

**NeoCon® World's Trade Fair's Fine Design Residential Furnishings Show™
New Product Debuts, Innovative Seminars and Keynote Presentations**

CHICAGO (May 5, 2009) — Explore the best in furniture, fabrics, wall coverings, art, accessories, antiques and the nation's largest collection of casual/outdoor furnishings during Fine Design at the NeoCon® World's Trade Fair, June 15 – 17, The Merchandise Mart, Chicago.

Fine Design at NeoCon is the residential component of the NeoCon World's Trade Fair. The Merchandise Mart Design Center showrooms on floors 6, 15, 16, 17 and 18 will host special events, presentations and seminars throughout the three day event.

KEYNOTE PRESENTATION

The Preservation of Passion: Finding Inspiration in Design

Presented by: Lori Weitzner

Wednesday, June 17 - 12:30 PM

Holiday Inn – register in North Lobby

Lori Weitzner's passion for her work is driven by what inspires her to create. Inspiration can be found in anything that offers stimulation to the senses. Her presentation, entitled "The Preservation of Passion", will focus on the artist's never-ending quest for new sources of inspiration. It will concentrate on the process through which Weitzner goes to find inspiration in her work and give the listening audience practical tools with which to ensure their own success. Inspiration for a project can be found in something as specific as a color palette taken from a single artifact or as extensive as a cultural time period, both of which can act as a nucleus for creativity. "The Preservation of Passion" is conceptually stimulating and fresh, with the fundamental goal being to offer sources of inspiration for the listening audience in their own work.

After the presentation visit the Samuel & Sons showroom in Suite 6-136 for afternoon coffee with Lori Weitzner.

TIMED EVENTS

Monday 10 AM – NOON

David Sutherland Showroom Suite 1800

Clodagh Book Signing Event

Meet the internationally known designer and author, Clodagh, during a book signing event at the David Sutherland Showroom. Clodagh will be signing copies of her latest book, *Your Home, Your Sanctuary*, and introducing the newest Perennials fabric collection, Clodagh for Perennials.

Monday NOON – 2 PM

Niermann Weeks Suite 1820

Lighting Design from Niermann Weeks

Please join Eleanor McKay, CEO of Niermann Weeks, after her presentation about lighting in the post-incandescent age at NeoCon. Ms. McKay will present several exciting new Niermann Weeks lighting designs in her Chicago showroom, and discuss

how changes in lighting technology continue to influence the designs created by her husband, Joe Niermann. Light refreshments will be served.

Monday 2 - 3 PM

Odegard Suite 1828

Interior Design Magazine and Odegard Presentation

Join the Odegard showroom and *Interior Design Magazine* as they present a compelling seminar by Editor Cindy Allen, Hall of Fame Designer Lauren Rottet and Stephanie Odegard.

Tuesday 10 AM - NOON

Atelier Lapchi, Suite 6-160

Views from the Top: Effective Press Placement for Designers

Looking to help designers answer the critical question, "How to Get Published?" this panel discussion, moderated by *Interiors Magazine* creative director James Barra, will discuss the ins-and-outs of gaining marketplace recognition through press exposure. A lively discussion with high-profile designers and public relations experts will include topics such as project positioning, strategy for targeting publications, tactics for approach, execution of photography, and leveraging placements to support business development.

Tuesday 2 -3 PM

Robert Allen | Beacon Hill, Suite 633

How to Simplify Fabric and Wall Color Selection

Sherwin-Williams' Director of Color Marketing, Jackie Jordan and Robert Allen's Vice President, Design & Merchandising, Christy Almond, unveil a new program designed to make color selections easier. Coffee & dessert will be served. RSVP 312.527.3151 or chicagoevents@robertallendesign.com

Wednesday 9 AM – 5 PM

Duralee Suite 6-167

Furniture expert Jerry Hoffman talks with you

Stop by to meet our furniture expert Jerry Hoffman, who is here to speak personally with designers about Duralee's latest furniture designs. Refreshments served all day.

Wednesday 1:30 PM

Samuel & Sons Suite 6-168

Afternoon Coffee with Lori Weitzner

Following her keynote presentation, "The Preservation of Passion", meet designer Lori Weitzner in the Samuel & Sons showroom to see her latest collection for the storied passementerie firm, Oasis. Like a breath of cool, fresh air in the desert, Oasis is sophisticated and modern, yet has an open, approachable casualness. Be among the first to see this exceptional new line, and to see the philosophy of The Preservation of Passion brought to life.

