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FOR IMMEDIATE RELEASE:

JENN-AIR TO SHOWCASE “THE CONNECTED LIFE” AT 2015 WESTEDGE DESIGN FAIR

BENTON HARBOR, Mich. (October 19, 2015) – As returning sponsor of the WestEdge Design Fair, the west coast’s premier design exhibition, luxury appliance maker Jenn-Air will focus its significant presence on celebrating and exploring how design, innovation and technology are intersecting to create greater connectivity in our lives. Taking place October 22-25 at The Barker Hangar in Santa Monica, the show offers attendees the opportunity to experience the best in modern design for the home in a range of categories from appliances and lighting to furniture.

“At Jenn-Air we believe that creating beautifully designed products for beautifully designed spaces is just the tip of the iceberg,” notes Brian Maynard, Jenn-Air marketing director. “We’re looking to engage with consumers and designers to understand why they make certain choices, what these choices reflect about them as individuals, and ways that design can build connections with those around them.”

Located just beyond the main entrance of the show, the expansive Jenn-Air display (booth 415) will feature the brand’s latest innovations for the kitchen including a sleek, dual convection wall oven with wireless connectivity and built-in refrigeration with elegant and dramatic Obsidian interiors.

Throughout each day of the show, a separate, Jenn-Air Master Class Studio will host seminars with design leaders on a variety of topics.

On Thursday, October 22 from 2:30 – 3:30 p.m., design writer David Keeps will moderate “Connecting People Through Design,” with panelists Steve Brown, General Manager for Jenn-Air along with designers Oliver Furth and Judy Kameon. For the complete schedule of seminars throughout the event please check here [Jenn-Air Master Class Studio](#).

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A new installation at the show this year is the Jenn-Air Connected Life kiosk located in the “Made: Modern” exhibit section of the show. It will provide attendees a chance to recharge while also experiencing the brand’s new connected wall oven. Those who visit can use the provided charging station for their mobile devices, enjoy an espresso made in the Jenn-Air® built-in coffee maker, and experience a new application for preparing a meal with assistance from a mobile device. Jenn-Air is also sponsoring the free WiFi being provided at the show (Network name: WestEdge Connect; Password: Jenn-Air).

Continuing its partnership with *Architectural Digest*, the brand and the magazine will create a new series of design videos that will be distributed after the show. Hosted by designer Oliver Furth “The Connected Home, The Connected Life” video series will focus on the various connections innovative design helps to create.

Jenn-Air also has partnered again with *Architectural Digest* to present the “Designed to Inspire Sweepstakes,” offering registered attendees the chance to win a complete suite of Jenn-Air® appliances and a collection of books from a select group of the world’s preeminent architects and designers, known as the AD100. Those not registering for the show can also enter to win via Architectural Digest’s AD360 here <http://www.archdigest360.com/jennair/>.

Highlights of the show and Jenn-Air brand's participation will be posted throughout the weekend at [facebook.com/jennair](https://www.facebook.com/jennair) and twitter.com/jennairusa. For additional show details visit <http://westedgedesignfair.com/>.

About Jenn-Air:

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. Its selection of style options includes two distinct stainless steel collections and a cutting-edge Floating Glass finish in black. From downdraft cooktops, wall ovens and professional style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit jennair.com, [facebook.com/jennair](https://www.facebook.com/jennair), [instagram.com/jennairusa](https://www.instagram.com/jennairusa) and twitter.com/jennairusa.