



## FOR IMMEDIATE RELEASE

**Contact: Patricia Honeycutt Cantor (New York)**

**Tel: (212) 535-0529**

**Cell: (917) 952-9050**

### **Break out the Champagne, Jaime (Laurella) Rummerfield and Ron Woodson are Marrying their Businesses**

#### New Partnership Sets the Standard for "High Design" Services

LOS ANGELES, CA – May 2005...Woodson & Rummerfield's House of Design (W&R), an alliance of two leading Los Angeles-based interior design firms, Platform Design and Ron Woodson Design, was launched today. At the crossroads of form, function, and flair, W&R pushes the boundaries of decadent glamour and the hyper modern aesthetic. W&R offers high-end residential interior design services, specialty commercial and hospitality design services.

Ron Woodson & Jaime Laurella Rummerfield, the faces of LA Design, specialize in design with a clean aesthetic, combining California moderne with Hollywood decadence. Under the new partnership, this defining design talent duo plan to bring elements of high design and modernism by expanding both their client base and ability to take on more high-profile projects, including donating their design services for the new LA headquarters for *People for the Ethical Treatment of Animals* (PETA), slated for a June 2005 unveiling.

"Design is vital to our culture...pooling our resources and expertise in the spirit of bringing the historical values of design into present style is a natural evolution towards meeting our clients' quality of life," said Jaime Laurella Rummerfield, principal interior designer, W&R Los Angeles.

Woodson and Rummerfield also plan to bring their services to the boulevard in June 2005 by launching a full service design shop in the heart of the Los Angeles design district. The tony design boutique will offer interior design services, a working showroom, and stunningly unique retail items. Available products will include one-of-a-kind finds, decorative arts, antiques and accessories for living, fine art and sculpture--all with high design in mind. W&R will also feature a signature line of custom-ordered mirrors, rugs, light fixtures, sofas, console tables and textiles. "What we're doing is completely unique," said Ron Woodson, principal interior designer, W&R Los Angeles. "Instead of opening with a retail store and then branching off into specialty services, we're going to offer the talent, the living, breathing portfolio and a stellar array of design products under one roof. It's about raising the standard for the current process of design service, and making high design accessible ... it should be like a magic carpet ride for the consumer."

**About W&R**

Woodson & Rummerfield's House of Design (W&R) is a merging of two leading interior design firms from Los Angeles, California (Platform Design, LLC and Ron Woodson Design). W&R delivers creative design solutions that meet client's lifestyles including residential interior design services, specialty commercial and hospitality design services, set design, and high design products. W&R services celebrity and entertainment industry clients. W&R is located at 724 N. La Cienega Blvd., Los Angeles, CA 90069. Phone: (310) 659-3010.

**Email:** [info@wandrdesign.com](mailto:info@wandrdesign.com) **Website:** <http://www.wandrdesign.com>.

Photos of Ron Woodson and Jaime Laurella Rummerfield are available upon request.

**For more information:**

Woodson & Rummerfield's House of Design Tel:  
(310) 659-3010 / [info@wandrdesign.com](mailto:info@wandrdesign.com)

**Editorial Contact:**

Patricia Honeycutt Cantor (New York) Tel:  
(212) 535-052/ [phoneycan@aol.com](mailto:phoneycan@aol.com) Cell:  
(917) 952-9050

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