

## **FOR IMMEDIATE RELEASE**

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### **THE INTERNATIONAL CASUAL FURNITURE & ACCESSORIES MARKET™ HOSTS INSPIRED EXTERIORS DAY FRIDAY, SEPTEMBER 24, 2010**

#### **Educational programming focusing on exterior design and business practices for design professionals**

CHICAGO (August 31, 2010) – The International Casual Furniture & Accessories Market™ is excited to partner with *Luxe Interiors + Design* magazine to bring Market attendees a day of design inspiration on Friday, September 24. "Inspired Exteriors," is a day dedicated to exterior design and the Market welcomes interior designers, landscape designers and architects to see the newest products in outdoor furnishings and to attend special educational programming about design trends and insights into selling clients on the outdoor room.

Landscape designers, architects and interior designers are encouraged to attend Friday's presentation, panel discussion and lunch and to explore the permanent outdoor resources that The Merchandise Mart has to offer year round as well as the temporary exhibitors in town for the Casual Market.

"Inspired Exteriors is a great way for interior designers, landscape designers and architects to learn more about the new design opportunities that outdoor furnishings provide," said Jaclyn Kotzum, director of marketing, Casual Furnishings Industry, MMPI. "Attendees of Inspired Exteriors will see the newest products and design trends as well as all of the outdoor furnishing resources that The Chicago Merchandise Mart showrooms offer on a daily basis, year-round."

### **INSPIRED EXTERIORS – FRIDAY, SEPTEMBER 24, 2010**

Presented by Luxe Interiors and Design magazine.

#### **Perfect Porches: Designing Welcoming Spaces for Outdoor Living**

10:30 a.m. | Suite 1520, 15th Floor

Savannah College of Art and Design (SCAD) president and co-founder, Paula Wallace, will discuss the history of designing outdoor spaces and porches over the years and across the country. Wallace will illustrate how varied and iconic these American spaces can be and present a wealth of structural appointments and designs. The presentation also will provide practical ways to bring privacy to urban porches, adding chic accents to old-fashioned verandas, and creating coziness to modern environments.

#### **Inspired Exteriors Panel Discussion and Lunch**

11:30 a.m. | Suite 1520, 15th Floor

Why stop your design service at the backdoor or not offer clients the furnishings they need for their outdoor room? Led by *Luxe Interiors + Design* magazine associate publisher, Lisa Fraiberg, interior design and landscape design experts will share important information about how they market to clients and work together to design outdoor spaces. Lunch will be available on a first-come, first-served basis.

### **Expert panelists include:**

- **Susan Fredman** of Susan Fredman Design Group has over 30 years of design experience and is one of Chicago's most prominent residential interior designers. She is the founder and CEO of her namesake firm, Susan Fredman Design Group, which is one of the largest design firms in the Chicagoland area.
- **Tom Ferguson** of Tom Ferguson Interiors. The name Tom Ferguson has become synonymous with timeless interiors of livable elegance for over 20 years. Tom Ferguson Interiors, Ltd. offers full service interior design in a complete vocabulary of stylistic, quiet luxury.
- **Scott Byron** of Scott Byron and Company Landscape Architecture. Scott Byron & Co. is an award-winning landscape architectural company that has over 27 years of premier architectural landscaping experience.
- **Michael Schmechtig** of Schmechtig Landscape Company has over 23 years of design experience. Under his leadership, Schmechtig Landscape Company has continued to grow and serve the finest properties in Chicago and its North Shore and Northwest suburbs.

### **Outdoor/Casual Showroom Tours**

Following the panel, attendees are welcome to explore the permanent outdoor resources that The Merchandise Mart has to offer year round to landscape designers and architects

Visit [www.casualmarket.com](http://www.casualmarket.com) and click on "Register Now" to R.S.V.P. for "Inspired Exteriors" at the Casual Market and the show.

The International Casual Furniture & Accessories Market™ returns to The Merchandise Mart, September 21-24, 2010. The Market offers the newest, most innovative products from leading manufacturers around the world and discover the latest trends in color, product design, fabric patterns and more.

### **SHOW INFORMATION**

The International Casual Furniture & Accessories Market™  
The Merchandise Mart, Chicago, IL  
Tuesday, September 21– Friday, September 24, 2010

#### **Permanent Showrooms: Floors 15, 16, 17**

Tuesday-Thursday, September 21-23, 8:30 a.m.-6 p.m.  
Friday, September 24, 8:30 a.m.-4 p.m.

#### **Temporary Exhibitors**

Tuesday – Thursday, September 21-23, 9 a.m.-6 p.m.  
Friday, September 24, 9 a.m.-4 p.m.

For more information, please visit [www.casualmarket.com](http://www.casualmarket.com).

**The International Casual Furniture & Accessories Market** is a four-day trade show that provides retailers with an outlet to find all things related to outdoor and casual living. Featuring the latest products and trends in the industry, the Casual Market averages approximately 350 temporary exhibitors and permanent showrooms totaling approximately 350,000 square feet of overall exhibit in The Merchandise Mart.

**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 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.

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