

Sunset

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SUNSET'S 2016 BAY AREA IDEA HOUSE TO OPEN AUGUST 19TH, OFFERING EYE-POPPING VIEWS OF THE SAN FRANCISCO BAY AREA AND A CELEBRATION OF LOCAL DESIGN

(OAKLAND, CA, July 25, 2016)--Time Inc's (NYSE: TIME) [Sunset](#), the premier guide to living in the West, will open the doors of its new [Bay Area California Idea House](#) to the public for six consecutive weekends starting August 19th. In collaboration with some of the Bay Area's most sought-after design talent, including [Geremia Design](#), [Robert Nebolon Architects](#), landscape designer [Michelle Derviss](#), and builder [Landmark Development Corporation](#), Sunset has brought together an award-winning team to create an ultra-modern home nestled in the premier hilltop neighborhood of Claremont Hills, bordering Oakland and Berkeley.

The 2016 Bay Area Idea House reflects the quintessential Northern California lifestyle, where seasonal cooking, fresh produce and fine wine bring families and neighbors together to gather for meals and celebrations. Referencing the Craftsman movement, prominent in Berkeley and Oakland during the early 20th century, the home's interior is comprised of fine details and artisan materials to provide warmth to its contemporary architecture. The 4,000 square-foot home boasts four bedrooms, four-and-a-half bathrooms, a game room, wine cellar, an artist studio and a total of five decks overlooking the entire San Francisco Bay.

Geremia Design, whose award-winning interior design has been honored by Forbes "30 Under 30" and as Architectural Digest's "Ones to Watch," incorporated a collection of wares and furnishings made by friends and local fabricators to connect the Idea House back to the community, creating a modern space that feels well loved and well lived in.

"I have been in love with the East Bay since moving to California. It is a really engaging and wonderful place to live and I love that Sunset is going to highlight that through the Idea House," said Lauren Geremia, Geremia Design founder and principal designer. "We love creating more personal narratives through space and objects and plan on adding a ton of art to the house from our local vendors and friends that we've been collecting. Most of our fabricators live in the East Bay, so we're excited to utilize their talent and involve a larger community that we admire."

The surrounding landscape serves as the influence for the home's interior color palette, which marries striking burgundy with soft creams and deep greens. Outside, Michelle Derviss brings the steeply sloping hillside lot to life with a series of undulating graphic cubes that demonstrate a unique solution for the unconventional gardening spaces often encountered by Bay Area homeowners.

"We chose this year's East Bay location to pay homage to our new headquarters, located in historic Jack London Square near the Port of Oakland. The Bay Area is filled with creativity and diversity and has been the true inspiration behind this year's Idea House," said Irene Edwards, Sunset Editor-in-Chief. "Our incredible team has gone above and beyond to create a home that fully embodies Sunset's forward-thinking and innovative lifestyle. It is a concept that reflects what we love most about living in the West and we can't wait to share it with Northern California home and design lovers and our millions of readers."

The Sunset Idea House, located at 540 Gravatt Road, Berkeley, CA, will be available to tour from 10 am-5 pm as follows:

- Friday, August 19 - Sunday, August 21
- Friday, August 26 - Sunday, August 28
- Friday, September 2 - Sunday, September 4
- Friday, September 9 - Sunday, September 11
- Friday, September 16 - Sunday, September 18
- Friday, September 23 - Sunday, September 25

Tickets can be purchased for \$26 and are available online at [eventbrite](http://www.eventbrite.com) or on-site during tour hours. A portion of the ticket proceeds will go to the Oakland Public Education Fund.

Sponsors of the Sunset Idea House include ATGStores.com, AZEK Building Products, Belgard, DXV American Standard, InSinkErator, J.Lohr Vineyard & Wines, James Hardie, Lamps Plus, Maui Jim, Sunset Western Garden Collection, Torani, and Western Window Systems.

Stay up-to-date on the Sunset 2016 Idea House by liking Sunset on Facebook (<http://www.facebook.com/sunsetmagazine>), and following @SunsetMag on Twitter, Instagram and Pinterest #sunsetideahouse. Or, go to <http://www.sunset.com/ideahouse> for more details.

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Sunset (www.sunset.com) is the leading lifestyle brand in the West. Through magazines and books, events and experiences, and digital and social media, Sunset covers the West's best flavors, destinations, design trends, and innovations. Sunset engages and inspires an audience of over five million educated, active and affluent consumers every month through its five regional print editions—Pacific Northwest, Northern California, Southern California, Southwest and Mountain—as well as via all tablet devices and its website. In addition to its print and digital publications, Sunset showcases the region's unique lifestyle and noteworthy destinations through its flagship events, established home programs, licensing partnerships, books and International Wine Competition.

ABOUT TIME INC.

Time Inc. (NYSE:TIME) is one of the world's leading media companies, with a monthly global print audience of over 120 million and worldwide digital properties that attract more than 150 million visitors each month, including over 60 websites. Our influential brands include People, Sports Illustrated, InStyle, Time, Real Simple and Southern Living, as well as more than 50 diverse titles in the United Kingdom.

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