



PASADENA
SHOWCASE
H O U S E
for the Arts

2018 PASADENA SHOWCASE HOUSE OF DESIGN

“Then and Now”

Historical Perspectives, 2018

In the 54 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, more than 80 of whom are Active, Business or Provisional members, and others who are Associates.

Where has Showcase been held?

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

- **Pasadena:** 30 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, 2015 and 2017)
- **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:** 2 times (2002 and 2018)

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: 16 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. This year, there will be approximately 20 Shops at Showcase.

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 2:00-4:00 pm.

Now: The Outlook and Citrus Grove Restaurants serves light breakfast, lunch and dinner from 10:00 am until 9:00 pm on Friday and 6:00 pm on Saturday, Sunday and Tuesday through Thursday. The Treehouse Lounge offers cocktails, wine and snacks.

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

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

Now: \$30-45, depending on the time of day.

How many days was/is Showcase open?

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

Now: From April 22 to May 20. Saturday, Sunday, Tuesday through Thursday: 10:00 am to 4:00 pm. The property closes promptly at 6:00 pm.

Friday: 10:00 am to 7:00 pm. The property closes promptly at 9:00 pm. Closed Mondays.

(A total of 25 days.)

How many visitors toured/tour Showcase in a year?

Then: 7,500 (in 15 days).

Now: Approximately 25,000 (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 have complimentary parking at Santa Anita Race Track, Gate 6, and 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 – More than \$23 million dollars in Gifts & Grants have been awarded to support non-profit organizations for symphonic, cultural and educational programs. Additionally, PSHA supports the Los Angeles Philharmonic and Hollywood Bowl.

Pasadena Showcase House Music Mobile™ – Created by PSHA in 1971, the Music Mobile™ van, equipped with musical instruments, has visited more than 103,500 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, more than 250,000 fourth grade students have attended these annual youth-oriented concerts with performances by the Los Angeles Philharmonic and held at 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, more than \$600,000 in prize money has been awarded.