

# DESIGN 2010 moves

LANDS'END Pier 1 imports

The Big Apple versus LaLaLand. No contest you might say, whichever side of the 3000-mile continental divide your on. The rub comes when *Moves Magazine* steps in and makes it personal. In Design 2010, the second annual interior design competition, we set coast against coast, New York chic against Los Angeles innovation in two identical apartments in the city. Sit back and watch the sparks fly, all in the name of \$10,000 to housing charities. Two professional interior designers were matched with two local TV personalities to create the perfect digs for New Yorkers and West Coasters. The apartments in the prestigious Cammeyer building in the Flatiron district of Man-

hattan were furnished from Pier One Imports inventory to provide kitchen, living and bedroom space to represent the two very different styles after the teams had drawn lots. They then had 15 minutes to compete against each other to make their choices of items from furniture stacked high in an adjacent apartment and a further 30 minutes to make their designated designs work. The pressure was on! The three judges guided by *Moves* publisher Moonah Ellison looked for how well the teams had represented the two coasts, as well as innovation and that touch of magic. The results are to be announced at a Gala Event in August hosted by Mens cover, Giovanni Ribisi.

## Judges

CORE SENIOR VP JOHN GOMES  
MOVES PUBLISHER MOONAH ELLISON  
PIER 1 IMPORTS' KELLY KEENUM  
NEW YORK DAILY NEWS' JASON SHEFTELL



## Team A

Michelle Carano *TVLand & QVC*  
Michelle Park *NY1*

## Team B

Keith Lichtman *KL Interiors*  
Lolita Lopez *PIX11*

