

# ARCHITECTURAL DIGEST HOME DESIGN SHOW

## FOR IMMEDIATE RELEASE

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## **ARCHITECTURAL DIGEST HOME DESIGN SHOW DRAWS RECORD TRAFFIC AND EXHIBITOR PARTICIPATION** Surge in Attendance Indicates Industry Upturn

**NEW YORK (March 25, 2010)** – The Architectural Digest Home Design Show returned to New York City's Pier 94, March 18-21, 2010 with the highest traffic in its nine-year history. Attendance and spending patterns defied current trends as more than 31,000 designers, architects, retail stores, set decorators, visual merchandisers, landscape architects and designers, members of the media, celebrities and affluent consumers shopped the ninth annual event, produced by MMPI. The design trade attendance increased by 30% on the opening day and DIFFA welcomed the who's who of the industry with the COCKTAILS BY DESIGN party opening night. The overall attendance for the four day Show increased by 31% over 2009.

"This is a bright spot for our industry after some tense economic times," said Giulio Capua, VP & Publisher of Architectural Digest. "Optimism leads to confidence, confidence leads to action and action leads to spending. We saw all of it come together during our four-day Show."

"There was tremendous energy in the show this year which we attribute to the exhibitors' and partners' aggregated interest in presenting a terrific show, on every level," said Jennifer Woolford, senior vice president of consumer shows, MMPI. "We produce trade and consumer shows across the country each year and it's with this experience and expertise that we can connect high-end art and design communities with their target clientele in an upscale setting like the Architectural Digest Home Design Show."

Exhibitors reported on-site sales, as well as a considerable increase in highly-qualified leads which they feel certain will result in lucrative follow-up projects including residential interiors, landscape design and hotel, restaurant and spa installations.

"Another great show with far more interest than last year. We saw quality attendees and will definitely be back next year. The one year we missed participating in the show, it was surprising how much business we lost. This show is our major source of new business and the only show that we do." David Crampton-Barden of Sandra Liotus Lighting Design LLC.

"The quality of the show exceeded our expectations. We are definitely coming back next year." Brady Wilcox, co-owner of The New Traditionalists.

Attendees were treated to special exhibits and events including:

- National Treasures: History in the Making, a unique exhibition of sculptural objects and functional art created from "trees with a past"

- MADE, a juried selection of original limited-edition and one-of-a-kind objects
- Educational seminars presented by Show sponsor *The New York Times*
- Complimentary design consultations
- Guided tours by members of the American Society of Interior Designers (ASID)
- Cooking demonstrations in the Poggenpohl-sponsored Culinary Pavilion
- DIFFA's DINING BY DESIGN
- Student exhibits from Pratt, Savannah College of Arts & Design (SCAD) and the New York School of Interior Design (NYSID)
- Access to the latest trends in the design industry
- Entry to the Go Green Expo which ran concurrently on the adjacent Pier 92

ASID NY Metro announced their top ADHDS 'must see' booths and exhibits, which received a plaque for display throughout the Show weekend and were selected by a panel of six noted ASID members: Scott M. Ageloff, Dean, New York School of Interior Design, Larry Cohen, Edward Ferrell + Lewis Mittman, and designers Maureen Footer, Charles Pavarini III, James Rixner and Shashi Caan. Winners included Moore & Giles, George Nakashima Woodworker, S.A., Forbes & Lomax, Imake Studio, Eastern Marketing, The Essential Home, Haddonstone, ES Salmon Leather, Venfield, Reclamation Lumber, Archetypal Imaginary and Arpad Baska Architects.

The Essential Home, a collaboration between Ligne Roset, Valcucine, Coro, Rimadesio and Listone Giordano by Margaritelli, was a spectacular installation of a 1,700 square foot model apartment which consistently drew heavy crowds and rave reviews.

#### **Co-Location with DIFFA's DINING BY DESIGN Hailed by the Design Community**

DIFFA: Design Industries Foundation Fighting AIDS launched the 2010 DINING BY DESIGN tour with 5 days of events that ran concurrently with the Show at Pier 94 on Thursday, March 18<sup>th</sup> through Monday, March 22<sup>nd</sup>. DIFFA's DINING BY DESIGN brought together some of the most talented and celebrated individuals in the worlds of fashion, interior design, art, and architecture to create spectacular dining environments. Notable designers participating at this year's event included David Rockwell for Rockwell Group, David Stark for Benjamin Moore, Michael Tavano for New York Design Center, Harry Daniell for Poggenpohl/MMPI, Moore & Giles for Architectural Digest, Tracy Reese and Kiril Kirov for Razortooth.

Cindy Crawford and Rande Gerber hosted the gala dinner at DINING BY DESIGN, Monday, March 22, 6:30-11pm. This grand event featured a luxurious dinner, followed by dancing, dessert and a silent auction filled with luxury goods and experiences.

#### **SAVE THE DATE:**

Next year, the Architectural Digest Home Design Show celebrates its tenth anniversary and promises an unforgettable experience to commemorate this important milestone.

The tenth annual Architectural Digest Home Design Show will take place:

March 17-20, 2011  
Pier 94, 12<sup>th</sup> Avenue at 55<sup>th</sup> Street  
New York, NY

For more information, visit [www.archdigesthomeshow.com](http://www.archdigesthomeshow.com) or call 800.677.MART (6278). To participate in next year's event, contact Troy Hanson at 212.644.0833 or [thanson@mmart.com](mailto:thanson@mmart.com).

**The Architectural Digest Home Design Show** is an annual four-day event that features hundreds of manufacturers, retailers and designers showcasing products and services for the high-end residential design market. Year after year, the Show also offers inspirational design exhibits, culinary demonstrations, special events and an exciting line-up of seminars.

**Merchandise Mart Properties, Inc. (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 world's definitive design magazine, traveling the globe to report on the best in design and architecture to an audience of 4.5 million readers. The magazine regularly features the work of world-class authors and photographers that present a "first look" at the homes of leaders in the fields of entertainment, fashion, business and the arts.

**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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