NO TASTE FOR BAD TASTE GLOBAL EXHIBITION OPENING NIGHT
The Institute Français and VIA's Le French Design Celebrate at the A+D Museum Los Angeles

Over 200 guests filled the A+D Architecture and Design Museum in downtown Los Angeles for the unveiling of VIA's globally touring NO TASTE FOR BAD TASTE exhibit epitomizing the elegance of French Design. Celebrities, art patrons, design enthusiasts and guests of the French consulate enjoyed wine, hors d'oeuvres, and French-inspired music while touring exhibition scenography designed by Jean-Charles de Castelbajac, framing the 40 masterpieces on display. The reception included a brief presentation of awards from California Sen. Ben Allen's office to Mr. Anthony Morey, Director of A+D Museum; Mr. Jean Paul Ratt, VIA Director General; and Mr. Christophe Lemoine, Consul General of France in Los Angeles.

Exhibition pieces were elegantly displayed—tents organized by the 10 values they were based upon: Art de Vive, Panache, Elegance and a Hint of Luxury; Authenticity, Cultural Openness, Heritage, Balance, Creativity and Industry; Sensous Finesse, and Sustainable Innovation. Curated by a global think tank of 40 tastemakers, the exhibition hopes to help promote and inspire design enthusiasts around the world toward a qualitative design culture in the 21st century. Open to the public from Feb. 24 - April 29 at the A+D Museum, 900 E. 4th St, Los Angeles, CA 90013.
GATHERINGS

1. A+D Museum exterior.
2. Mr. Christophe Lemaire, Consul General of France in Los Angeles
3. Art on display.
4. Jim Berlin
5. Anthony Morey, Director, A+D Museum; Lauren Pizer-Mains, Joint Commission on the Arts; Sen. Ben Allen’s office; and Mr. Jean-Paul Bath, VIA Director General
6. Art on display.
7. Mike Reagan
8. Lisa Berman, Sculpture to Wear
9. Marian Reilly, co-founder of the WestEdge Design Fair, with Jean-Paul Bath, VIA Director General
10. Dermot Mulroney, Actor, Shaun Thompson, Shaun Thompson PR
11. Toby Trong
12. Ashish Le Moine with Anne Sophie Simenel, Cultural Attaché at the French Consulate of Los Angeles
13. Nancy Levens, President, A+D Board of Directors, with A+D Board Members Mr. Fareeq Ameen and wife Sabrina Ahmed