

**7 W New York®**  
**ANNOUNCES 4 PUBLIC VIEWING DAYS**  
**FOR CERAMICA MAGNIFICA!**

*VOLTANY and New York Design Festival Dates Finalized*

**NEW YORK, NY** (March 2009) – 7 W New York, a wholesale showroom trade building located at 5<sup>th</sup> Avenue and 34<sup>th</sup> Street, is pleased to announce 4 public viewing days for Ceramica Magnifica!, a limited-time exhibit and sale of ceramic art. The exhibit features the best of the Este Design Triennale of contemporary ceramics, created by international designers and artists and crafted by artisan in Italy. Featured artists, among the more than 40 in the exhibit, include: **Krizia, Adam Tihany, Ottavio Missoni, Giuliana de Camerino, Massimo Vignelli, Alessandro Mendini, Federica Marangoni, James Wines, Matteo Thun, David Palterer, Alison Sky, Ultraviolet, Michele DeLucchi, Denis Santachiara, Andrea Branzi and Paola Navone** (to name a few.)

The 7 W building, which is NY's gift, tabletop, home textiles and decorative accessories headquarters, is normally open to the trade only. The recent creation of a 28,000 sq foot exhibition space on the building's 11 floor has attracted a growing number of top-tier art exhibits and shows including VOLTANY Art Fair, the Black Fine Art Show and the Outsider Art Fair. When 7 W learned about the Ceramica Magnifica! exhibit they felt it would be a great fit for their cultural outreach and an additional attraction for the building and its attendees. During the upcoming VOLTANY Art Fair, the general public will now be able to visit the exhibit from 1 – 5 p.m. on March 7 & 8 as well as March 28<sup>th</sup> & 29 (during the Architectural Digest Design Home Show).

According to Chris Collins, 7 W vice president and general manager, "This exhibit will add to what will be a very exciting time for 7 W. We have become a driving force in the art world very quickly and we are committed to strengthening our position in this marketplace as a very important ongoing segment of our business."

#### EXHIBIT BACKGROUND

The exhibit started its US tour at the Italian Cultural Center (WICC) in October as part of the regional *All Fired Up* initiative. It will be on display at 7 W New York through the Spring Tabletop Market April 21-24, 2009.

Curated by Federica Marangoni and Evelyn Rossetti, executive director of WICC, the exhibit has its roots in the medieval Italian city of Este, a region known for its leadership in art and craftsmanship. In 2001, Marangoni worked with the local Town Hall Council to organize a Contemporary Ceramic Triennale, with the aim of renewing the city's ancient tradition of artistic ceramics. Held in 2001, 2004 and 2007, the Triennale showcased the work of international architects, designers, artists and fashion designers. To inspire the talented youth, the Triennale established a competition for schools of art, craft and design and displayed the winning works.

For this exhibit, Rossetti and Marangoni pulled the best of the best from the past nine years. The result is an extraordinary mix of 49 pieces that truly pay homage to Este's artistic tradition. These range from the ironic and whimsical to the innovative and ethereal. The exhibition also pulls together the Triennale's 15 award-winning student projects. Ceramic artist, **Antonio Cornacchione**, curated this portion of the display.

According to Marangoni, "We were so pleased to find another home for our fabulous exhibit. It is just so special that we wanted the largest audience possible to view the works and understand the nature of ceramic art and production in Italy. The 7 W New York Building, located in the heart of Manhattan across from the Empire State Building, is a perfect partner. They share our love of ceramics and commitment to showing the finest work of designers and artists to a wide audience."

For updated information and a full building event schedule visit [www.7wnewyork.com](http://www.7wnewyork.com).

**7 W NEW YORK™** is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles and Decorative

Accessories. 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).

**MERCHANDISE MART PROPERTIES, INC. (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.

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**THE WESTCHESTER ITALIAN CULTURAL CENTER (WICC)** – *where Italy Comes Alive for Everyone!*™ - preserves, presents and promotes all facets of Italian culture. Since opening in 2007, the WICC has developed a rich program and activity schedule with public programs for the Westchester and tri-state community to enjoy including: Italian language instruction for toddlers, children, teenagers, and adults; Italian culinary classes, workshops, and demonstrations for all age groups featuring famous and up-and –coming chefs from Italy as well as the US; Italian wine tastings, demonstrations, and workshops; film and lecture series, special events featuring Italian opera, contemporary music, and film previews and exhibits featuring paintings, sculptures, ceramics, artifacts, and photography. The Westchester Italian Cultural Center is a non-profit organization, sustained by public support, donations and memberships. For more information, call 914-771-8700, or email [info@wiccnyc.org](mailto:info@wiccnyc.org) or [programs@wiccnyc.org](mailto:programs@wiccnyc.org). Westchester Italian Cultural Center, One Generoso Pope Place, Tuckahoe, NY 10707.

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