

## Home By Baja celebrates grand opening



Home by Baja's showroom offers some unique goods. Photo: Courtesy

On the 100th anniversary of the Mexican Revolution, Mexico's finest custom home decor manufacturing companies opened a first-of-its-kind showroom in San Diego.

The concept itself is revolutionary. Each business was carefully selected by the Baja California state government as the best example of that nation's quality, craftsmanship and style. An innovative private/public partnership with support from FIDEM (Fideicomiso Empresarial de Baja California) and the CDT (Economic Development Council of Tijuana), Home By Baja is Mexico's "dream team" of custom home decor designers.

Working with glass, iron, wood, ceramics and always lots of color and imagination, each business is a uniquely creative enterprise in its own right. Together, they custom manufacture indoor and outdoor furniture, stately entryways, window, wall and floor coverings and brilliant lighting that give homes and businesses a distinct, inviting style.

"After decades of our loyal fans — homeowners, decorators, builders and architects — visiting us and ordering directly from our showrooms and factories in Baja California, we are finally returning the favor and opening our doors in San Diego to all Southern Californians," says Fausto Polanco, the designer behind The Hacienda Collection furniture.

The showroom is designed to offer San Diegans an easy way to order and buy home decor designs previously available only by traveling south to Baja California, Mexico. It is decorated with artistic lighting, avant-garde furniture, glass and ceramic tiles and window treatments that cover every size and shape. Home By Baja is "haute couture" for home and business decorating.

"We pride ourselves on not only our world-class quality, but our world-class creativity and value" asserts Leonel Luna, the creative inspiration behind the stylish SOMO Furniture line.

With styles that stretch from rustic traditional to old-world style, modern contemporary minimalism and retro, the designers at Home By Baja will custom make nearly any style imaginable.

The showroom at 7932 Miramar Road is now open daily from 10 a.m. to 6 p.m. weekdays and 10 a.m. to 4 p.m. on weekends. Call (858) 836-9330 or visit [www.homebybaja.com](http://www.homebybaja.com).