Wednesday 2:30 – 3:30 PM

Edward Ferrell + Lewis Mittman Suite 1870A

Berman Rosetti Dessert Reception

Join Nick Berman and Gennaro Rosetti from Berman Rosetti as they introduce you to their latest designs and the inspiration for them. They will expose the good, the bad and

the ugly of their design team and how this contributed to their latest prolific period. RSVP
Tom Williams 312.822.996

OPEN HOUSES

Barlow Tyrie Suite 1659

Apex Extending Table

The new apex extending table in solid teakwood is the largest production table available in the outdoor category. Double butterfly leafs extend the table from 106" to 155" seating 14-16.

Betty M Suite 1684

Betty M presents Les Marches from Marge Carson, the traditional French inspired collection. Available in Old World finishes the collection features intricate hand carvings, distinctive maple and walnut inlays, while hand-painted scroll and acanthus motifs add romance and elegance. Also during Fine Design join the showroom for a continuous showing of fine artwork collection, featuring new pieces of framed and unframed original works on canvas and paper, high-quality lithographs and sculpture by established and emerging artists.

Bright Suite 6-166

The Bright group is a collaborative showroom representing boutique manufacturers with impeccable style and craftsmanship. Please stop by and view the Bright Chair Company, Manheim Ruseau, Knowlton Brothers, Wallace Fine Mirrors, Charles Loomis, Erin Lewis, Salqodo Sancier, Jiun Ho and Matthews and Parker and Burgo.

Casa Bella Suite 1578

Global Views covers all categories of lighting from portable table lamps to hardwired ceiling fixtures. Global Views is known in the hospitality industry for their ability to custom design products to meet their clients needs, stop in to preview the line.

Copeland Furniture/Frank Lloyd Wright ® by Copeland Suite 1683

There is true design, then there's mere style. design enriches and betters the lives of those who experience it; mere style has no such power. Few understood this distinction better than Frank Lloyd Wright who for over sixty years produced some of the finest design the world has seen. Visit the showroom and learn how Wright's philosophy of Organic Design can elevate any space and see how some of Wright's best work has been adapted for modern commercial and hospitality projects. Including seating, desks and custom conference tables, all executed in sustainably harvested hardwoods from the American Northern Forest.

Cowtan & Tout Suite 638

Inspirations from the garden enliven the premiere outdoor/indoor collection launched by Manuel Canovas. Two prints and five weaves have been specially developed for outdoor use- yet their exquisite quality, vibrant palette and signature Manuel Canovas look make them highly desirable for indoor use as well. On view and presented throughout the day. Shimmering metallics, glossy velvets and glistening silks catch the light, while coral, shells, fish, stars and exotic fruits create a feast for the eyes.

David Sutherland Showroom Suite 1800

Visit the David Sutherland Showroom on Tuesday and Wednesday for an introduction to new collections. Also meet designers while they discuss their new collections. Including Carolyn Ray, Kyle Bunting, Kristie Strasen of Place Textiles, Douglas Hutton, Nomi, Maxine Snider. See the newest collection from Sutherland designed by Philippe Hurel.

Dessin Fournir Suite 1814

Customize Lighting for Contract and Residential Applications. Troy Hixon of Palmer Hargrave introduces the line's newest lighting and discusses customization and contract capabilities to fit various design needs. Dessin Fournir, Gérard and Kerry Joyce, three of Dessin Fournir Companies' venerable lines, also reveal their latest releases.

Donghia Suite 631

The newly renovated and expanded Donghia showroom welcomes you to view the latest additions to their signature textile, furniture wall covering and accessory lines.

Edelman Leather Suite 1873D

Please join Edelman Leather as they celebrate this time of year with their cheerful group of positive colors - "Perennials" - evoking a universal love of flowers!

Edward Fields / Tai Ping Suite 685

Tai Ping is pleased to announce the launch of its newest division, Tai Ping Contract. To mark this debut, Tai Ping is launching Frame of Reference, its first carpet tile collection. In keeping with Tai Ping's tradition of using the finest materials, Frame of Reference is a collection of sophisticated, patterned, wool carpet tile designed specifically for the discerning executive office environment and retail spaces.

Gallerie One Suite 600

Visit the showroom to see the Whisper Collection and new rugs by Emma Gardner Design.

