

ARCHITECTURAL DIGEST HOME DESIGN SHOW

FOR IMMEDIATE RELEASE

9th ANNUAL ARCHITECTURAL DIGEST HOME DESIGN SHOW SHOWCASES CULINARY PAVILION, MARCH 18-21, 2010, NYC, PIER 94

WHAT: The 9th annual Architectural Digest Home Design Show features the best in home products from nearly 300 established and up-and-coming brands. 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 offers attendees the chance to meet New York's top chefs and sample their cuisine at cooking demonstrations in the Show's Culinary Pavilion, sponsored by Poggenpohl with appliances from Miele.

* Culinary Pavilion: Experience wine tasting and cooking demonstrations with local top chefs. Meet New York's top chefs and sample their cuisine at cooking demonstrations in the Show's Culinary Pavilion, sponsored by Poggenpohl.

* 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 brings together some of the most talented and celebrated individuals in the worlds of fashion, interior design, art, and architecture to create spectacular, over-the-top dining environments. DINING BY DESIGN will once again host TABLE HOP & TASTE on Sunday afternoon, 11AM-2PM, featuring amazing design installations and culinary treats from New York's top restaurants and gourmet food purveyors.

Culinary Pavilion 2010 Schedule:

All cooking demonstrations are held in the Culinary Pavilion. Programs are complimentary, but seating is limited. Demos are approximately 30-35 minutes, followed by samples for the audience.

*Programs and speakers subject to change.

THURSDAY, MARCH 18

5-6PM

Mionetto Wines is hosting a Prosecco reception to educate and refresh our attendees with the subtle qualities of fine wine.

FRIDAY, MARCH 19

12-1PM

Chef Julie Taras Wallach, Topsy Parson

Chef Julie Taras Wallach offers attendees a range of dishes from her newest venture in Chelsea, Topsy Parson, which showcases the best of Southern cuisine.

1-2PM

Chef Yoel Cruz, North Square

Chef Yoel Cruz will prepare a fresh corn blini with home cured salmon, crème fraiche, caviar and chervil.

3-4PM

Chef Alam Jahangir, Estiatorio Milos

Chef Alam Jahangir will offer tastes of their signature grilled octopus marinated in red wine vinaigrette and a trio of traditional Greek sides including their tzatziki dip.

SATURDAY, MARCH 20

12-1PM

Chef Amanda Cohen, Dirt Candy

Chef Amanda Cohen will prepare a carrot risotto, which included carrot juice with carrot dumplings and crunchy Rainbow carrot ribbons on top.

1-2PM

Chef Aliyyah Baylor, Make My Cake Bakery

Chef Aliyyah Baylor will share her tips on how to prepare a beautiful cake and delicious frosting with items in your pantry.

3-4PM

Chef Aaron Sanchez, Centrico

Food Network star, Chef Aaron Sanchez will bring the best of Latin American cuisine with a variety of dishes.

5-6PM

Chef Kurt Gutenbrunner, Wallsé, Café Sabarsky, Blaue Gans and The Upholstery Store

Chef Kurt Gutenbrunner will prepare potato crusted scallops for our hungry audience.

SUNDAY, MARCH 21

12-1PM

Chef Damien Brassel, Knife + Fork

Chef Damien Brassel will prepare an Irish cured salmon with an Irish stout glaze, accompanied with sun dried tea and homemade soda bread.

1-2PM

Chef Jason Weiner, Almond

Chef Jason Weiner will prepare a delicious polenta and mascarpone ravioli.

3-4PM

Chef Lulzim Rexhepi, Kittichai

Chef Lulzim Rexhepi will prepare a Pomelo and rock shrimp salad on a shisho leaf.

5-6PM

Chef Paolo Catini, Basso 56

Chef Paolo Catini will prepare Lasagna All'emiliana, his take on homemade meat lasagna.

WHERE: Pier 94, 12th Avenue at 55th Street, New York City

WHEN: 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.archdigesthideshow.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.

CONTACT:

Kelly Mearkle, Architectural Digest, Email: kelly@kellymearkle.com

Elissa Lumley, Architectural Digest, 212.286.2225 / E-mail:

elissa_lumley@condenast.com

Sophia Weiss, MMPI, 312.527.7841 / Email: sweiss@mmart.com

Victoria Kent, MMPI, 312.527.7508 / Email: vkent@mmart.com

Media can visit the Show's online pressroom at www.archdigesthomeshow.com to register attendance and to download press releases, announcements and product photography.