

ARCHITECTURAL DIGEST HOME DESIGN SHOW

FOR IMMEDIATE RELEASE

INSPIRATION AWAITS: The 11th ANNUAL AD HOME DESIGN SHOW
*Features New Kitchen & Bath Pavilion, Expanded Exhibitor List, Product Launches,
Design Seminars & Much More*

WHAT: The 11th annual Architectural Digest Home Design Show is a four-day event that features the best in home design from more than 400 premium brands. A marketplace for the industry's top professionals and discerning consumers, it covers a range of categories including: home furnishings, accessories, art, kitchen and bath products, flooring, fabric, lighting, outdoor products, and more. Attendees will also be treated to seminars and intimate consultations with design-world luminaries, cooking sessions with notable chefs, book signings, special events, and more. The show is produced by Merchandise Mart Properties Inc. (MMPI), hosted by *Architectural Digest*, and co-sponsored by *The New York Times*.

Show Highlights Include:

- **The debut of reFRESH**
New York's latest design destination, this new pavilion is dedicated exclusively to manufacturers of premium kitchen, bath, and building products. Featuring more than 100 brands, the centralized space will serve as a source for inspiration and innovation, and has already doubled the size of the show's K&B offerings. This "show-within-a-show" will also host culinary demonstrations and tastings from top New York chefs.
- **More at MADE**
The popular MADE section showcases a juried selection of limited-edition and one-of-a-kind fine art objects, furniture, and lighting, all available for purchase during the event. Many of the MADE exhibitors offer custom work for more specific needs. Since launching in 2008, the section has quadrupled in size. The 2012 edition will feature 160 participants. A special bar, created by the Brooklyn-based exhibitor Think Fabricate, will be positioned within MADE to serve up drinks and treats from the borough.
- **AD100 Designer Consultations**
The standard-bearers and trailblazers of the new AD100—*Architectural Digest's* biennial list of the top architects and interior designers around the globe—are at the forefront of their fields. Attendees can join select design teams from the offices of AD100 honorees for one-on-one sessions at the show's first-ever AD100 Designer Consultation Suite, located at the west wall of Pier 94. Twenty-minute sessions are scheduled in advance by appointment only. Consultation reservations can be made after February 20 through ADHomeDesignShow.com. Walk-ins will be accommodated on a first-come, first-served basis.
- **The Show Lounge, furnished by Ligne Roset and designed by Rich, Brilliant, Willing**
The 2012 Ligne Roset Lounge will be designed by one of New York City's most innovative multi-disciplinary studios: Rich, Brilliant, Willing. The internationally renowned trio has reimagined the space and will outfit it with the newest pieces from Ligne Roset's collection. Ploum, an upholstered sofa by the Bouroullec brothers for Ligne Roset and recipient of a Good Design award, will make its debut at the show.
- **A New Fabric Exhibition**
Located in the center of the show, this dramatic installation will feature new collections from top textile manufacturers. It will offer design inspiration and showcase the latest trends in fabrics. The 12-foot-high drapery panel displays will bring additional eye candy to an already impressive landscape.

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- **Outdoor Exposed**
Just in time for summer shopping, the show will feature a number of new collections for living and dining alfresco. Outdoor furnishings from Ligne Roset, Royal Botania, D'Apostrophe, Kenneth Cobonpue, Brown Jordan, and Pennoyer Newman, as well as a stunning selection of premium outdoor kitchens from Sub-Zero, Kalamazoo, and Lynx will be on display throughout the show. In addition, the Fabric Exhibition will showcase a range of textiles suitable for outdoor use.
- **Shop the Show with a Professional**
Design professionals will be available for group tours every afternoon. This is a unique opportunity to tour the show with an industry insider and discuss the latest home-design trends and product launches.
- **Designer Seminar Series**
The New York Times presents panel discussions with design-world leaders Friday through Sunday. These complimentary programs will address topics such as small-space living, color trends, kitchens, baths and more. Complete schedule and event listings can be found at ADHomeDesignShow.com.
- **DIFFA's DINING BY DESIGN NY (co-located at Pier 94)**
For the fourth consecutive year, DINING BY DESIGN will run concurrently with the Show and transform Pier 94 into an impressive spectacle of creative dining installations. The event features design luminaries and culinary giants—a feast for the eyes and the palate. Proceeds benefit DIFFA, one of the largest funders of HIV/AIDS service and education programs in the U.S.

Architectural Digest Trade Programs

- **Keynote Address: In Focus: Trends in Interiors Photography**
Architectural Digest Editor in Chief Margaret Russell discusses photography trends in the world of architecture and design and offers insight into showcasing your design work through effective styling and photography, as well as online promotion. As part of the conversation, *Architectural Digest* contributing photographers offer tips and guidelines.
- **Globe-Trotting: Inspiration Through Travel**
Designers featured in *Architectural Digest* will share the captivating places they have visited and discuss how these journeys have inspired their distinct points of view.
- **The Evolving Kitchen**
Visitors can join design experts for an interdisciplinary discussion of the essential ingredients for a 21st-century kitchen. This stimulating dialogue will explore today's top trends and provide tips for designing the ultimate cooking and dining environments.
- **Made in America**
As the world becomes increasingly smaller, how does American design set itself apart from its overseas competition? A panel of designers share their insights into what makes American design and manufacturing unique in a business climate that's virtually borderless.

WHERE: Pier 94, 55th Street at Twelfth Avenue, New York City
Shuttles will be running each afternoon between Pier 94 and locations in Midtown Manhattan.

WHEN: **Thursday, March 22, 10am–7pm Open to Design Trade and Preview-Ticket holders**
Admission is complimentary for interior designers and architects (requires two forms of business credentials) with preregistration until March 15. After March 15, regular ticket prices apply. \$95 VIP consumer ticket includes one-year subscription to *Architectural Digest*, gift bag, and cocktail reception.

Friday and Saturday, March 23–24, 10am–7pm Open to the Public
Sunday, March 25, 10am–6pm Open to the Public

General admission is \$25 online at ADHomeDesignShow.com or \$30 at the door. Online advance purchase includes a one-year subscription to *Architectural Digest*. Ticket price also includes complimentary admission to DIFFA's DINING BY DESIGN table viewing (co-located at Pier 94).

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Media can visit the Show's online press room at ADHomeDesignShow.com to download press releases, announcements, and product photography.

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 *Architectural Digest* is the authority in design and architecture, providing a vision that stretches readers' imaginations and sets new benchmarks for the life they wish to live, whether just starting out or at the peak of achievement. The brand's influence offers first and exclusive access to extraordinary people, places, and things across the design continuum. From editorial to advertising, 5 million affluent readers see, source, and buy products directly from the pages of *Architectural Digest*.

The New York Times Company (NYSE: NYT), a leading media company with 2001 revenues of \$3 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 websites, including NYTimes.com and Boston.com. In 2002 the company was ranked No. 1 in the publishing industry on *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.

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