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***The Intersection of Art, Design and Craft:
Rethinking Tradition***

***7 W New York®Kicks Off New York Design Festival with
Designer Day All-Star Panel
Followed by Reception & Viewing of Ceramica Magnifica! Exhibit***

NEW YORK, NY (February 2009) – On the evening of Tuesday, March 24, **Judith S. Schwartz** Ph.D., critic, curator, artist, author and NYU professor will moderate a panel exploring the intersection of art, design & craft as part of 7 W New York's popular quarterly Designer Day Series. She will be joined by several of the artists and designers that took part in the Ceramica Magnifica! exhibit currently on display at 7 W. This event will also serve as a kick-off for the New York Design Festival, a week of design events taking place across the Big Apple and culminating with DIFFA's Dining by Design and the Architectural Digest Home Design Show.

World-renowned panelists (many of whom are flying in from Italy for the occasion) will include:

Federica Marangoni – internationally acclaimed multi-media artist and designer Marangoni based in Venice Italy, has had major solo exhibitions all around the world

Armando Milani – designer, instructor, director and author specializing in branding programs, logo, book & poster design whose recent work includes a poster for Peace designed for the UN.

Massimo Vignelli – Italian graphic artist & designer, whose firm, Vignelli Associates has designed iconic corporate logos and images for American Airlines, Bloomingdale's, United Colors of Benetton and the NYC Subway system among others.

Ultra Violet – former muse to Andy Warhol and Salvadore Dali, author and established avant-garde artist who has a lifelong commitment to the artistic community.

James Wines –architect and professor who founded SITE, an organization that unites building design, visual art, landscape & green technology.

The event will run from 5:30-7:30 pm with the panel discussion beginning at 6 pm. The talk will be followed by a reception and viewing of the **Ceramica Magnifica! Exhibition** which highlights the importance and diversity of Italian ceramic design in an exhibition of sculptures and decorative objects.

About Ceramica Magnifica!

After an extremely successful launch at the Westchester Italian Cultural Center (WICC) in October as part of the regional *All Fired Up* initiative, the exhibit moved to 7 W New York where it will be on display through the Spring Tabletop Market (April 21-24, 2009.) In addition to the speakers above, the exhibit features the works

of acclaimed international architects, artists and designers including: **Krizia, Adam Tihany, Ottavio Missoni, Giuliana de Camerino, Alessandro Mendini, Matteo Thun, David Palterer, Alison Sky, Michele DeLucchi, Denis Santachiara, Andrea Branzi and Paola Navone** (to name a few).

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."

Chris Collins, 7 W vice president and general manager at 7 W, shares Maragoni's enthusiasm, "At 7 W we have an impressive line-up of Italian-made ceramics, textiles, gifts and home accessories on display year-round in our permanent showrooms. My team and I visited the exhibition in Westchester and were struck by the design and craftsmanship on display. We felt this artistic exhibition would be a popular attraction here at 7 W and are honored to be their host."

"Ceramica Magnifica!" will also be open for public viewing days on March 7 & 8 (during the VOLTANY Art Fair) as well as March 28th & 29 (during the Architectural Digest Home Design Show).

For updated information and a full building event schedule visit 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).

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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@wiccny.org or programs@wiccny.org. Westchester Italian Cultural Center, One Generoso Pope Place, Tuckahoe, NY 10707.