

# DESIGNLUSH

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**DL@AD: DESIGNLUSH to Exhibit at Architectural Digest Home Design Show  
March 18-21, 2010 10 a.m. – 6 p.m.**

New York-based to-the-trade furnishings showroom DESIGNLUSH will be exhibiting at this year's Architectural Digest Home Design Show, with a representative range of the firm's architecturally inspired, organic luxe collection, and showcasing some of today's premiere furnishings artisans.

"We're extremely excited to be bringing our interior concept to a broader audience," says DESIGNLUSH President Stephen Mitchell. "And Architectural Digest readers are a perfect fit, because they respond to quality in design... and look to AD to bring them something new, but with real presence, timelessness, and high levels of craft."

The DESIGNLUSH installation will showcase three primary directions, all representing the essence of Mitchell's varied but cohesive aesthetic... the modern organic woodwork of Brian Fireman (representing the DESIGNLUSH "Modern Masters" Series), the 40s-inspired case goods of the signature Modernist Collection, and the upholstered pieces and softgoods of noted furnishings designer Rick Lee. "What these pieces have in common are gorgeous materials, sculptural form, and real flexibility." Pieces will be presented in three residential vignettes.

Rounding out the presentation will be pieces from HENZL and Zele, the versatile Ella sectional sofa and seating from Ben Buettner, and a custom lighting installation by Gwen Carlton. DESIGNLUSH will also be showing the RoyalPedic Organic Mattress, part of the new Royal Premier Organics Line.

"One thing we're really proud of is how we're integrating sustainable design into pieces that seem, above all, luxurious. This is 'Green' without any sort of compromise."

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Distilling the comprehensive DESIGNLUSH collection to a limited selection for the AD Show was one that Mitchell, consummate curator, was fully prepared for. “It’s very much the same assignment we take on with private clients on our interior projects... handpicking from our collection for each individual application,” says Mitchell.

To further illustrate the point, DESIGNLUSH will be presenting several of its completed custom and turnkey interior design projects at the show, from rendering to completion. “This is the piece of our story that we’re perhaps the most excited to be telling the AD reader: that we take on total residential projects, including outdoor spaces, drawing from the DESIGNLUSH collection and integrating other fine brands, textiles, and lighting solutions.” Adds Mitchell, “We can also work with each of our artists and vendors to create totally custom variations, whether it’s changing out a wood or metal component, or reworking the scale of a piece for the perfect fit. We love the collaborative nature of custom work, and love interpreting DESIGNLUSH for private clients.”

“I think whether a show visitor is looking for one standalone, showstopper piece, or a total interior solution, they’ll find something to love from what DESIGNLUSH is bringing to the AD Home Design Show.”

And how does Mitchell feel about being introduced to so many new viewers over the four days of this well-attended show? “To get real-time, live reactions from people stepping into our space? Now that’s exciting. It’s going to be like live theater!”

## **About DESIGNLUSH**

**DESIGNLUSH** is a contemporary collection of custom furnishings, modern lighting, and unique home accents, including the exclusive Modernist line, created by Stephen Mitchell and Fred Bernstein.

DESIGNLUSH also offers a full array of residential and commercial interior design services, with completed projects in Manhattan, the Hamptons, and South Florida. DESIGNLUSH also recently completed an installation at the Stan Allen House at the Houses at Sagaponac.

DESIGNLUSH is headed by founder, President and Creative Director Stephen Mitchell, with co-founder and Style Director Thomas Ruscica. The DESIGNLUSH team also includes Showroom Manager and Lighting Designer Gwen Carlton, and Design Consultant Joanna C. Darling and Marketing Consultant Patrick James Hamilton.

Highlights from the extensive DESIGNLUSH collection can be viewed Monday through Friday at the NYDC showroom during regular business hours (Saturdays by appointment), and the entire collection can be viewed online at [www.designlush.com](http://www.designlush.com).

## **About the Architectural Digest Home Design Show**

The show opens Thursday, March 18, to Trade and VIP guests. Admission is complimentary for design professionals registering with two forms of credentials. VIP consumer tickets will also be available.

The show runs through Sunday, March 21, from 10 am to 6 pm each day. General admission is \$25 and includes entry to DIFFA's "Dining By Design" and the neighboring "Go Green Expo."

The show will take place on Pier 94, 55<sup>th</sup> Street and the Westside Highway, New York City.

For more information, visit [www.archdigesthideshow.com](http://www.archdigesthideshow.com) or call (800) 677-6278.