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7 W Designer Day at The Architectural Digest Home Design Show
featuring
Consumer Guru & Former Target Executive Robyn Waters

(New York, NY- February 3, 2010) 7 W New York will bring its thought-provoking spring Designer Day event to the Architectural Digest Home Design Show on Thursday, March 18 (2-3 pm) as part of the city-wide New York Design Festival. Robyn Waters, a consumer trend and tracking expert, will discuss *The Power of Paradox* on Center Stage at Pier 94 (12th Ave. and 55th St.) to an audience of designers, buyers and manufacturers. Target's former Vice President of Trend, Design and Product Development, Waters will give attendees a fascinating overview of today's contradictory consumer by exploring influential trends and countertrends. The event is free and open to all show attendees.

Of her presentation, Robyn Waters remarks, "I'm looking forward to showcasing the power of paradox. It's amazing how you can creatively jump start your business thinking when you learn how to live with the contradictions, make the most of inconsistencies, and ultimately embrace the paradoxes as a source of fresh ideas."

Both brilliant and entertaining, Waters will make a case for embracing the power of paradox in order to connect on a deeper level with consumers. Her visual presentation focuses attention on what's important instead of merely what's next. With over thirty years experience tracking and translating trends into sales and profit, Waters played an integral role in helping Target rise from a small regional discount chain to a national icon. Her client roster includes Procter and Gamble, QVC, Fidelity Investments, Microsoft, Nestle USA and Hewlett Packard.

Moving 7 W's spring Designer Day event to Piers ties in with a brand new exhibit that the building is creating for the Architectural Digest Home Design Show. 7 W called on Nancy Alusick, NYC stylist to curate a 300 square foot space that shows off the products that make 7 W the *Designers' Finishing Touch Resource*. The exhibit will feature furnishings from three design focused 7 W showrooms: DK Living, AA Importing and The John Aspley Collection – as well as accessories drawn from across the building. If buyers want to see more, there will be a free limo service, available upon request, between the two venues on the 18th and 19th. Attendees can visit the 7 W Ambassador in Booth 676 at the AD Home Design Show or at the 7 W Registration Desk at 7 W 34th Street to arrange transport and get a total overview of what 7 W has to offer.

For complete and updated information about 7 W New York and to register for the Design Day Event, visit 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. 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.

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