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**“SELECTING THE RIGHT CARPET: FROM CONTEMPORARY TO
CLASSIC CUSTOM”**

7 W Designer Day Panel
Monday, September 12, 2011

(New York - July 2011) – 7 W New York is gearing up for another installment of their popular Designer Day series. On September 12 at 11:30 a.m., the building will host “*Selecting the Right Carpet: From Contemporary to Classic to Custom*” in collaboration with the New York International Carpet Show (NYICS), Sept. 11-13 on the 11th floor. The NYICS at 7 W will introduce fresh offerings, custom capabilities, special collections, and one-of-a-kind creations from some of the best carpet makers in the business.

The 7 W Designer Day presentation, with its focus on different carpet designs, will be a complementary highlight of the show and is bound to attract a very broad interest. Annie Block, articles editor, *Interior Design*, will moderate a dynamic panel discussion with interior designer and Hall-of-Famer Carl D’Aquino, rug designer Amy Helfand, as well as ASID interior and rug designer Pedro Lima. The talented trio of experts has had a wide range of experience in the carpet world. Offering the audience a lively look into their rich portfolios, the designers will discuss their carpet choices and creations and how their design decisions have enriched a variety of residential and commercial projects. Attendees can follow the discussion with a visit to the show and a complimentary tasting inspired by the carpets and regions on display.

According to Dennis Dodds, NYICS owner and organizer, “We are pleased to once again be at 7 W New York and to be a part of its Designer Day series. The presentation will shine the spotlight on one of the most important elements in any architectural space: the floor. How we approach designing this surface deserves our discerning eye. Handmade rugs and carpets are essential and effective tools in the hands of a gifted designer and architect. With an exciting new range of textures, patterns and palettes available on the market, the ambience of an interior space can be deftly transformed.”

The Moderator:

Annie Block has more than 10 years of editorial experience. She joined the staff of *Interior Design* magazine in 2003 as senior editor, specializing in eco, residential, cultural, and hospitality projects. She was promoted to articles editor in 2008. Block previously worked as an editor and writer at Martha Stewart Living Omnimedia. Her writing has also appeared in *The New York Times*, *The Miami Herald*, and *Travel + Leisure*. Block is a frequent design juror, moderator, and lecturer and is on the planning committee of both the Design Trust for Public Space and designNYC.

The Panelists:

2007 Interior Design Hall of Fame inductee **Carl D'Aquino** has been named one of America's top designers by *House Beautiful*, *Metropolitan Home* and *The Robb Report*. As principal in D'AquinoMonaco, a partnership with fellow Hall-of-Famer Francine Monaco, he was honored with international design awards for Silver Rain, a La Prairie Spa in the Ritz-Carlton, Grand Cayman, and is currently working on residential projects on the East Coast and London, as well as the new Secret Harbour Resort in Grand Cayman. His firm approaches every project with a unique artistic vision, encouraging a strong personal dialogue with clients in both residential and commercial sectors. In addition to the large body of work published in the design press, D'Aquino has served on Benjamin Moore's Design Advisory Council and is currently a member of the Design Council for the Museum of Arts and Design and the Global Color Research Panel.

Brooklyn artist **Amy Helfand** created her first rug in 2004 for a show at Wave Hill, the beautiful public garden in the Bronx. Her inspiration comes directly from nature, but may be interpreted realistically or abstractly, when drawn from her famously wild imagination. As a proud member and supporter of GoodWeave, an organization that works to end child labor in the carpet industry and to offer educational opportunities to children, she has ensured that her rugs are responsibly manufactured. With an MFA from the School of the Art Institute of Chicago, Helfand's work spans photography, collage, installations, and sculpture as well as textiles.

Pedro Lima is a multi-talented New York City designer for over 10 years. As principal of Pedro Lima Design LLC, he enjoys every aspect of the design process, both technical and creative. His experience is diverse, working in retail, corporate, healthcare, restaurant, and residential design. Always seeking out new challenges, Mr. Lima recently launched two namesake design collections of hand-knotted Tibetan rugs, which are available through Inigo Elizalde Rugs in Manhattan.

The American Society of Interior Designers (ASID) is the leading interior design organization dedicated to advancing the profession of interior design. The ASID Foundation supports endeavors that capture and disseminate knowledge, encourage innovation, and benefit the health safety, and welfare of the public through interior design research, scholarships and education. ASID Foundation initiatives include CIDA's Accreditation Process Review, REGREEN, a collaborative project with the U.S. Green Building Council, and Rebuilding Together and their Veteran's Housing Initiative. For more information, please visit www.asidfoundation.org.

Attendees should RSVP for this event by calling 646.778.3209.

For complete and continually updated information about 7 W New York, keep visiting 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 34th 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

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MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; the Architects & Designers Building, 7 W New York, and Piers 92/94 in New York City; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; the Washington Design Center in Washington DC; and Cleveland Medical Mart & Convention Center in Cleveland.

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The New York International Carpet Show (NYICS) is a distinctive marketplace for the best contemporary and traditional decorative carpets in the industry. Founded by carpet expert Dennis Dodds, who is also architecturally trained, it is a showcase for the most current and innovative products by visionary artisan weavers...new introductions, creative collections, strong programs and must-have one-of-a-kinds. Visit the website for more information and product images: www.NYICS.com.

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