

ARCHITECTURAL DIGEST HOME DESIGN SHOW

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**THE STUFF OF DESIGN DREAMS: DISCOVER AND SHOP AT THE
9th ANNUAL ARCHITECTURAL DIGEST HOME DESIGN SHOW
NYC, PIER 94, MARCH 18-21, 2010**

Thursday, March 18, 10am-6pm: Open to the design trade and VIP guests

Friday, March 19, 10am-7pm: Open to the public

Saturday and Sunday, March 20 & 21, 10am-6pm: Open to the public

WHAT: The 9th annual **Architectural Digest Home Design Show** features the best in home products from nearly 300 established and up-and-coming brands. The Show covers a broad range of categories including home furnishings, accessories, art & antiques, kitchen and bath products, flooring, fabric, lighting, outdoor products and more. Also offered: complimentary designer consultations, special exhibits and seminars led by industry experts. The Show is produced by MMPI and co-sponsored by *The New York Times*.

NEW Show features this year include:

- **The Essential Home:** Experience city living and get ideas to transform your own urban oasis by visiting this 1,600-square-foot contemporary model apartment inside the Show, a collaboration between Ligne Roset, Valcucine, Coro, Rimadesio and Listone Giordano by Margaritelli.
- **Shop the Show with a Professional:** Tour the Show floor with an industry insider. Design professionals from the American Society of Interior Design (ASID) will be available for group tours every afternoon. Bring your home project ideas, design questions and shopping list!
- **Mark Levinson Mobile Showroom:** Surround yourself with the finest in residential electronics and home theater spaces inside Mark Levinson's 1,000-square-foot traveling exhibit.
- **National Treasures: History in the Making Exhibit:** Take a journey through American history with this unique exhibition of sculptural objects and functional art created from "trees with a past," some dating to the birth of our nation. Co-curated with noted sculptor Jacques Vesery and presented by William E. Jewell, president and founder of Historical Woods of America, this exhibition provides a tangible connection between our nation's outdoor past and its artistic future. Pieces from several of today's most prominent artists will be for sale at the Show.

Popular galleries, pavilions and events include:

- **Moore & Giles Style Capsule:** Moore & Giles welcomes you to step inside its Airstream Studio parked inside the Show. The interior has been revamped to

showcase applications of leather in an interior space as well as provide an intimate trunk show setting for purchasing the company's irresistible bags.

- **MADE:** A juried selection of original limited-edition and one-of-a-kind objects, decorative arts and furnishings. A return highlight, this year's MADE section includes more than 125 artists and designers.
- **Complimentary Design Consultations:** Sponsored by HomePortfolio.com, designers are available Friday-Sunday for one-on-one, 20-minute consultations, offering expert advice and the benefits of working with a professional designer.
- **Designer Seminar Series:** Ranging from the popular design-for-small-spaces seminar and color, to new advances in kitchen design, *The New York Times* Seminars inspire consumers to learn more.
- **Antiques & Mid Century Gallery with 1stdibs.com:** A special gallery of for-sale items, sponsored by 1stdibs.com. The most popular online marketplace for antiques and mid-century designs provides an opportunity for attendees to shop the show and buy directly from the source.
- **Culinary Pavilion:** Meet New York's top chefs and sample their cuisine at cooking demonstrations in the Show's Culinary Pavilion, sponsored by Poggenpohl. Check back soon for the full line-up of presenting chefs and participating restaurants.

****DINING BY DESIGN NY:** Every spring in New York, DINING BY DESIGN premieres in a brilliant blast of cuisine, creativity, and spectacle. The event features design luminaries and culinary giants in a feast for the eyes and palate. Sip superb libations, savor culinary treats and view the amazing creations!

WHERE: Pier 94, 12th Avenue at 55th Street, New York City

WHEN: **Thursday, March 18, 10am-6pm Open to Design Trade and VIP Guests**
Complimentary admission for interior designers and architects (requires two forms of business credentials). VIP consumer ticket also available and includes one-year subscription to *Architectural Digest*.

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General admission is \$25 at the door or online at www.archdigesthideshow.com. Online purchase includes a six-month subscription to *Architectural Digest* and admission to DIFFA's DINING BY DESIGN Thursday-Saturday. Ticket price also includes complimentary admission to the GO GREEN EXPO, running March 19-21 at Pier 92.

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Media can visit the Show's online pressroom at www.archdigesthideshow.com to register attendance and to download press releases, announcements and product

photography.