



Tabletop Marketing Making for a Hot Spring

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This spring is shaping up to be a hot one in New York as the city's two respected market buildings announce new events, tenants and amenities.

At Forty One Madison, six venerable company names have renewed their permanent showroom leases, according to Laurie Burns, SVP and director.

"On behalf of Rudin Management (owner of Forty One Madison), I am delighted to announce these companies have inked new leases within the last few weeks: DeVine Corporation, Laurie Gates, Noritake, Over and Back, Riedel Crystal and Yamazaki Tableware. These global stalwarts are leaders in their categories. Their commitments mark an upswing of confidence in the business of tableware, in Forty One Madison and New York City as the best place to showcase the industry."

Several of the showrooms will be relocating to different floors in time for the spring New York Tabletop Market, which runs Tuesday, April 13, to Friday, April 16, 2010.

Special events at Forty One Madison include lobby settings created by the editors of Martha Stewart magazines. Additionally, Bridal Guide will sponsor a complimentary Café offering light Greek savories during the Show on Level A.

Art and industry will collide in an exhibition of 200 fine china plates, presented in a gallery format, on the 14th floor of Forty One Madison during the Spring New York Tabletop Show. The exhibition, themed Tectonic Plates, is organized and presented by the New English Company and will be on view Tuesday, April 13, to Friday, April 16, 2010.

The assemblage of plates is considered to be the world's largest exhibition of its kind with 100 artists, textile and product designers, photographers, architects, and other creative people contributing from around the world. Paul Bishop, founder of the Barlaston, U.K.-based New English Company and originator of the concept, explained ceramics hold universal appeal and are a medium for expression. "Our aim is to inject a new look and feeling into the world of tabletop and rethink ceramics for a new, media- and design-savvy market thirsting for new products. We are delighted to introduce this exhibition to the North American tableware industry in 'the' venue for tableware, Forty One Madison."

Noting this is the first time Forty One Madison has ever held an art exhibition during the Tabletop Market, Laurie Burns said: "We invited Paul to bring this inspiring, fresh, often whimsical, gallery-style presentation to New York for the spring show. I predict it will generate lots of 'buzz' among everyone in our business, from retailers and industry colleagues to the media and design students that will be visiting from the tri-state area during Market."

At 7 W New York, Tabletop Market Week (April 13-16) will run in tandem with Printsource New York (April 13-14,) the premier U.S. market for surface and textile design. Taking place on the 11th floor, this complementary show will be an added bonus for tabletop designers and product developers shopping the market.

Chris Collins, vice president and general manager, 7 W New York, commented, "We are very excited to be bringing these two events together for this very important market week. This will bring a completely new dynamic to the New York Tabletop Week, which is something that all of us at 7 W believe is necessary to help the industry thrive."

Nancy Alusick, 7 W stylist, will take inspiration from four key print trends, courtesy of Printsource New York, to create tabletop vignettes illustrating easy home entertainment and dining. A mélange of new product from 7 W tabletop suites will be cleverly arranged on unique fixtures and display units from 7 W store fixture showrooms.

Topic Tidbits:

7 percent of 2009 tabletop dollars came from online purchases 30 percent of online tabletop dollar sales in 2009 came from consumers age 55-plus The average selling price of an online purchase is nearly 50 percent higher than a store purchase There are more than 200 million blogs, and 34 percent of bloggers post opinions about products and brands

In addition to all tabletop attendees, the opening day keynote presentation, "Serving it up Online," is free to all Printsource New York Future Café participants. Other interested individuals can call 646-778-3209 to register. For more information or to pre-register for the Tabletop Market, click on www.41madison.com. For complete and updated information about 7 W New York, visit www.7wnewyork.com. You can also find 7 W on Facebook and follow it on Twitter.