ARCLINEA SAN DIEGO'S 2009 GINGERBREAD COLLECTIVE RAISES MORE THAN $5,000 FOR NON-PROFIT SECOND CHANCE

More than 800 ballots cast in the "People's Choice" vote during the three-day charitable gingerbread competition, which featured houses by leading architects and designers.

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(December 17, 2009) San Diego, CA – The award-winning kitchen designers at Arclinea San Diego hosted the studio's inaugural holiday charitable program from December 10 through 12 to benefit local non-profit Second Chance, raising more than $5,000 in cash donations and five overflowing shopping cartloads of canned food donations.

"The 2009 Gingerbread Collective," a three-day Gingerbread Competition created by Arclinea San Diego and hosted at its downtown showroom, featured a public showcase of gingerbread houses designed and built by leading San Diego architects, designers, artists and cultural leaders. From mid-century marvels to architectural-inspired confections, the houses made a delectable Fifth Avenue holiday window display, open to the public to view and vote for their favorite design, in-person and also online.

The program's holiday festivities were accompanied by a canned food and donation drive. All proceeds were donated to the Food Pantry and Holiday Meals program at Second Chance, a San Diego-based philanthropic organization. Over the three-day program, Arclinea San Diego hosted more than 800 visitors to its showroom for the event; and counted more than 800 ballots (650+ paper ballots, along with 150+ online votes).

The 2009 Gingerbread Collective ended with a cocktail party and silent auction of the gingerbread houses. A Baker's Dozen—13 houses—fetched $1,800 in auction proceeds, bringing the cash donations to more than $5,000 raised. Leading up to and during the event, the program received local, regional and national press coverage, including coverage on CNN, local NPR, KPBS, KUSI, and NBC San Diego.

Winning Designs

A jury of industry leaders (local journalists and food writers) selected four category winners. The public voted for its favorite in the "People's Choice" ballot. The winners were:

PEOPLE'S CHOICE WINNER
Simply Italian // "Dolce Natale a Venezia"

MOST COMPELLING HOUSE CONCEPT
Studio: Anderson, Inc // "Santa's Candy Cane Greenhouse"

MOST CREATIVE INTERPRETATION OF GINGERBREAD
Architects Magnus // "Helping Hands"

MOST CREATIVE USE OF EDIBLE DÉCOR
Simply Italian // "Dolce Natale a Venezia"

HOUSE I MOST WANT TO COME HOME TO
Esteban Interiors // "Modern Oasis"

The award-winning "Santa's Candy Cane Greenhouse," by Studio: Anderson, Inc. was purchased in the auction by Arclinea San Diego and will remain in the front windows at their showroom (2515 Fifth Avenue) through the remainder of 2009, for further public viewing.

Houses By

The 2009 Gingerbread Collective featured houses designed and built by some of San Diego's brightest cultural and creative leaders, including

Architects Magnus, BA Smith Design Associates, Boomerang for Modern, Hollis Brand Culture, JG Color Studios, Little Italy Mercato, Esteban Interiors, LIMI Design Group, Matt Devine, Mi-workshop, Simply Italian, Studio: Anderson Inc

The staff and students at Second Chance designed and built the thirteenth house.

Participant Comments

"Having structured our practice around the passionate mission to 'make cooking and eating at home an everyday pleasure,' we feel strongly that every kitchen deserves to be plentiful, with comfort and community, especially at the holidays. The planning and hosting of The Gingerbread Collective was a wonderful testament to the depth of creative talent and generosity in our San Diego business and A&D communities. We chose the name *Collective*, because it was truly the collective efforts of many who made this event possible," says Lisa Wilson-Wirth, CKD, president & owner, Arclinea San Diego—creator and host of The Gingerbread Collective.

"Non-profit/for-profit partnerships are in my opinion how our community will truly effect systemic change. We live, work and play together—why not work together to solve our communities problems? The State of California can't help itself. Through partnerships like the one established by Arclinea San Diego's Gingerbread Collective, we set a great example of how it can be done," says Scott H. Silverman, founder Second Chance—charitable recipient of The 2009 Gingerbread Collective.

Photos and more information

For more information on the Gingerbread Collective or to see photos of the event and houses, visit **arclineasandiego.com or www.facebook.com/arclineasandiego**, or call Arclinea San Diego at **619.564.7440**.

About Arclinea San Diego

Named one of the top-designed showrooms in the country by Nielsen's Kitchen + Bath Business Magazine, and designer of "The New Dream Kitchen," by Bon Appétit magazine, Arclinea San Diego is a full-service design firm specializing in kitchens, bathrooms, and whole-house interiors; and one of nine exclusive distributors of the Arclinea Collection in North America. Located in the Park West neighborhood downtown, the flagship San Diego showroom features examples of the entire Arclinea Collection, including the company's newest generation of products. In addition to the Arclinea Collection, the company is also a dealer for Sub-Zero, Wolf, Gaggenau, Bosch, and Miele kitchen appliances, and CaesarStone® Quartz Surfaces. For more information, visit www.arclineasandiego.com or call (619) 564-7440.

About Second Chance

Second Chance is a San Diego-based 501(c)(3) charitable organization that assists those with barriers to employment find and keep a job. Their housing program is integral to the success of their workforce development programming; Second Chance operates eight single-family residential homes with shared rooms and supervised living, and a six-unit apartment complex with shared apartments and additional independent living. The organization maintains a year-round Food Pantry, and organizes Holiday Meal programs for its residents. To learn more, visit www.secondchanceprogram.org.

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