



### Lisa LaPorta: Designer/ Host

Lisa LaPorta is one of Home and Garden Television's most popular designers. She is known to millions of viewers as the best solution to all their design makeover problems. Her television and design career has seen the success of three shows: "Designing for the Sexes," "Designer's Challenge," and now "Designed To Sell."

HGTV's "Designed To Sell" premiered in 2004 garnering the highest ratings in the network's 10-year history. It has since had a continuous ratings increase, breaking all records for the network. "Designed to Sell" now airs six nights a week. Lisa, as co-host and designer, receives unprecedented e-mails and inquiries from enthusiastic viewers. Her reassuring and warm approach with clients on the show appeals to the viewing audience, cutting through all of HGTV's demographics.

As part of a multi-million dollar advertising and PR campaign Lisa has been featured in magazines such as *People*, *Us*, *TV Guide*, *Entertainment Weekly*, *Newsweek* and *The Wall Street Journal*. She has made appearances on CNN, CNNFN, CBS's "Ali & Jack," CNBC's "Power Lunch" and "Inside Edition." The launch of the show included a massive distribution of a board game featuring miniature figurines of Lisa and her co-host, Clive Pearse. Lisa appears in the "Designed To Sell" commercials and promos running on many networks such as E Channel.

Lisa is a Los Angeles-based designer with extensive experience managing projects of all types and sizes from concept through completion. Lisa's private design business, which includes many prominent clients, has grown exclusively by strong endorsements and referrals. Her clients appreciate her strong design sense, practicality and ability to listen to their needs.

Lisa has extensive knowledge of the design/construction synergy. She has proven she can bring multiple projects in on time and under budget. Lisa has been known to make even the most recalcitrant general contractor shake in his boots.

Lisa received her formal training in design from UCLA Department of Environmental Art and Design, attracted to the school by their reputation for excellence and the opportunity to get formal training in all design philosophies and styles.

Lisa has a lifelong passion for all types of design, art, architecture and music. She is also a Latin scholar who knows the best museums, shoe stores and sidewalk pizza in Florence, Italy.