

ARCHITECTURAL DIGEST HOME DESIGN SHOW

FOR IMMEDIATE RELEASE

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ARCHITECTURAL DIGEST HOME DESIGN SHOW SHOWCASES CITY LIVING AT ITS FINEST IN THE ESSENTIAL HOME SECTION, MARCH 18-21, 2010

NEW YORK (March 8, 2010) – The ninth annual Architectural Digest Home Design Show, March 18-21, 2010, showcases City living at its finest with “The Essential Home.” The Essential Home is a 1,750 sq ft furnished living space on the Show floor and is designed to reflect modern, urban living at the highest level. Conveniently located on the Show floor, attendees can tour the home and shop the best in high-end home décor products and furnishings.

The Essential Home, conceived by Laurie Messman, interior designer and principal at Ligne Roset, with architectural design by Brian Jevremov of DOM North America, is far more than a product exhibit. The home presents a “real-life environment” that displays the best in contemporary design from a variety of manufacturers. The home creates a fully-customized living space that allows attendees to see products from five different manufacturers all pulled together in one cohesive design.

“We have always been very successful at the Architectural Digest Home Design Show. In the past, we have found that attendees were looking for more of an actual “living” environment to see products displayed,” said Laurie Messman, Principal, Ligne Roset. “It became clear that consumers and interior designers wanted to see beautifully designed products displayed in concert, in a home environment and The Essential Home accomplishes that perfectly.”

The installation concept, which serves as the exhibition space for all five manufacturers, is a first for the Architectural Digest Home Design Show. 2010 participating manufacturers include Ligne Roset (furnishings), Valcucine (kitchen), Coro (outdoor furnishings), Rimadesio (glass architectural door systems) and Listone Giordano by Margaritelli (flooring).

SHOW DETAILS:

Date and Time: March 18-21, 2010 from 10 a.m.-6 p.m.

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Tickets: Thursday, March 18, 10am-6pm Open to Design Trade and VIP Guests
Complimentary admission for interior designers and architects (requires two forms of business credentials). VIP consumer ticket also available and includes one-year subscription to Architectural Digest.

Friday, March 19, 10am-7pm Open to the Public
Saturday and Sunday, March 20 & 21, 10am-6pm Open to the Public

General admission is \$25 at the door or online at www.archdigesthomeshow.com. Online purchase includes a six-month subscription to Architectural Digest and admission to DIFFA's DINING BY DESIGN Thursday-Saturday. Ticket price also includes complimentary admission to the GO GREEN EXPO, running March 19-21 at Pier 92.

Location: Pier 94, 12th Avenue at 55th Street, New York, NY.

Parking: Open rooftop parking is available for all visitors. Private cars can access Pier 94 by using the automobile ramp on 12th Avenue at 55th Street. All vehicles should follow signs for the NYC Passenger Ship Terminal Parking. For more information about parking, call 212.246.5450. Additionally, shuttle buses will be available to and from Pier 94 and locations in Midtown Manhattan Thursday-Sunday afternoons.

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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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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 nearly 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.

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