

LuxeHome® Experts Offer Insider Advice At The NeoCon® World's Trade Fair's Fine Design Program

CHICAGO (May 5, 2009) — Explore the best kitchen, bath and building products during Fine Design at NeoCon® June 15 – 17, The Merchandise Mart, Chicago. Fine Design at NeoCon is the residential component of the NeoCon World's Trade Fair. Throughout the three day fair, LuxeHome® will host both CEU credit seminars in the residential seminar track and the in showroom locations along with a variety of Open Houses, presentations and product debuts in its luxury boutiques located on the first floor of the world famous Merchandise Mart.

Open to the public, as well as interior designers, architects and custom builders, LuxeHome is the world's largest collection of luxury boutiques for home building and renovation. LuxeHome boasts more than 100,000 square feet of space with 30 boutiques that feature the finest kitchen and bath products. LuxeHome displays the widest selection of products to fit all lifestyles, from modern European to classic American to traditional English. In addition to the extensive lineup of manufacturers, each boutique offers knowledgeable designers who are available to assist with all phases of each design project.

RESIDENTIAL TRACK SEMINAR

Universal Design: The Paradigm Shift is Here
Presented by Lynn Schrage
Monday, June 15 • 1:00 PM
Library, Suite 1520 – register in North Lobby
Fee: \$50.00 (CEU accredited)

This seminar provides compelling reasons for recommending Universal Design solutions. No longer limited to ADA products and an institutional look, you can exceed expectations with this new perspective. Attendees of this session will gain a better understanding of the power of Universal Design and the benefits of change, as well as the difference between ADA and Universal Design. You will discover how to incorporate the seven principles of Universal Design in your projects and how to specify and install fixtures and faucets with universal use in the kitchen & bath.

After the presentation visit the KOHLER boutique in Suite 100 for a reception.

TIMED EVENTS

Monday, Tuesday, Wednesday 11:30, 12:30, 1:30 each day
Chicago Tile Institute, Suite 163
Ceramic Tile Collections of 2009 sponsored by Tile of Spain
New ideas that create value - in a word innovation. Join us for a preview of the latest creative trends that are transforming residential and commercial spaces and adding ecological, aesthetic and lifestyle value. Tile of Spain ceramic tile consultant Patti Fasan will deliver a stimulating presentation and highlight the innovation, design, technology and diversity of ceramic tile in 2009.

Atlas Concorde Latest Series

New Trends from Atlas Concorde: A leading Italian porcelain tile manufacturer through the Chicago Tile Institute.

Exclusive New Lines at Mid-America Tile

Mid America Tile will be displaying their exclusive new Modono Glass Tile and Sandgate Cast Metal and Stone lines during NeoCon, along with some exciting new porcelain designs from Atlas Concorde and Florida Tile.

Lectures will be followed by a wine and cheese reception featuring tastings from a different region of Spain each day. RSVP encouraged, Peggy Batus 312.467.1640

Monday 2 - 3 PM

The KOHLER Store, Suite 100

Universal Design Product Solutions for Bath and Kitchen Environments

In-store reception featuring Universal Design Solutions for bath and kitchen environments.

Refreshments served.

Monday 3 - 4 PM

Remains Lighting, Suite 103

Green Lighting: It's Not Just the Bulb

David Calligeros, owner and founder of Remains Lighting, explores green lighting as it confronts designers and architects today. Topics for discussion include: Are lighting fixtures themselves green? Is green a matter of the light source? What is the role of switching and control technology such as motion, timed, infra-red, and photo cell controls as well as whole-house "smart systems"; and using options such as efficient incandescent, CF, and LED lamping. The lecture will also address supply chain issues such as raw material recycled content, offshore manufacturing, and pollution control. RSVP to 312.527.1300

Monday, Tuesday, Wednesday 3 - 5 PM

Urban Archaeology, Suite 108

Celebrate Fine Design with Urban Archaeology

Urban Archaeology extends an open invitation to stop by and raise a glass to Fine American Wines, Cheese and Design. Urban Archaeology, a leading design resource for new lighting, bath furnishings and tile, will launch its newest products during Neocon 2009.

Tuesday 8 – 9 AM

Artistic Tile, Suite 105A

The Marble Institute of America's Introduction to Natural Stone

This AIA-approved and accredited CEU seminar provides an introduction to the different types of natural stone as well as common quarrying, fabrication, and finishing methods in the inspiring environment of Artistic Tile's new Chicago showroom! RSVP kwoodburn@artistictile.com or 212-727-9331, ext. 1201

Tuesday 9:30-10:30 AM

Woodland Artisan Cabinetry, Suite 105

Kitchen Design for Interior Designers: Nuts & Bolts

Certified Kitchen Designer, Jane Kadlub will discuss cabinet and kitchen design basics to avoid problems in installation and engineering. 1 CEU Credit, RSVP encouraged to 312.329.0486

Tuesday 10:30 AM – NOON

de Giulio Kitchen Design, Suite 121

Kitchen Trends

Join de Giulio kitchen design for a tour of their LuxeHome showroom and a discussion on current trends in kitchen planning. Light refreshments will be served. RSVP encouraged to 312.494.9200

Tuesday 4 - 5 PM

Artistic Tile, Suite 105A

Tile Installation Pitfalls.... How to Avoid Them!

Each tile is unique in its own way and should be installed according to the material. Learn important considerations to avoid costly mistakes. Artistic Tile President of Wholesale Josh Levinson will guide you through understanding the importance of tile installation as it relates to various materials including stone, ceramic, glass and porcelain. RSVP kwoodburn@artistictile.com or 212-727-9331, ext. 1201

OPEN HOUSES

Farrow & Ball Suite 105B

The Farrow & Ball paint range is now even better for you and the environment. New eco-friendly formulations have been created without any compromise on performance or the quality of ingredients. By significantly reducing the solvent, all paint finishes* are now classified as having Zero VOC (Volatile Organic Compounds) content, as tested to US EPA Standards. *except for Interior Wood Primer & Undercoat

MEDIA CONTACT:

Sophia Weiss Lapat

Public Relations Manager

MMPI

Phone: 312.527.7841

E-mail: sweiss@mmart.com

ABOUT LUXEHOME

LuxeHome boasts more than 100,000 square feet of space with 30 boutiques that feature the finest kitchen and bath products from the most recognized and respected manufacturers worldwide. Open to the public, as well as interior designers, architects and custom builders, LuxeHome displays the widest selection of products to fit all lifestyles, from modern European to classic American to traditional English. In addition to the extensive lineup of manufacturers, each boutique offers knowledgeable designers who are available to assist with all phases of each design project. LuxeHome's boutiques are open for shopping Monday through Saturday. For more information on LuxeHome visit luxehome.com.

ABOUT NEOCON

NeoCon World's Trade Fair is the contract furnishings industry's premier event and North America's largest conference and exhibition for interior design and facilities management. Thousands of the latest and greatest interiors products from more than 1,200 exhibiting companies and permanent showrooms will be on display in more than 1.2 million square feet of exhibit space. Throughout the three-day show, trade professionals will discover state-of-the-art concepts for office, health care, hospitality, residential, institutional and government environments, all under one roof on 10 floors of the landmark Merchandise Mart.

For more information about NeoCon World's Trade Fair 2009 at The Merchandise Mart, please visit neocon.com or call 800.677.6278 (MART).

NeoCon World's Trade Fair is a registered trademark of Merchandise Mart Properties, Inc. (MMPI).

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.

###