

**ARCHITECTURAL DIGEST HOME DESIGN SHOW TO REVEAL THE LATEST COLORS, TEXTURES
& PRODUCTS THAT DEFINE STYLE
MARCH 17-20, 2011**

NEW YORK (March 10, 2011) – The 10th annual Architectural Digest Home Design Show, returning to New York City's Pier 94 March 17-20, 2011, features the best in home design from more than 300 premium brands. The annual four-day Show, open to the public Friday thru Sunday with a trade and VIP consumer preview on Thursday, comprises more than 110,000-sq.ft. of display space, and is shopped by designers and consumers alike. The Show covers a broad range of categories including home furnishings, accessories, art & antiques, kitchen and bath products, flooring, fabric, lighting, outdoor products and more. The Architectural Digest Home Design Show also offers seminars with design-world luminaries, cooking demonstrations with noted chefs, book signings, special events and more. Last year the event attracted more than 30,000 attendees.

"The Architectural Digest Home Design Show is an incredible collaboration between designers, manufacturers and industry experts," said Jennifer Woolford, senior vice president, MMPI. "The Show offers attendees a preview of the next big trends in home design through educational seminars and exhibits. By bringing together creativity, talent and interest, we are able to create magnificent energy in design and art."

"Home design continues to be an investment for consumers," said Giulio Capua, Vice President and Publisher of *Architectural Digest*. "Our latest subscriber study shows that 56% of our readers are planning home renovation projects in the next 12 months. The Show is an important resource to connect the design community with these shopping-minded home owners."

CO-LOCATIONS

The Artist Project NY

New at Pier 92, The Artist Project New York presents a rare opportunity for collectors, dealers and the public to purchase contemporary fine art created by more than 150 unrepresented international artists in New York City.

DIFFA's DINING BY DESIGN NY

Every spring in New York, DINING BY DESIGN premieres in a brilliant blast of cuisine, creativity, and spectacle. The event, co-located at Pier 94, features design luminaries and culinary giants in a feast for the eyes and palate. Sip superb libations, savor culinary treats and view the amazing creations.

SHOP

MADE

This area features 150 participants showcasing original art, design, furniture, objects and lighting, all of which is available for purchase during the event. In addition, most of the MADE exhibitors also offer custom work for more specific needs. Shop the "MADE" section to find work that, in many cases, is not available anywhere else in New York

Furniture Society Annual Auction & Cocktail Reception

Saturday, March 20, 5 – 7pm

Find the perfect piece to start or add to your collection at the Furniture Society's first annual live and silent auction in NYC on March 19th from 5-7pm. The event kicks off in the Show Theater with a reception, followed by the opportunity to bid on handmade furniture by distinguished makers including

Wendell Castle, Sam Maloof Workshop, John Makepeace and industry icon Vladimir Kagan, and other desirable objects for your home. A portion of the proceeds will benefit the non-profit Society's educational programs.

DISCOVER

Keynote Presentation: Margaret Russell, editor in chief, *Architectural Digest*

Thursday, March 17, 4pm

Designer Consultations

Friday, March 18-Sunday, March 20

Please join us at the Architectural Digest Designer Consultation Lounge, presented by Gilt Home. Sign up for a complimentary one-on-one session with experts from New York's top firms. Access celebrated designers to discuss your interior decorating issues, from floor plans to color swatches.

Designer Seminar Series

Friday, March 18-Sunday, March 20

Hear decorating ideas from leading design professionals and gain insight on a variety of topics with these complimentary seminars, presented by *The New York Times*. Programs will address topics such as small-space living, color trends and kitchens and bath, among others. Book signings at Potterton Bookstore follow each seminar.

Curated Tours

Friday, March 18-Sunday, March 20

Tour the Architectural Digest Home Design Show and DIFFA's DINING BY DESIGN with Access to Design™. Join a free tour led by one of The New York Design Center's Access To Design™ professionals. Get an insider's view of the show offerings and the elaborate DINING BY DESIGN tablescapes, all while learning design trends and tricks of the trade. Guided tours depart from the NYDC booth #107 Friday-Sunday at 1pm, 3pm and 5pm.

Cooking Demonstrations & Tastings

Friday, March 18-Sunday, March 20

Meet New York's top chefs and sample their cuisine at cooking demonstrations in the Show's Culinary Pavilion, presented by Electrolux. Participating restaurants include Aquavit, Bar Basque, Eataly, Junoon and Print Restaurant, among others.

Designer Pages Meet Up

Friday, March 18, 6 - 9pm

Designer Pages welcomes the A&D community to the Show and hosts their monthly Meet-Up at the Electrolux Culinary Pavilion. Join Designer Pages for a thought-provoking lecture, followed by cocktails and hors d'oeuvres, generously provided by Electrolux and U'LUVKA Vodka.

The Modern Home

Thursday, March 17-Sunday, March 20

City living at its finest returns to the Show with this visionary installation. Ligne Roset, Valcucine, and Listone Girodano by Margaritelli have teamed up to showcase the finest in furnishings, flooring, cabinetry and kitchen design in a 1,600 square foot model apartment space.

NEW FOR 2011

DREAM TEAM DESIGN CHALLENGE

Thursday, March 17-Sunday, March 20

For the first time ever, the American Society of Interior Designers (ASID) is pairing four lucky consumers with four top ASID interior designers to create dream rooms. Come see these collaborations, meet the

designers in person and vote for your favorites. For more information visit asidnymetro.org or imagineasidny.com

Show Details:

Pier 94, 55th Street at the West Side Highway, New York City

Thursday, March 17, 10am-7pm Open to Design Trade and Preview Ticketholders

Complimentary admission for interior designers and architects (requires two forms of business credentials). Preview consumer ticket also available and includes one-year subscription to *Architectural Digest*.

Friday, March 18, and Saturday, March 19, 10am-7pm Open to the Public

Sunday, March 20, 10am-6pm Open to the Public

General admission is \$25 at the door or online at www.archdigesthomeshow.com. Online advanced purchase includes a one-year subscription to *Architectural Digest*. Ticket price also includes complimentary admission to The Artist Project New York (co-located at Pier 92) and DIFFA's DINING BY DESIGN (co-located at Pier 94).

To members of the media:

For more details, visit the Show's online press room at www.archdigesthomeshow.com under "show information."

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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.

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.

Architectural Digest is the authority in design and architecture, providing a vision that stretches readers' imaginations and sets new benchmarks for the life they wish to live, whether just starting out or at the peak of achievement. The magazine offers first and exclusive access to extraordinary people, places, and things across the design continuum. From editorial to advertising, *Architectural Digest* influences five million affluent readers to see, source, and buy products directly from its pages.

The New York Times Company (NYSE: NYT), a leading media company with 2001 revenues of \$3.0 billion, publishes *The New York Times*, *The Boston Globe* and 16 other newspapers; owns eight network-affiliated television stations and two New York radio stations; and has more than 40 Web sites, including NYTimes.com and Boston.com. In 2002 the Company was ranked No. 1 in the publishing industry in *Fortune's* list of America's Most Admired Companies. Among all 530 companies on the list, the Company ranked No. 1 in quality of products/services and No.1 in social responsibility. The Company's core

purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

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