



# TITANS OF BUSINESS AND THE BEST OF DESIGN



A SHOW HOUSE AT HISTORIC GREYSTONE MANSION



Produced by Design House International

Exclusively Represented By

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## A Landmark Home Historic Greystone Mansion

In November 2013, Design House International (DHI), City of Beverly Hills and Friends of Greystone will team with the country's most acclaimed interior designers and their high-powered clients in a "first-of-its-kind" event: The **Titans of Business and Best of Design** Showcase House in Beverly Hills, CA at the historic Greystone Mansion

"Titans of Business" and their designers will collaborate to reinvent rooms in the Greystone Mansion into magnificent and inspirational works of art.

DHI defines a titan *"as a leader who is respected within his/her industry, and can be characterized as a visionary who is powerful, creative, and industrious."*

The titan may be one of the designer's clients or friends or been an inspiration in their work.

Participating titans from the West Coast will represent Entertainment (television, film, music); Import / Export; Wine; New Media/ Silicon Valley; Manufacturing; Banking and Finance; and Real Estate.

The room design choices for the Greystone Mansion must reflect the selected titan's individual style.

Visitors to the Showcase House, however, will enjoy a once-in-a-lifetime opportunity to experience several revered business leaders' taste in home design -- all under one roof and without invading anyone's privacy.

A portion of the proceeds will go toward the Friends of Greystone on-going restoration fund.



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## About Greystone Mansion

The Greystone Estate, the former home of the Doheny family, is located just north of Sunset Boulevard and Doheny Drive in Beverly Hills. Greystone is a nationally registered historic landmark and one of the very few located in the State of California.



Construction of the palatial manor began in 1927, with the estate taking three years to complete, at a cost of over \$3,000,000, an almost unimaginable sum in real estate at the time. It was designed by the renowned Southern California architect Gordon B. Kaufmann and was constructed by the P.J. Walker Company. The landscape architect was Paul G. Thiene, who used a potpourri of Gothic and neoclassic architectural styles.

After a significant portion of the Greystone grounds were sold to create Trousdale Estates, the remainder of the property, as it is now comprised, was purchased by the City of Beverly Hills in 1965 to serve as a limited use park and location for a 19-million gallon water reservoir which sits underground at the top of the estate's hillside location.





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Over the recent years, the Greystone Mansion and grounds have provided the backdrop for countless movies and TV shows including *X-Men*, *Spider-Man*, *Dark Shadows*, *The Gilmore Girls*, *Ritchie Rich*, *The Bodyguard*, *Ghost Busters II*, *There Will Be Blood*, *Garfield*, *MacGyver*, *The Muppets*, *The Witches of Eastwick*, *Hush Hush Sweet Charlotte*, *The Big Lebowski*, *Batman and Robin*, *Stripes*, *The Social Network*, *Star Trek Into Darkness* and presently serves as the venue for various City of Beverly Hills and private events.

Greystone Estate provides a most unique backdrop for those with an interest in architecture, history and the culture of early Southern California life as experienced by the founding families that first settled the area and carved out the Los Angeles basin and surrounding communities.



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## The Greystone Mansion Designers\*

### Name

Alissa Sutton  
Deniece Duscheone  
Eric Brand  
Fernando Diaz  
Francois Jantzen  
Frank Slesinski  
Joannes Van Laer & Lucas Schelkens  
Kara Smith/SFA  
Kelly Sutton  
Laura Schwartz-Muller  
Lawrence Lazzaro  
Lisa Turner  
Lori Sitz-Teacher & Monique Blum  
Marc Thee (Marc-Michaels Design)  
Maya Williams  
Michael Ostrow  
Paul L'Esperance & Daelen Cory  
Rosie Dulbandzhan  
Susan Sawasy  
Suzanne Furst & Estee Stanley  
Tamara Kaye-Honey  
Victoria Reitz

### Titan Inspiration

Lance Collins - Founder of FUZE Beverage  
John Jacob Astor - American Business Tycoon  
Jim Henson - Creator of The Muppets  
Cary Kravet - Kravet Fabrics  
Catherine Deneuve - Film Star  
Gayle & Phil Tabor - Kashi Cereals  
Elsa Schiaparelli - Fashion Designer  
Petra Flannery - Coveted Celebrity Stylist  
Nadja Swarovski - Fashion, Design, Jewelry  
Julia Child - Chef, Author & TV Personality  
Robert Greenblatt - Chairman of NBC  
Stevie Wonder- Singer, Songwriter, Musician, Producer  
Suzi Weiss Fischman of OPI Nail Polish  
Betty Jane France - The Queen of Racing  
Coco Chanel & Alexander McQueen - Fashion  
Halston - Fashion Designer  
William Randolph Hearst - Publisher  
Faisal Al Saud - Saudi Royal Family member  
Louis P. Eatman, ESQ - Attorney  
Michael S. Meldman - Real Estate Developer  
Phyllis Morris - Furniture Designer  
Paul Mockapetris - Internet Pioneer

\*Subject to change



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## Schedule of Events

Date	Event
October 30	Masquerade Ball VIP Preview Party
November 1	UBIFRANCE French Consulate Event
November 2 & 3	House tours available on the hour 10am - 3pm
November 3	Sotheby's International Realty cocktail reception for top-tiered (\$20M plus) real estate agents
November 6	California Homes Event
November 7-10	House tours available on the hour 10am - 3pm
November 14-17	House tours available on the hour 10am - 3pm
November 21 - 24	House tours available on the hour 10am - 3pm

## Special Hotel Package Rates

Luxe Hotel - Beverly Hills	Greystone Design Show House preferred rates: \$225 Superior - \$245 Deluxe Includes complimentary valet parking (\$30 value) Reservations: 310-273-0300 <a href="http://www.luxerodeo.com">www.luxerodeo.com</a>
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## **SPONSORSHIP LEVELS**

### Greystone Design Show House - Beverly Hills, CA

Signature Sponsor: \$50,000

Gold Level: \$25,000

Silver Level: \$10,000

Community Level: \$5,000

## **ADVERTISING RATES**

### Greystone Souvenir Book

Full page: \$3,000

Half page: \$1,750

Inside Front Cover Spread: \$8,000

Inside 2-page Spread: \$5,000

Inside Back Cover: \$4,000

Back Cover: \$5,000

*--rate card details available upon request*

*--special custom packages available*

*--designer discounts*

