Design House International Backgrounder and Showcase House Expertise

About Design House International

Based in Beverly Hills, CA, Design House International (DHI) is a new, forward-thinking multi-media entertainment and marketing company serving the high-end home furnishings industry as well as the luxury goods and services markets. Created by a diverse team of seasoned professionals, the partners share a variety of backgrounds and expertise: Architecture and design, entertainment, retail, technology, marketing and public relations.

DHI is committed to producing extraordinary Showcase House events in some of the world's most magnificent and often historic homes. These events elevate creativity and design, while promoting and supporting historic preservation. Visitors to our inspirational events as well as the website will uncover countless, resources as they view remarkable interiors crafted by the world's most talented designers. DHI's unique approach promotes valuable connections among manufacturers, designers and consumers through custom-tailored partnerships with influential media and creators of top-tier luxury goods and services.

A Brief History of Design House International

DHI founders Nicholas Hertneck and Victoria Reitz, both principals of successful interior design practices, have participated in previous Showcase Houses. When DHI co-founder and designer, Lawrence Lazzaro joined them in a discussion about promoting an upcoming Showcase House, his entertainment background shed light on the unique opportunity that a Showcase House would present as the focus of an unscripted television series. The three founders continued the discussion and the cross-promotional, product placement, advertising, public relations and marketing opportunities unfolded to reveal Design House International. The principals are actively building the business.

Company Principals

Chief Executive Officer, Lawrence Lazzaro is a classically trained singer and theatrical director. In 1998, Lawrence moved from New York City to Southern California and has pursued an ongoing, formal and independent education in interior design and architecture. In addition, he has served as project manager while renovating his own properties. He currently directs operations at Nicholas Lawrence in Brentwood, CA, where he is a partner in the firm**.** Lawrence is an expert at researching new technologies and creating innovative program applications.

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Vice President, Director of Sales and Marketing, Nicholas Hertneck ASID, CID, is one of Southern California's leading interior designers. His previous firm Piper Hertneck Interior Design (now Nicholas Lawrence) has been creating interiors for successful and discerning clients for over 25 years. Nicholas is a professional member of the American Society of Interior Designers (ASID) and has served on the ASID/LA Board of Directors. Over his enduring career, Nicholas has cultivated and maintained relationships with manufacturers and suppliers of interior design products and is well known in the industry. He has a clear and concise understanding of purveyors of luxury home furnishing's critical marketing needs.

Vice President, Director of Events and Entertainment, Victoria Reitz ASID, is a fifth generation Californian. She began her career with SEBASTIAN™ producing special events, print ads and training videos with teams of models, hair stylists, photographers and filmographers. This experience led her to the other side of the industry as an agent for print and runway models in the Los Angeles area, where she gained notoriety in the entertainment industry. While taking a break for marriage and family, she completed her education in interior design. Victoria has her own design firm in Los Angeles and her work has been published in numerous magazines and newspapers. In 2011, she served as President of ASID, Los Angeles. Victoria finds great reward in working with charities and was the volunteer Chair of Design for the creation of the Downtown Los Angeles Women's Center.

Director of Communications, Lisa Tumminello telecommutes from the East Coast. She is a strategic, creative communications professional with extensive lifestyle and food experience. Lisa has far-reaching expertise in developing and executing nationally recognized, integrated communications campaigns and large-scale events. A proven leader, she possesses exceptional organizational, communications, problem-solving and interpersonal skills.

Benefits of Working Design House International

The DHI team has:

- Extensive, hands-on experience in producing high-profile Showcase Houses;
- A strong commitment to the restoration and preservation of historic homes;
- A unique set of talents, skills and experience that will ensure seamless, memorable and profitable Showcase Houses;
- Considerable expertise in executing large-scale, fund-raising events; generating extensive publicity and building long-lasting relationships with like-minded organizations and the community;
- A passion for preserving historic mansions and will work diligently across all channels of our business to exceed our partners' and supporters' expectations.

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