



PASADENA
SHOWCASE
H O U S E
for the Arts

Pasadena Showcase House of Design “Then & Now” Historical Perspectives

“We’re more than just a pretty house”

WHAT IS IT?

In the 56 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 over 260 members, nearly 75 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: 3 times (2000, 2013 and 2020)

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: 17 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 26 vendors at the 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 Restaurant at Showcase and the Pub at Showcase will be open to visitors.

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

THEN \$1.50, including complimentary coffee and cookies.

NOW: \$35-45, depending on the time of day. Special "Golden Tickets" are available at \$60.

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 26 to May 17, (A total of 19 days).

Sunday, Tuesday - Thursday: 9:30 AM to 5:00 PM. (The property closes promptly at 6:00 PM).

Friday: 9:30 AM to 6:00 PM. (The property closes promptly at 7:00 PM).

Saturday: 9:30 AM to 6:00 PM. New for 2020 – special-ticket musical concerts begin at 7:30 PM. (The property closes promptly at 9:30 PM for special ticket holders).

There are no house tours on Mondays.

HOW MANY VISITORS TOURED/TOUR SHOWCASE IN A YEAR?

THEN: 7,500 (in 15 days).

NOW: Approximately 25,000 (in 19 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 a courtesy to our neighbors, no parking is allowed in the neighborhood at the Pasadena Showcase House of Design, and neither is drop-off/pick-up. Rather, parking is at the Santa Anita Racetrack, Gate 5 and complimentary shuttle service will be provided. New for 2020, guests can take the Metro to Showcase! Our shuttles will pick-up/drop-off at the Arcadia Gold Line station every 30 minutes on the hour and half-hour.

FOR WHAT PURPOSES WAS/IS THE MONEY RAISED FROM SHOWCASE USED?

THEN: The Los Angeles Philharmonic and its youth concerts.

NOW: Those cultural institutions and many more as well: Gifts & Grants, Pasadena Showcase House Music Mobile™, Pasadena Showcase House Youth Concert and Pasadena Showcase House Instrumental Competition.