



**San Francisco Antique District**  
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## **FOR IMMEDIATE RELEASE**

### **San Francisco Antique District Emerges as National Destination for Interior Designers**

SAN FRANCISCO, Calif. (18 January, 2007) — San Francisco is home to a newly formed world-class antique district, which will kick off with open houses and a festive party on Thursday, January 25.

A joint venture of antique merchants in the heart of San Francisco's vibrant design district, San Francisco Antique District features numerous, diverse collections of antiques, all within a short walk. Opening day festivities will include daytime open houses hosted by individual dealers around the district, followed by an evening party, with music, food, wine and martini bars amid beautiful 18<sup>th</sup> century antiques.

Located in and around the design center, the neighborhood boasts over 25 upscale antique dealers. "We are excited to be a part of a district of broad and eclectic antique offerings in the same neighborhood with major decorative arts resources," said Ed Hardy, proprietor of Ed Hardy San Francisco. "Interior designers will experience a broad range of choices in a few short blocks."

The launch party, hosted by Ambiance Antiques and Southall Antiques, will take place at 550 15<sup>th</sup> Street, Showplace Square West from 5-8pm. “San Francisco’s launch of a world-class antique district is a message that resonates at a national level,” said Alex Beltramo, manager of Ambiance Antiques and chief organizer of the new antique district. “With a critical mass of antique dealers near the design center, San Francisco is the ideal one-stop destination for interior designers across the country.”

## SF Antique District Launch

Heather DiPetrillo, proprietor of Heather & Company, is excited about being part of such a robust and prestigious district. “It’s an amazing concentration of decorative arts in a small area. The quality of the shops is incredible. You just don’t find this anywhere else,” she said.

Excitement among interior designers is building. “The San Francisco Antique District is a fabulous resource for designers everywhere,” said Richard Giarratana, publisher of *Design Trade*, the nation’s leading collection of annual directories for the interior design trade. “We are witnessing the creation of a world-wide destination for antiques.”

In addition to being a national draw, the antique district is a boon for the neighborhood as well. “The area benefits from the positive energy and public improvements of local businesses working together,” Beltramo said. “For instance, some of the antique dealers have already undertaken a project to landscape a portion of 15th Street, further beautifying and enhancing the area for local neighbors and national visitors.”

## About San Francisco Antique District

San Francisco Antique District represents upscale antique dealers located throughout the San Francisco design district. A map of San Francisco Antique District can be obtained at member showrooms or from the district's web site: [www.sfantiquedistrict.com](http://www.sfantiquedistrict.com)

