



2024 SF Decorator Showcase • Media Report **Denise Lamott Public Relations**

- 10/1 [CA Homes](#), "Second Act | The 2024 San Francisco Decorator Showcase"
- Aug [Marin Magazine](#) (page 111), "On the Scene - 2024 Decorator Showcase Preview Party Supports the School's Financial Aid Program"
- July [LuxClub](#) (pages 197-200), "San Francisco Decorator Showcase Patrons Preview Gala"
- 7/1 [Architectural Digest / AD Pro](#), "6 Clever Design Ideas Worth Revisiting From This Season's Decorator Show Houses • These experimental, pattern-packed showcases were full of inspiration—here are the design ideas from them we're eager to try"
- Summer [Henry Magazine](#)
- 6/6 [San Francisco magazine](#), "45th San Francisco Decorator Showcase"
- May/June [Red Hot Monde Magazine](#), "2024 San Francisco Decorator Showcase Returns To Spectacular Pacific Heights Mansion on 'Billionaire's Row'"
- June [San Francisco magazine](#), "45th San Francisco Decorator Showcase"
- 5/27 [C Magazine](#), "Luxe Life: The San Francisco Decorator Showcase"

- 5/26 [The Textile Eye](#), Instagram,
- 5/25 [@erinlovesfun](#), Instagram, Fun Things to do in San Francisco
- 5/20 [@Fashionbyally](#), Instagram, Hidden Gems in San Francisco
- 5/17 [Marin IJ](#), "Marin designers show their stuff at San Francisco Decorator Showcase"
- 5/16 [Henry](#), "Masters of Atmosphere AubreyMaxwell chronicles the process of creating a successful Showcase space"
- 5/16 [Haute Living](#), "San Francisco Decorator Showcase Celebrates 45th Year of Design Innovation"
- 5/15 [Sonoma Magazine](#), "Wine Country Designers Featured at San Francisco Decorator Showcase"
- 5/10 [Nob Hill Gazette](#), "Opening Night of the San Francisco Decorator Showcase Is a Dazzling Display of Design"
- 5/9 [La Oferta](#), "2024 San Francisco Decorator Showcase Adds Spectacular Magic to A Pacific Height Mansion at "Billionaire's Row"
- 5/9 [NBC's CA Live](#), "Get inspired by the best in design at the 45th San Francisco Decorator Showcase"
- 5/7 [L'Italo Americano](#), "LUXURY AND DESIGN MEET ITALIAN INSPIRATION AND MATERIALS AT THE 45TH SAN FRANCISCO DECORATOR SHOWCASE"
- 5/6 [Kitchen & Bath Business](#), "A Tour of the 2024 San Francisco Decorator Showcase"
- 5/6 [A Side of Sweet](#), Instagram: "This STUNNING transformation..."
- 5/5 [Spaces](#), "What to See This Year at the San Francisco Decorator Showcase"
- 5/4 [A Side of Sweet](#), Instagram: "Every room of an entire \$32 MILLION mansion on San Francisco's exclusive Billionaire's row has been transformed and you won't

believe the results”

5/2 [@lagirl](#), social media post from press day

5/1 [Aspire](#), “Step Inside The 2024 San Francisco Decorator Showcase”

May [Haute Living](#), Events Calendar, print (page 14)
[Haute Living](#), online

May [Ed Jay Photography Friday Opening Night Party photos](#)

May [Drew Altizer Photography Patron Preview Gala photos](#)

4/30 [Living Etc.](#), “This is How to Decorate Your Home With Green in 2024, According to Some of San Francisco's Best Designers. If you want to make a serious design statement with your spring decorating, these spaces from the San Francisco Decorator Showcase demonstrate how to color drench to maximum effect”

4/30 [Business of Home](#), “News Digest - SHOWHOUSES”

4/30 [Luxe](#), “Color + Literary Themes Dot San Francisco Decorator Showcase”

4/28 [7x7](#), “45th SF Decorator Showcase transforms Bliss Estate into a sensory garden of delight”

4/26 [AD Pro / Arch Digest](#), “San Francisco Decorator Showcase 2024: See Every Room Inside of the Gilded Age Estate
This Gilded Age mansion has played a major role in film history, but it’s an ensemble cast of West Coast design talent who are getting top billing”

4/26 [Marin Living](#), “San Francisco Decorator Showcase Returns”

4/26 [Apartment 34](#), social media post from press day

4/26 [Chairish](#), social media post from press day

4/26 [Henry](#), social media post

4/26 [Revitaliste](#), social media post from press day

[Revitaliste](#)

[Revitaliste](#)

[Revitaliste](#)

