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New York Design Meets Sonoma County Wine
*Acclaimed Winery La Crema Partners with Designer Marc Blackwell on
Tasting Room Remodel*

WINDSOR, Calif. – Combining fine wines with fine design, La Crema today announced it is expanding its partnership with acclaimed designer Marc Blackwell, who will develop the interior look and feel for La Crema’s remodeled tasting room in Healdsburg, Calif., in addition to working with the winery on DIFFA’s DINING BY DESIGN charity events during the remainder of the year.

“Marc’s style is elegant, structured and filled with personality,” said Elizabeth Grant-Douglas, winemaker, La Crema. “The great care and personal attention he puts into each of his pieces matches our hands-on approach to winemaking. His designs are a true interpretation of our wines.”

Located just off the town square in Healdsburg, Calif., the La Crema tasting room is undergoing a dramatic remodel. Nearly double the size of the original footprint, the new space will offer a comfortable lounge and a sumptuously appointed private tasting room for wine club members. Visitors will find lush fabrics, rich color and sleek natural surfaces throughout, all inspired by the textures of La Crema wines and vineyards. Construction is underway and the expanded space will open in late Fall 2012.

La Crema has also collaborated with Blackwell for DINING BY DESIGN, a wildly creative event series benefiting the DIFFA: Design Industries Foundation Fighting AIDS. La Crema is proud to be the exclusive wine partner for this year’s affairs. Blackwell, who serves on the DIFFA board, created the La Crema display, which features a ten-foot long custom table made of Bobinga wood enhanced with mahogany, bamboo and glass.

“I wanted to create spaces that were evocative of the vineyards and wines, but with a modern aesthetic,” said Marc Blackwell. “Drawing on the palette of the cool costal vineyards, I translated the unique character of La Crema wines into tangible objects.”

Blackwell has more than 20 years design experience and launched his own line of tableware and home accessories, Marc Blackwell New York, in 1998. Clean lines and bold, enchanting colors define his approach, and he is committed to bringing sophistication to everything he touches.

About La Crema

La Crema is widely loved for handcrafted Chardonnay and Pinot Noir. For more than 30 years, the family-owned and operated winery has focused exclusively on California's cool-climate coastal appellations, where ocean winds and fog allow grapes to ripen slowly on the vine. Winemaker Elizabeth Grant-Douglas continues to use boutique, time-intensive techniques to produce distinctively balanced and elegant wines. A leader in sustainable vineyard and winery practices, La Crema combines traditional farming methods with new technologies to conserve water, minimize energy use and naturally reduce pests. For more about La Crema, including pairing ideas and recipes, visit www.LaCrema.com or follow us on Facebook (www.facebook.com/LaCremaWinery) or Twitter (@LaCremaWines).

Images are available on request.

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