

7 W NEW YORK® SERVING UP AN EVENT-FILLED TABLETOP MARKET
Celebrating Creativity
Oct. 13 - 16, 2009

(New York, NY – August 24, 2009) 7 W New York is pleased to announce the exciting lineup for this year's Fall Tabletop Market. Creativity is the theme and throughout the week attendees will enjoy a number of clever displays and panel discussions, as well as a special conversation with design celeb Jonathan Adler - all centered around that abstract yet indispensable element of the design process known as creativity.

Chris Collins, vice president and general manager, 7 W New York states, "With the continued improvement of the economic outlook and the growing optimism within the industry, I believe this market will be a launching pad for a very favorable 2010. Most of the markets in this second half of the year have benefited from the improving attitudes of the buyers and belief that we are turning the corner. I believe our tabletop market will follow this trend and be a very positive week for all involved."

"The Creative Table" Lobby Display

Channeling the beauty and inimitability of the varied collections of decorative objects at the Museum of Arts and Design (MAD), 7 W's resident stylist, Nancy Alusick will work her magic in designing four creative tables featuring products from a variety of 7 W showrooms. The display will include imagery of four of the museum's pieces: Lucio Bubacco's *Adam & Eve*, Myra Mimplitsch-Gray's *Melting Teapot*, Chris Antemann's *Lust & Gluttony* and Karim Rashid's *Morphesvape* tableware. These will serve as the inspiration for the table designs.

Key Note Presentations

Talking Creativity

Tuesday, October 13 • 1 - 2 p.m. • 7 W Event Suite

Design guru and potter extraordinaire, Jonathan Adler will sit down for a candid conversation with prolific journalist and stylist, Rima Suqi (*The New York Times*, *New York Magazine*, *Departures*, *Travel & Leisure*, *Town & Country*, *Elle Decor*, *Metropolitan Home*, to name a few) to talk about the creative process behind his tabletop designs.

Kathleen Cella, Senior Account Manger, NPD Group Presents – The Evolving Tabletop

Wednesday, October 14 • 1 - 2 p.m. • 7 W Event Suite

Today's tabletop market is being redefined, particularly in the formal space. From economic challenges and a shrinking retail landscape to changing consumer demands and creative new approaches, there are many aspects to be aware of in order to react and emerge a winner.

The NDP Group is the leading global provider of consumer and retail market research information for a wide range of industries.

Editor Picks & Predictions – the Sequel

Thursday, October 15 • 1 – 2 p.m. • 7 W Event Suite

7 W has once again brought together a diverse panel of design-savvy industry-watchers to share their market product picks, review 2009 and predict trends for Holiday and beyond. Returning to moderate the panel is **Warren Shoulberg**, award-winning business journalist, seminal voice and editor of HFN.

Panelists include:

- **Amy Stavis**, editor and publisher of *Tableware Today*, a magazine she founded in 1996
- **Krissa Rossbund**, Senior Style Editor, *Traditional Home*. Rossbund is a tabletop and home decor trend expert who has been shopping the markets for years.
- **Kathleen Cella**, Senior Account Manager, NPD Group's Housewares and Home Textiles divisions. Cella is a highly regarded industry expert with 14 years of experience working with leading manufacturers, and helping them apply market information to fact-based sales and marketing decision-making.
- **Karin Edwards**, former editor at *Better Homes & Gardens*, currently editor of the design blog *Decorati* and her own blog, *BeautifulBonesDesign.blogspot.com* and a regular on Twitter.

Special Events

7 W Tabletop Cocktail Celebration

Tuesday, October 13 - 5:00-7:00 p.m., 11th Floor Penthouse Suite

Attendees of the Market are invited to celebrate the New York Tabletop Week, its people, products and presentations. Cocktails and hors d'oeuvres will be served while industry buyers, manufacturers and designers mingle.

7 W Amenities & Services

Complimentary Buyers' Lunch

Noon – 2 p.m. – Tuesday, October 13 – Thursday, October 15

Complimentary Luxury Limo Service between 7 W New York and 41 Madison

Tuesday, October 13 – Thursday, October 15

Club 7 W Buyers' Lounge, Suite 729

Complimentary coffee & water

Taxi, commuter & parking rebate desk

Internet access

Trade & city information

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 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.

ABOUT THE MUSEUM OF ARTS AND DESIGN

The Museum of Arts and Design explores how craftsmanship, art, and design intersect in the visual arts today. The Museum focuses on contemporary creativity and the ways in which artists and designers from around the world transform materials through processes ranging from the handmade to cutting edge technologies.

The Museum's exhibition program explores and illuminates issues and ideas, highlights creativity and craftsmanship, and celebrates the limitless potential of materials and techniques when used by creative and innovative artists. MAD's permanent collection is global in scope and focuses on art, craft, and design from 1950 to the present day.

At the center of the Museum's mission is education. The Museum's dynamic new facility features classrooms and studios for master classes, seminars, and workshops for students, families and adults. Three open artist studios engage visitors in the creative processes of artists at work and enhance the exhibition programs. Lectures, films, performances and symposia related to the Museum's collection and topical subjects affecting the world of contemporary art, craft and design are held in a renovated 150-seat auditorium. www.madmuseum.org | 2 Columbus Circle, New York, NY 10019 | 212.299.7777

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