

**10th ANNUAL ARCHITECTURAL DIGEST HOME DESIGN SHOW  
SHOWCASES CULINARY PAVILION, MARCH 17-20, 2011, NYC, PIER 94**

**WHAT:** The 10th annual Architectural Digest Home Design Show is a four-day event that features the best in home design from more than 300 premium 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.

The Architectural Digest Home Design Show offers attendees the chance to meet New York's top chefs and sample their cuisine at cooking demonstrations in the Show's Culinary Pavilion, sponsored by Electrolux ICON.

**Culinary Pavilion 2011 Schedule:**

All cooking demonstrations are held in the Culinary Pavilion. Programs are complimentary, but seating is limited. Demos are approximately 30-35 minutes, followed by samples for the audience.

**Schedule**

**Friday, March 18<sup>th</sup>:**

**12-1pm:** Esca, David Pasternack

**1-2pm:** North Square, Yoel Cruz

**3-4pm:** The Meatball Shop, Daniel Holzman

**Saturday, March 19<sup>th</sup>:**

**12-1pm:** Bella Cucina Artful Food, Alisa Barry

**1-2pm:** PRINT., Chef TBC

**3-4pm:** Make My Cake Bakery, Aliyyah Baylor

**5-6pm:** Aquavit, Marcus Jernmark

**Sunday, March 20<sup>th</sup>:**

**12-1pm:** Junoon, Vikas Khanna

**1-2pm:** Bar Basque, Yuki Fujinaga

**3-4pm:** The Cupcake Craze, Nicole Friday

**5-6pm:** 1770 House, Kevin Penner

\*Programs and speakers subject to change.

**WHERE:** Pier 94, 55th Street at West Side Highway, New York City

**WHEN:** **Thursday, March 17, 10am-7pm Open to Design Trade and Preview Ticketholders**

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 18, and Saturday, March 19, 10am-7pm Open to the Public**

**Sunday, March 20, 10am-6pm Open to the Public**

General admission is \$25 at the door or online at [www.archdigesthideshow.com](http://www.archdigesthideshow.com). Online

advance purchase includes a one-year subscription to *Architectural Digest*. Ticket price also includes complimentary admission to The Artist Project (co-located at Pier 92) and

DIFFA's DINING BY DESIGN (co-located at Pier 94).

Media can visit the Show's online pressroom at [archdigesthideshow.com](http://archdigesthideshow.com) to register attendance and to download press releases, announcements and product photography.

**MEDIA CONTACT:**

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