4/25 [California Home+Design](#), "HIGHLIGHTS FROM THE 2024 SAN FRANCISCO DECORATOR SHOWCASE"

4/25 [Nob Hill Gazette](#), social media post

4/25 [Diane Dorans Saeks](#), social media post from press day

4/25 [@ZoryMory](#) posted to her story

4/25 [Kelsey Mulvey](#), social media post from press day

4/19 [7x7](#), "Fun Things to Do This Week"

4/17 [Tik Tok](#), Austin.Klar

4/16 [Business of Home](#), "SHOWHOUSES–The 45th edition of the San Francisco Decorator Showcase debuts this month"

4/12 [Nob Hill Gazette](#) (eNewsletter), "What To Do • Check out our selection of live events curated just for you!"

April [Nob Hill Gazette](#) "The Current; Places To Go, Things To Do" (p. 8)

April [Nob Hill Gazette](#) "Spring Forward; A historic location is a canvas for inventive design solutions" (p.22)

April [Marin Living](#), "Home Improvement" (p. 24)

April [D la Repubblica](#) (Italy), "LE STANZE DEI SOGNI"

April [San Francisco magazine](#), "Spring Highs - SF cultural scene is heating up. From innovative film, festivals, and musical performances to swanky galas, art, fairs, and more"

April [CA Home & Design](#), "2024 SHOWCASE DESIGN AWARD: THE UPSTAIRS KEEP BY

DLC-ID”

- 3/27 [Marin Living Magazine](#), “San Francisco Decorator Showcase Returns”
- 3/27 [Marin Magazine](#), “April On the Scene”
- 3/25 [Nob Hill Gazette](#), “History and Innovation Coalesce at the 2024 San Francisco Decorator Showcase”
- 3/18 [Spaces Newsletter](#), “2024 San Francisco Decorator Showcase Returns To Spectacular Pacific Heights Mansion on “Billionaires Row”
- 3/1 [Spaces](#), “2024 San Francisco Decorator Showcase Returns To Spectacular Pacific Heights Mansion on “Billionaires Row”
- March [Marin Magazine](#), “2024 San Francisco Decorator Showcase Returns To Spectacular Pacific Heights Mansion on “Billionaires Row”
- 2/26 [The Curated Showhouse](#), “2024 San Francisco Decorator Showcase”
- March/April [Haute Living Magazine \(online\)](#), and [print](#) (page 16), “Events Calendar: March / April 2024”
- 1/27 [Marin Independent Journal](#), “Marin designers selected for San Francisco Decorator Showcase”
- 1/24 [Business of Home](#), “Is this the end of the dining room as we know it?: (includes photo) A multifaceted dining room designed by Kelly Hohla Interiors for the 2020 San Francisco Decorator Showcase also serves as a library, workspace and sitting room”
- 1/23 [Business of Home](#), “NEWS DIGEST | JAN 23, 2024 | The San Francisco Decorator Showcase has announced the list of 24 designers selected to re-create this year’s venue—an 1899 Dutch Colonial mansion in Pacific Heights with sweeping views of San Francisco Bay.”
- 1/17 [Designer News Now](#), “San Francisco Decorator Showcase 2024 announces designers who will transform Pacific Heights mansion”
- 1/16 [Coupar / SF Design Center](#) newsletter, “Blissful: The 2024 San Francisco

Decorator Showcase”

1/4 [Kitchen and Bath Business](#), “San Francisco Decorator Showcase 2024 Location Announced”

1/2 [Business of Home](#), “NEWS DIGEST | JAN 2, 2024”
Also included in an email blast

Jan [Architectural Digest](#), Events Calendar

Jan. [Jack Ryder Blog](#), Since 1977, the San Francisco Decorator Showcase has raised more than \$17 million to benefit the San Francisco University High School financial aid program

12/21 [Gold Collective](#), social media post

Online Event Listings

[Architectural Digest](#)

[City Spark](#)

[Design Bay Area](#)

[Eventbrite](#)

[Events.com](#)

[Evvnt.com](#)

[Event Crazy](#)

[Marin Magazine](#)

[NKBA/KBIS](#)

[Patch](#)

[SFArts](#)

[SF Station](#)

[KRON4](#)

[Chatter Block*](#)

[Tineke Triggs Blog*](#)

[Vendry](#)

San Francisco Decorator Showcase Friday Happy Hour 5/10

[City Spark](#)

[Events](#)

Evnt

San Francisco Decorator Showcase Friday Happy Hour Lit Night 5/3

[City Spark](#)

[Events](#)

Evnt

Press Preview RSVPs: 70 as of 4/24 (*not all are media)

