

NEW YORK, Sept. 10, 2013 /PRNewswire-iReach/ -- Traditional Home Magazine is pleased to announce that it has partnered with Charles Krug Winery to host its second-annual Napa Valley Showhouse. Traditional Home will recruit top designers to draw inspiration from the surrounding vineyards, to transform Peter Mondavi Jr.'s former private residence into a stunning design showcase. The residence was also home to Robert Mondavi in the 1950s and 1960s.

The Showhouse—located at 2800 Main Street in St. Helena, California—will kickoff with a Preview Gala on Wednesday, October 9, and remain open to the public for nearly six weeks from Thursday, October 10 – Sunday, November 17. The Showhouse is timed to coincide with Traditional Home's sponsorship of the Napa Valley Film Festival (NVFF), which runs November 13-17, 2013, and a percentage of Showhouse proceeds will benefit the Festival, a 501 c3 non-profit organization.

Visitors to the Showhouse will also enjoy exclusive access to the Peter Mondavi Sr. family's

historic renovation of the Charles Krug 1872 Redwood Cellar, which will convert part of Napa Valley's oldest winery into a tasting room and hospitality center. Renowned architect Howard Backen of Backen, Gilliam and Kroeger Architects was commissioned by the Peter Mondavi Sr. family to spearhead the historic renovation.

"Napa Valley is such an inspiring location, filled with a wonderful history and distinctive design style. We are incredibly honored to be working with Charles Krug and Peter Mondavi, Jr.

to host our 2013 Napa Valley Showhouse and celebrate the historic restoration of the winery's Redwood Cellar," said

Ann Maine

, editor in chief, Traditional Home. "The Peter Mondavi Sr. family's commitment to preserving the

Napa Valley's

long-standing heritage and their enthusiasm for showcasing today's newest design talent makes them the perfect partner for this year's Showhouse."

"Along with my entire family, I am thrilled to partner with Traditional Home on this wonderful design endeavor," said Peter Mondavi Jr., co-proprietor of the Charles Krug Winery. "We are excited to showcase this spectacular house, unveil our historic renovation of

Napa Valley's

oldest winery and most importantly, share our beautiful wines."

Showhouse sponsors whose products will be featured in the home include: AKDO, Benjamin Moore,

Bevolo, Circa, Cost Plus World Market, Crossville Tile, Dacor, and The Rug Company.

"The Napa Valley Film Festival is honored to partner with Traditional Home and Charles Krug Winery on this year's Showhouse," said

Director of the

Valley

Brenda Lhormer, Co-Founder and

Napa

Film Festival. "Last year's inaugural Showhouse at Cardinale was a big success and I'm sure this year's Showhouse will be equally spectacular. The Showhouse perfectly sets the stage for our mid-November celebration of film, food, and wine."

Written by Australian Business

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Beginning Thursday, October 10, the Showhouse will be open to the public Tuesdays – Sundays, 10:30 a.m. – 5:00 p.m. Children under six, strollers and pets are not allowed. Tickets are

\$40

per person and include: a self-guided tour of the Showhouse, a Showhouse journal and a Charles Krug Winery Family Reserve wine tasting, created by internationally-renowned sommelier

Christopher Sawyer

, at the winery's newly renovated historic Redwood Cellar. Mr. Sawyer has served as private sommelier to luminaries including the Getty Family and Mikhail Gorbachev. Advance ticket purchase is recommended. A Showhouse Preview Gala will be held on

Wednesday, October 9

from 6:30 –8:30 pm. Guests will enjoy a sneak preview of the home, along with food prepared by some of

Napa Valley's

top chefs, paired with Charles Krug wines. Tickets to the Gala are

\$75

each. For more information and to purchase tickets, visit

[TraditionalHome.com/NapaShowhouse](http://TraditionalHome.com/NapaShowhouse).

About Traditional Home Magazine: As the largest upscale shelter magazine in America, Traditional Home celebrates the union of timeless design with modern living inspiring 5 million design lovers to reinterpret classic elegance in a thoroughly personal way. From home, garden and green living to beauty, entertaining and travel, the magazine is a tribute to quality, craftsmanship, authenticity and family — a trusted resource that respects the past, lives in the present and embraces products designed for the future. For more information, visit [www.traditionalhome.com](http://www.traditionalhome.com)

About Charles Krug Winery: Charles Krug Winery, Napa Valley's oldest winery established in 1861, has been owned and operated by

Peter Mondavi, Sr.

and his family since 1943. With four generations of family leadership and involvement spanning over seven decades, the family has consistently continued their dedication to producing the finest

Bordeaux

style wines in the

Napa Valley

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[www.charleskrug.com](http://www.charleskrug.com)

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About The Napa Valley Film Festival: The ultimate celebration of film, food and wine, the third annual Napa Valley Film Festival (NVFF), November 13 – 17, 2013, will light up the picturesque towns of Napa

,  
Yountville

,  
St. Helena

and

Calistoga

at the most colorful time of year. NVFF features over 100 new independent films screening in 12 eclectic venues throughout four walk-able villages, as 300 visiting filmmakers interact with audiences at screenings and intimate events. Enjoy film industry and culinary panel discussions, wine tasting pavilions, Festival Gala, Celebrity Tributes, Awards Ceremony, an array of parties, VIP receptions and winemaker dinners. For information or to buy passes, visit [www.napaValleyFilmFest.org](http://www.napaValleyFilmFest.org) or call 707-226-7500. Advance lodging reservations are strongly recommended.

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