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**7 W New York® Designer Day
The Decorative and Oriental Rug as Design Inspiration
September 21, 2009**

(New York, NY – August 27, 2009) Renowned Harlem-based designer Roderick N. Shade is the latest high-profile designer to shine at 7 W's popular Designer Day series. He will lead a discussion entitled *Build Your Project from the Ground Up: The Decorative and Oriental Rug as Design Inspiration* on Monday, September 21 at 11:30 am during the New York International Carpet Show (NYICS), which will take place, for the first time at 7 W, September 20 – 22, 2009 on the 11th floor. Celebrated interior designers and tastemakers Alexa Hampton and Christopher Coleman and carpet expert Neslihan Christobel Jevremovic will join the conversation on the aesthetic impact and increased efficiency of selecting the carpet at the beginning of the design process. Lunch will follow the presentation.

About the participants

Roderick N. Shade is an AD 100 Designer and author who has created a signature aesthetic by weaving traditional and exotic pieces into a polished, urbane style. Shade founded his firm in 1993 and has focused on urban areas such as New York, Los Angeles, Atlanta and Chicago. In 2006 he moved his residence and his design firm to Harlem, a neighborhood whose storied past and bright future informed his book *Harlem Style: Designing for the New Urban Aesthetic*. He is currently at work on his next Interior Design How To book. www.roderickshade.com

Alexa Hampton is the owner and featured designer of MARK HAMPTON LLC, the world famous design firm founded in 1976 by her late father, Mark Hampton. A perennial member of the AD 100, the directory of the world's best designers and architects, Hampton is a distinguished design personality known for her elegant and iconic interiors, her work on television and for her growing collection of home furnishings that bear her name and span the categories of furniture, lighting, carpets and fabric. www.markhampton.com

Christopher Coleman is known for his exuberant work and innate color sense. At his Brooklyn-based company, Christopher Coleman Interior Design, Coleman guides clients carefully through the design process to create and execute spaces that are unmistakably their own. He is a regular panelist at design shows around the country and his colorful designs at the 2009 Kip's Bay Show House and the NY Dining by Design Showcase were the talk of the town. www.ccinteriordesign.com

Neslihan Christobel Jevremovic is an authority on carpets and co-owner of Woven Legends and Material Culture, great sources for handmade carpets, antiques, furnishings and more. The Istanbul native helped to found Woven Legends Inc., a Philadelphia based company that produces and imports handmade carpets which are often referred as "antiques of tomorrow" operating in Turkey, India and China.
www.wovenlegends.com www.materialculture.com

To RSVP, attendees should call 646.778.3209. For more details about the upcoming New York International Carpet Show visit www.NYICS.com.

For complete and updated information visit www.7wnewyork.com or find 7 W on Facebook and 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. 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 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.

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.

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