

## **FOR IMMEDIATE RELEASE**

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### **7 W DESIGNER DAY AT THE ARCHITECTURAL DIGEST HOME DESIGN SHOW *Designing for the "A" Word: A Panel Discussion on Aging in Place* Thursday, March 17, 2011**

(New York, NY- February 24, 2011) In collaboration with the International Furnishings & Design Association New York Chapter (IFDA), the IFDA Educational Foundation and the National Kitchen & Bath Association (NKBA), 7 W New York® will hold its dynamic Designer Day event at the Architectural Digest Home Design Show on Thursday, March 17th, with a panel discussion from 1-2 PM and a networking reception to immediately follow. Coinciding with the New York Design Festival, a city-wide celebration of design, March 13-21, the dialogue will take place at Pier 94 (12<sup>th</sup> Ave. and 55<sup>th</sup> St.). The event is free and open to all show attendees. 7 W New York's reach will not be limited to the show stage, the building will also be represented in the exhibition portion with a space furnished in part by some of its top-notch showrooms including: AA Importing, Inc., Spruce (RJS Global Resource & Design), Art Addiction, Barreveld International and Ecoarts / Transconnection Corporation. Attendees on the hunt for even more unique finds are encouraged to head to destination marketplace, 7 W New York (across from the Empire State Building at 34<sup>th</sup> street), which boasts a host of designer-friendly suites – open daily.

For this installment of Designer Day, the "Designing for the 'A' Word" topic concerns baby boomers and their quest for comfort and beauty at home as they get older. Experts in design and geriatrics will guide attendees in accessing this powerful and lucrative business through a discussion entitled "*Practice and Profitability/The Silver Lining of the Aging Market.*" Guaranteed to stimulate interest among the audience of trade professionals, the symposium will be moderated by internationally recognized designer, Florence Perchuk. She will be joined on the panel by Rosemary Bakkar, Eric Cohen, Mary Jo Peterson and Louis Tennenbaum, all certified in various design and age related specialties.

The impressive panel of industry experts includes:

**Florence Perchuk, IFDA, NKBA, CAPS, CKD**, principal of Designs By Florence Perchuk, Ltd., has specialized for more than 25 years in design and construction of interior space with a special focus on kitchen and bath. She is the first woman to have earned Certified Kitchen Designer (CKD) designation in Manhattan by the National Kitchen and Bath Association (NKBA). Her work has been widely published in consumer and trade magazines as well as in major newspapers both in the US and abroad. She has been featured in *The New York Times*, *U.S. News and World Report*, *Interior Design*, *House Beautiful*, *Town & Country*, *Better Homes & Gardens* and *New York Magazine*, to name a few. Her corporate projects include Armstrong, American Olean, Mannington Floors, DuPont (Corian), KitchenAid, Electrolux and Frigidaire.

**Rosemary Bakkar, MS, ASID**, a certified interior designer and gerontologist, is an adjunct research associate at Weill Cornell Medical College. Her recent book, *The AARP Guide to Revitalizing Your Home: Beautiful Living for the Second Half of Life*, demonstrates the role of universal design in enhancing lifestyle choices for the 50 plus population. She has consulted with consumers, architects, designers, and developers and has been featured in the *The New York Times* and in *AARP The Magazine*.

**Eric Cohen, IDEC, NCIDQ Certificate, AIA**, has been practicing interior architecture and design for nearly 25 years, following undergraduate studies, research in environmental psychology and administrative training in a senior living community. His current focus is on residential design and aging-in-place, having recently completed phase one of the headquarters for SAGE, the National Resource Center and social services network on LGBT aging. A Senior Associate Principal with Ethelind Coblin Architect, P.C., Mr. Cohen is also on the faculty of the New York School of Interior Design, where he has contributed to the development of a Master's level design studio. While formerly with Perkins Eastman Architects, he was a co-editor and author of *Building Type Basics for Senior Living*.

**Mary Jo Peterson, CKD, CBD, CAPS, CAASH**, is president of Mary Jo Peterson, Inc., a Connecticut-based design firm that focuses on residential projects and provides design support to builders and product manufacturers nationwide. Certified in kitchen, bath, aging-in-place, and active adult housing design with 25 years experience, her work has earned national recognition, including induction into the National Kitchen & Bath Association (NKBA) Hall of Fame in 2009. With specific expertise in Universal Design (UD), she has authored three books and lectures frequently on the subject. Among her current projects is the development of the new Advanced Certified Aging in Place Specialist (CAPS) course for the National Association of Home Builders (NAHB) and her work on UD housing standards with AARP. Her latest books, *Kitchen Planning* and *Bath Planning*, were published by the NKBA in 2006, as part of their professional resource library.

**Louis Tenenbaum, LLC, CAPS**, is a leading thinker and consultant on Aging in Place. He works with developers, builders, and nonprofits on design and strategies for Aging in Place homes, products and age-friendly communities. In 2010 Louis wrote *Aging in Place 2.0: Rethinking Solutions to the Home Care Challenge*, published by the MetLife Mature Marketing Institute.

To register for the show: <http://www.archdigesthideshow.com/for-the-trade/register>

RSVP for the Networking Reception by Friday, March 11, 2011  
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For complete and continually updated information about 7 W New York, keep visiting [www.7wnewyork.com](http://www.7wnewyork.com). You can also find 7 W on Facebook and follow them on Twitter.

**7 W NEW YORK™** is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Located at 7W 34<sup>th</sup> Street, its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

**MMPI** is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows 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.

**IFDA**, founded in New York City, has 16 chapters worldwide. Providing a professional forum for communication and interaction among its high-profile members, the IFDA promotes career advancement and educational opportunities. Now celebrating its 64th year, the association is structured to increase public awareness of the furnishings and design industry through specialized programming and service to the community.

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