Media Sponsors

10 Media Sponsors providing **\$185,000** worth of pro bono advertising and promotion

7x7

- [50,000 Imp Banners](#) placed around 7x7's newest + most popular content (4/12 - 5/27) 4x Dedicated Social Posts (2x ea on FB + TW 300k following) (4/25, 5/2, 5/15 + 5/23)
- Live [Instagram](#) Stories from the Showcase house (80k followers)
- 2x newsletter advertorials (50k subs). Includes an image, headline, brief copy + link ([4/29](#) + [5/20](#))
- 1 x [Fun Things Editorial Feature](#)
<https://www.7x7.com/fun-things-sf-beer-week-2667144973.html> (4/22 - 4/28)
- 1x Editorial Feature in 7x7 Social Club (ticket giveaway) (April TBD)
- [Bonus IG post](#)
- [Bonus newsletter mention](#)

ABC

- [A :30 PSA on "Around the Bay,"](#) which runs during their news programs for two weeks starting April 27
- A description of the event posted on the ABC7 website under the ABC7 Around the Bay category
- Showcase social media mention
- Good Faith effort to help secure a news/feature segment or a live guest interview on ABC7 news

CA Home & Design

- Full-page ad in the Spring-24 Issue
- Full-Page Ad (Thank-You) in the Summer-24 Issue

- (2) eNewsletter Sponsorships 300x250 ad unit +URL to run on 4/12 & 4/26
- Online Gallery of [Editorial Pics](#)
- [Blog post](#) to promote + Newsletter inclusion

CA Homes

- Showcase Full Page ad March/April
- Showcase event preview coverage print & digital
- One-page editorial March/April California Homes
- Eight-page Showcase highlights editorial [California Homes](#) (Sept/Oct 24)
- Sponsored digital editorial [California Homes](#) website
- *new website launching Summer 2024

Henry

- [Top of feature Ad](#) in the Spring edition of Henry
- Top of feature (sponsor thank you) Banner Ad in the June Issue also
- 2 eblast banner ads at the base of the Henry supplemental content published in [April](#) and [May](#) – (scheduled for 4/18 and 5/2)
- 3 dedicated eblasts to the SFDC targeted trade email – (scheduled for weeks of [4/17](#), [4/22](#) and [5/6](#), and [5/9](#))

Luxe

- A full-page ad will run in the May/June issue of Luxe. Value (**no digital. Check print copy)
- [ROS Banner Flight Desktop](#) & Mobile: 4/1 – 5/31

Marin Magazine

- A full-page ad in April [Marin Magazine](#) (p. 63)
- A half-page ad *Local Getaways Express*, Spring
- 1x Dedicated EB-blast-[Marin Magazine](#) on 4/25
- 1x Dedicated E-Blast [SPACES](#) on 5/7
- 4x Instagram Story Set SPACES, Starting 4/24
- 3x Instagram Story Set Marin Magazine, Starting 4/23
- 3x Banner e-newsletter [SPACES](#), Starting 4/21, [5/5](#)
- 3x Banner e-newsletter [Marin Magazine](#), Starting 4/17, [5/1](#)
- 1x Partner Article [Marin Magazine](#), March
- 1x Partner Article [SPACES](#) March
- 2x [Run of Site Marin Magazine](#), Running April/May
- 2x Run of Site SPACES, Running April/May

Marin Living

- Editorial inclusion in a 2024 issue
- Possible* "About Last Night" Page in subsequent issue using images/copy provided by Showcase. *Event Images need to meet with editorial approval.
- [Marin Living Website](#) Sponsored Article starting 4/1
- [Marin Living Website](#) Sponsored Article starting 5/1
- Marin Living magazine Full Page ad
- [Marin Living E-Newsletter](#) Sponsored Promotion #2 1 5/1
- [Marin Living](#) E-Mail Dedicated Email 4/19
 - Sent to 16,219; opened by 5,404; 33.80% open rate

Nob Hill Gazette

- Full-page ad in the April [Nob Hill Gazette](#)
- [Inclusion in Party Pages](#)
- Inclusion in [Social Calendar](#) (page 8)
- [Newsletter / Dedicated](#) email, 4/12
- [Newsletter /Dedicated email](#), 4/25
- [Instagram post](#)

San Francisco magazine

- [San Francisco Mag](#) - April "Home/Design issue"
- [Silicon Valley Mag](#) - April/May "Home/Design issue"
- [San Francisco Mag](#) - May issue with spring "Interiors Northern California" running in-magazine - full-page (page 104)
- SF Mag - [Post-event profile - full-page](#)

Pending

Cover Magazine, feature story on Showcase

SFO, Photo taken from Showcase house will hang at SFO and credit SFDS