

ARCHITECTURAL DIGEST HOME DESIGN SHOW

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Sophia Weiss
Public Relations Manager
MMPI
Phone: 312.527.7841
E-mail: sweiss@mmart.com

Elissa Lumley
Director of Communications
Architectural Digest
Phone: 212.286.2225
E-mail: elissa_lumley@condenast.com

Victoria Kent
Public Relations Manager
MMPI
Phone: 312.527.7508
E-mail: vkent@mmart.com

Kelly Mearkle
for Architectural Digest
Phone: 809.991.5554
E-mail: kelly@kellymearkle.com

ARCHITECTURAL DIGEST HOME DESIGN SHOW RETURNS TO NEW YORK CITY'S PIER 94 MARCH 18-21, 2010

NEW YORK (February 24, 2010) – The ninth annual Architectural Digest Home Design Show returns to New York City's Pier 94, March 18-21, 2010. This highly anticipated show offers a true lifestyle experience with stylish solutions for the home, entertainment ideas and shopping all under one roof. Enjoy entrée to special exhibits, educational seminars presented by *The New York Times*, cooking demonstrations, an eco-friendly design conference, and complimentary design consultations, all included in the price of admission.

Produced by MMPI and co-sponsored by *The New York Times*, the Architectural Digest Home Design Show covers a broad range of home design categories including furniture & fabrics, art & antiques, limited edition pieces, kitchen & bath products, carpets & flooring, wall coverings, lighting, outdoor furnishings and more.

"This year's Architectural Digest Home Design Show features an incredible array of exhibitors, seminars, special events and guest appearances," said Jennifer Woolford, senior vice president, MMPI. "From complimentary design consultations to the Culinary Pavilion to the MADE section, there is so much to see and experience at this year's show."

"Home design continues to be an investment for consumers," said Giulio Capua, Vice President and Publisher of *Architectural Digest*. "Our latest subscriber study shows that 56% of our readers are planning to spend an average of \$43,000 on home renovation projects in the next 12 months. The Show is an important resource to connect the design community with these shopping-minded home owners."

Show features and events include (new features are denoted by asterisks):

- ***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.

--MORE--

ARCHITECTURAL DIGEST HOME DESIGN SHOW

Page 2 of 4

- ***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.

While at the Architectural Digest Home Design Show, experience **DIFFA's DINING BY DESIGN 2010 Tour** and **The Go Green Expo**. Every spring in New York DINING BY DESIGN premieres some of the most talented and celebrated individuals in the worlds of fashion, interior design, art, and architecture to create spectacular, over-the-top dining environments. The charity event opens with COCKTAILS BY DESIGN, a preview party on Thursday, March 18, 2010. The Go Green Expo will be held at Pier 92 and focuses on the next steps in the growing green revolution including the latest and greatest eco-friendly products & services, renewable energy sources for businesses and consumers, educating the community about the many tangible ways to be and go green, sustainable methods of transportation and cutting edge solutions for growing the green economy.

--MORE--

ARCHITECTURAL DIGEST HOME DESIGN SHOW

Page 3 of 4

SHOW DETAILS:

Date and Time: March 18-21, 2010

Tickets: 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.

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

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

General admission is \$25 at the door or online at www.archdigesthomeshow.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.

Location: Pier 94, 12th Avenue at 55th Street, New York, NY.

Parking: Open rooftop parking is available for all visitors. Private cars can access Pier 94 by using the automobile ramp on 12th Avenue at 55th Street. All vehicles should follow signs for the NYC Passenger Ship Terminal Parking. For more information about parking, call 212.246.5450. Additionally, shuttle buses will be available to and from Pier 94 and locations in Midtown Manhattan Thursday-Sunday afternoons.

Contacts: **Kelly Mearkle**, Architectural Digest, 809.991.5554 / Email: kelly@kellymearkle.com
Elissa Lumley, Architectural Digest, 212.286.2225 / E-mail: elissa_lumley@condenast.com
Sophia Weiss Lapat, MMPI, 312.527.7841 / Email: sweiss@mmart.com
Victoria Kent, MMPI, 312.527.7508 / Email: vkent@mmart.com

To members of the media:

For more details, visit the Show's online press room at www.archdigesthomeshow.com under "show information."

MMPI is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year. MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

Vornado Realty Trust, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

Architectural Digest is the world's definitive design magazine, traveling the globe to report on the best in design and architecture to an audience of nearly 5 million readers. The magazine regularly features the work of world-class authors and photographers that present a "first look" at the homes of leaders in the fields of entertainment, fashion, business and the arts. *Architectural Digest* is published by Condé Nast, a division of Advance Publications, which operates in 24 countries and is the world leader in exceptional content creation.

The New York Times Company (NYSE: NYT), a leading media company with 2001 revenues of \$3.0 billion, publishes *The New York Times*, *The Boston Globe* and 16 other newspapers; owns eight network-affiliated television stations and two New York radio stations; and has more than 40 Web sites, including NYTimes.com and Boston.com. In 2002 the Company was ranked No. 1 in the publishing industry in *Fortune's* list of America's Most Admired Companies. Among all 530 companies on the list, the Company ranked No. 1 in quality of products/services and No. 1 in social responsibility. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

###

--MORE--