George Smith Suite 1879A

Exclusively available for viewing during NeoCon, George Smith is proud to present the new line of contemporary upholstered furniture by Tom Dixon, a renowned designer of archetypal and innovative British furniture and lighting. Pure craftsmanship and intuitive design, blended to provide a work of art both inside and out, to behold and enjoy.

J. Marshall Design Suite 1600

View the Martha Stewart Furniture with Bernhardt collection and the newly designed Martha Stewart Gallery. Distinguished by premium construction and thoughtful design, and created with select materials, fine craftsmanship, and careful attention to detail ensure the longevity and uniqueness of each piece.

Julia Gray Suite 1856

Explore Julia Gray for furniture with fine hand-painted decoration, wood or antiqued mirrored finishes. At Julia Gray you are able to custom size and finish to your specifications. For a traditional look or a mix with contemporary stop in and see what's new, or visit online at juliagrayltd.com

Melvin Wolf Suite 1674

New Product from the sterling collection Mill Creek Furniture, Mayland Court and French Heritage will be on display. Desserts and refreshments served.

Niedermaier Showroom Suite 1742

The Niedermaier Showroom debuts the new Theo fabric collection during Neocon. Theo's contemporary, cool linens, silks, wovens and chenilles prove that luxury and value are dual virtues of design. Style with purpose and quality without compromise, Theo – experience the difference

Niermann Weeks Suite 1820

Andrea Elish of Savel will present the sumptuous new textile collection by world-renowned designer John Saladino. Please stop by to see the collection and register for a chance to win an autographed copy of Mr. Saladino's latest book, *Villa*. A limited number of additional, autographed copies will also be available for purchase. Light refreshments will be served.

Pindler & Pindler Suite 618

Visit the showroom during Neocon for an introduction to their ever-expanding GREEN line. Pindler & Pindler offers eco-friendly GREEN product for the discerning customer who is making the choice to be environmentally responsible. Pindler GREEN is offered in both classics and fashion forward styles and combinations

Rockwood Suite 1760

One of the world's premiere casual furniture company's is pleased to introduce their new woven collections. Clean lines, timeless form and the richest of materials create harmony of design. Every piece celebrates traditional techniques while offering memorable modern lines.

Schumacher Suite 6-133

Schumacher launches The Trina Turk Collection for spring 2009. The casually sophisticated indoor/outdoor printed fabrics feature signature patterns adapted from Trina Turk's stunning apparel and inspired by the architecture, landscape and lifestyle of Southern California.

South Sea Rattan Suite 1785

Offering an extensive variety of fresh ideas in casual furnishings in resin wicker on aluminum frames for outdoor living. Discover the endless interior possibilities with new introductions in rattan and accessories. Relax with the carefree maintenance and functional pieces of South Sea Rattan

Summer Classics Suite 1556

Join the 10,000 square foot, award winning Summer Classics showroom for an afternoon open house and reception. View all of the new 2009 collections while sipping on wine and enjoying delicious treats!

Todd Hase Suite 1622

Toast what's new from internationally renowned furniture designer Todd Hase, from upholstery, tables and lighting to recent arrivals from France. Be sure to ask for a tutorial of their newly enhanced website including their online fabric reserves.
www.toddhase.com

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ABOUT THE MERCHANDISE MART DESIGN CENTER™

The Merchandise Mart Design Center™, located in Chicago's historic Merchandise Mart, is home to four floors constituting the world's first and largest design center. As a leader in the \$65 billion residential furnishings market, The Merchandise Mart Design Center offers the largest presentation of high-end, couture, home furnishings worldwide, all under one roof. Encompassing 700,000 square feet, boasting 130 showrooms and featuring more than 2,000 product lines, it is the design professional's ultimate resource for luxury furniture, fabrics, floor coverings, wall coverings, lighting, antiques, and much more.

The Merchandise Mart Design Center's Designer Portfolios are a unique online resource for homeowners to learn about working with a design professional and help them find the perfect designer to match their tastes, expectations and budget. More than 50 area design professionals are featured in the online Designer Portfolios, with his or her own web page featuring their design philosophy, area(s) of specialty, project photos, fee structure and more. Designer Portfolios can be easily accessed by visiting www.merchandisemartdesigncenter.com and clicking on the Designer Portfolio logo.

ABOUT 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 W. 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 L.A. Mart in Los Angeles; the Boston Design Center in Boston; and the Washington Design Center and Federal Center Southwest in Washington, D.C.

Vornado Realty Trust, owner of MMPI, based in New York City, is a fully integrated real estate investment trust. Vornado common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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