



PASADENA  
SHOWCASE  
H O U S E  
*for the Arts*

## PASADENA SHOWCASE HOUSE FOR THE ARTS “THEN AND NOW” HISTORICAL PERSPECTIVES

### WHAT IS IT?

In the 55 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 PART OF PSHA?

**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 280 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, 2017)

**San Marino:** 9 times (1965, 1967, 1972, 1982, 1986, 1992, 1999, 2005, 2009)

**La Cañada Flintridge:** 9 times (1966, 1987, 1989, 2004, 2007, 2008, 2011, 2012, 2016, 2019)

**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:** 22 Interior Design Firms and 4 Exterior Design Firms.

### 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 29 vendors at the Shops at Showcase and four pop-up shops.

### **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 Camellia Cocktail Lounge and the Maple Restaurant run by the Patina Group will be open to visitors.

### **WHAT WAS/IS THE TICKET PRICE FOR THE GENERAL PUBLIC?**

**THEN** \$1.50, including complimentary coffee and cookies.

**NOW:** \$35-50, 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 21 to May 19, (A total of 25 days).

Saturday, Sunday, Tuesday - Thursday: 9:00 AM to 4:00 PM. (The property closes promptly at 6:00 PM).

Friday: 9:00 AM to 7:00 PM. (The property closes promptly at 9:00 PM).

There are no house tours on Mondays, but the Shops will be open from 10:00 AM to 3:00 PM.

### **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:** No parking at Descanso Garden - \*Drop off / pickup only\*

Important parking/shuttle info available April 1, 2019 at [PasadenaShowcase.org](http://PasadenaShowcase.org)

**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, Pasadena Showcase House Music Mobile™, Pasadena Showcase House Youth Concert, Pasadena Showcase House Instrumental Competition.