



PASADENA
SHOWCASE
HOUSE
for the Arts

Pasadena Showcase House for the Arts Historical Perspectives

In the 52 years since the first Pasadena Showcase House of Design, many changes have occurred for Pasadena Showcase House for the Arts (PSHA).

How many members were/are in the Showcase House Organization?

Then: The Pasadena Junior Philharmonic Committee (which changed its name to Pasadena Showcase House for the Arts in 2000) had 60 members.

Now: PSHA has nearly 300 members, approximately 80 of whom are Active, Business or Provisional members, and the others of whom have Intermediate or Associate status.

Where has Showcase been held?

Showcase has been in various cities the following number of times:

- **Pasadena:** 29 times (1968, 1969, 1970, 1971, 1973, 1974, 1975, 1976, 1978, 1979, 1981, 1983, 1984, 1985, 1988, 1990, 1991, 1993, 1994, 1995, 1996, 1997, 1998, 2001, 2003, 2006, 2010, 2014, and 2015)
- **San Marino:** 9 times (1965, 1967, 1972, 1982, 1986, 1992, 1999, 2005, and 2009)
- **La Cañada Flintridge:** 9 times (1966, 1987, 1989, 2004, 2007, 2008, 2011, 2012, and 2016)
- **South Pasadena:** 2 times (1977 and 1980)
- **Arcadia:** 2 times (2000 and 2013)
- **Altadena:** 1 time (2002)

How many designers were/are involved in Showcase?

Then: 15 Interior Designers from AID, now known as ASID. (In 1965, at the end of the racing season and with the consent of the Santa Anita Race Track, members dug up the flowers at the track and replanted the flowers around Showcase. The next year, and for a few years thereafter, the owners of Bellefontaine Nursery did the landscaping.)

Now: 20 Interior Design Firms with 2 Interior Designer Advisors and 8 Exterior Design Firms with 1 Exterior Designer Advisor.

Were/are there Shops at Showcase?

Then: Initially, no. However, Art Sales became part of Showcase very early. In 1995, Art Sales was renamed Marketplace and expanded. In 2007, the collection of vendors was renamed The Shops at Showcase.

Now: Yes, there have been as many as 55 vendors at The Shops at Showcase, depending on the size and accessibility of the property used for the Showcase House.

Was/is there a restaurant?

Then: No, though complimentary coffee and cookies were included in the ticket price and tea was served in the afternoons from 2-4 p.m.

Now: The Restaurant at Showcase serves light breakfast, lunch and dinner from 10 a.m. until Showcase closes for the day. A full bar and soft drinks are also available.

What was/is the ticket price for the general public?

Then: \$1.50, including complimentary coffee and cookies.

Now: \$35-45, depending on the time of day.

How many days was/is Showcase open?

Then: Daily from March 21-April 4 from 11:30 a.m.-4:30 p.m. and from 7:30-9:30 p.m. on Wednesday. (A total of 15 days.)

Now: From April 17 to May 15 on Tuesday through Thursday from 10:00 a.m.- 6:00 p.m. and Friday & Saturday from 10:00 a.m.-9:00 p.m. (A total of 25 days.)

How many visitors toured/tour Showcase in a year?

Then: 7,500 (in 15 days)

Now: Approximately 30,000 (in 25 days)

Where did/do visitors park?

Then: Visitors parked wherever they could find a spot in the neighborhood and, sometimes, with the consent of the neighbors, on the neighbors' lawns.

Now: As attendance grew over the years, in order to be good neighbors and because of the increasing popularity of Showcase, the need for public parking became clear. This year, visitors are parking at the Rose Bowl in Lot I, from which they are shuttled to Showcase.

For what purposes was/is the money raised from Showcase used?

Then: The Los Angeles Philharmonic & its youth concerts.

Now: Those cultural institutions and many more as well.

- **Gifts & Grants** – Over \$20 million dollars in Gifts & Grants has been awarded to support the Los Angeles Philharmonic, Walt Disney Concert Hall, Hollywood Bowl, and other non-profit organizations for symphonic, cultural and educational programs.
- **Pasadena Showcase House Music Mobile™** – Created by PSHA in 1971, the Music Mobile™ van, equipped with musical instruments, has visited over 100,000 third graders in their classrooms, introducing them to the sounds and magic of a symphony orchestra with a hands-on experience.
- **Pasadena Showcase House Youth Concert** – Begun in 1953, over 250,000 fourth grade students have attended these annual youth-oriented concerts with performances by the Los Angeles Philharmonic and held at the Pasadena Civic Auditorium and the Walt Disney Concert Hall.
- **Pasadena Showcase House Instrumental Competition** – Promising young musicians between the ages of 16 to 24 have been competing annually for monetary awards in the categories of woodwinds, brass and strings. To date, over \$500,000 in prize money has been awarded.