbdesigns.com](http://www.cynthiawebbdesigns.com)
- Dolores Littles Designs, 1333, [www.doloreslittles.com](http://www.doloreslittles.com)
- Ex Libris Anonymous, 1455, [www.bookjournals.com](http://www.bookjournals.com)
- Flood Clothing, 1335, [www.floodclothing.com](http://www.floodclothing.com)

- Handmade Galleries, 1441, [www.handmadegalleriesla.com](http://www.handmadegalleriesla.com)
- Joy Handpainted Silk, 1409, [www.joysilk.com](http://www.joysilk.com)
- Kitras Art Glass, 1300, [www.kitras.com](http://www.kitras.com)
- L. Hutchcroft Design, 1434, [www.lhutchcroftdesign.com](http://www.lhutchcroftdesign.com)
- Long Beach Craft Mafia, 1456, [www.longbeachcraftmafia.com](http://www.longbeachcraftmafia.com)
- My Rebe, 1359, [www.myrebe.com](http://www.myrebe.com)
- Queen Bee Creations, 1324, [www.queenbee-creations.com](http://www.queenbee-creations.com)
- Sandy Taylor, 1452, [www.sandytaylorpaintings.com](http://www.sandytaylorpaintings.com)

**Beckman's™ West Ribbon Cutting Ceremony**

Friday, January 15, 2010

11 a.m., Los Angeles Convention Center

Please join the California Gift Show® as it celebrates the exciting return of Beckman's™ West to Los Angeles. Champagne toast to follow.

For more information visit [www.californiagiftshow.com](http://www.californiagiftshow.com) or [www.beckmans.com](http://www.beckmans.com)

**CALIFORNIA GIFT SHOW HOURS:**

**LOS ANGELES CONVENTION CENTER**

9 a.m.–6 p.m. Friday, January 15–Sunday, January 17

9 a.m.–4 p.m. Monday, January 18

**L.A. MART**

9 a.m.–6 p.m. Tuesday, January 12–Thursday, January 14

9 a.m.–8 p.m. Friday, January 15 **LATE NITE!**

9 a.m.–6 p.m. Saturday, January 16–Monday, January 18

**LOCATION:**

**LOS ANGELES CONVENTION CENTER**

1201 South Figueroa St. Los Angeles, CA 90015

South and Kentia Halls

**L.A. MART**

1933 S. Broadway, Los Angeles, CA 90007

**L.A. Mart®** is a registered trademark of MMPI. **The California Gift Show®** is a registered trademark of MMPI. **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI. L.A. Mart is home to nearly 300 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show and L.A. Mart Temporaries features over 500 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries @ L.A. Mart, and Los Angeles Convention Center making the New California Gift Show the preeminent market for gift and home furnishings products on the West Coast. L.A. Mart is located at 1933 South Broadway, Los Angeles, CA 90007. For more information call 213-763-5800 or visit [www.lamart.com](http://www.lamart.com)

**MMPI** is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year. MMPI manages The Merchandise Mart and 350 W. Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center in Washington D.C.

**Vornado Realty Trust**, owner of MMPI, based in New York City, is a fully integrated real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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