

## DESIGN ICONS SHOWCASE THEIR TALENT AND FAVORITE RESOURCES AT

### DREAM ROOMS: LUXURY LIVING SPACES

Merchandise Mart Design Center Will Present Nine Luxury Living Spaces by Design Industry Leaders

**CHICAGO (March 5, 2007)** – Nine design icons will use their signature touches and favorite resources pulled from their own Merchandise Mart Design Center showrooms to create *Dream Rooms: Luxury Living Spaces*. The Merchandise Mart Design Center's latest initiative to celebrate its showrooms and their luxury products, Dream Rooms will open to the public with a special preview party on April 4.

"Dream Rooms is an opportunity to show homeowners the wide array of luxury home resources that are available in the showrooms of The Merchandise Mart Design Center but can't be found at retail destinations," said Jeanne Fisher, managing director of marketing, Design Center division, Merchandise Mart Properties Inc. (MMPI). "Additionally, they can see the amazing works of these accomplished design leaders and see how a professional can bring all of the resources together to create a dream room that most people couldn't accomplish on their own."

Dream Rooms: Luxury Living Spaces gives nine Merchandise Mart Design Center showrooms a unique opportunity to showcase their furniture, fabrics, accessories and more in a lavish room setting of their choice – whether it's a bedroom, living room or gathering space. Dream Rooms: Luxury Living Spaces will include:

- **Judy Niedermaier for Niedermaier - The Art of the Room**

Niedermaier will turn this entryway into a gallery of modern art featuring the works from celebrated Chicago photographer Victor Skrebneski as well as sculptures by Peter Ambrose. A sleek, wood console designed by Luke Wong will coordinate beautifully with the canvas by Spanish artist Pedro Simon.

- **Todd Cook for Charles Pollock - Elegant Chic–Tradition With A Twist**

Traditional yet opulent, this luxurious bedroom will feature Charles Pollock's chinoiserie four-poster bed with duvet and pillows by Archive and soft leather wing chairs, ideal for curling up with a favorite book. Robert Crowder's glossy wallpaper will reflect enchantingly in the modern mirrors and mirrored French doors. Sweet dreams are sure to be had in Cook's room beneath the murano glass chandelier by Steve Jensen Chandelier.

- **Oscar de la Renta for Century Furniture - Urban Sophistication**

De la Renta will use his timeless design sense to create this sitting room, the perfect backdrop for a dazzling social gathering at home. The room will reflect de la Renta's love of symmetry as well as his love for his native home, the Dominican Republic, with bark wallpaper reminiscent of the country's coral stone. A light wall will set off a graphic juxtaposition of the rich colors in the furnishings, including an unexpected, yet welcomed, touch of pink.

- **Sally Sirkin Lewis for J. Robert Scott - An Artful Study**

Sophisticated yet understated, Sirkin Lewis designed this study as the perfect retreat for a traveler and art enthusiast. With a personal appreciation for art and artifacts from around the world, Sirkin Lewis will create this space as her own “dream room” where one can study, reflect or simply admire artwork in a comfortable and serene setting.

- **Barbara Barry for Kravet and Henredon - Simple Elegance**

Simple elegance that encourages peaceful living is Barry’s inspiration for the room, designed in hues of silver, taupe and soft blues. A drop shoulder sofa will offer a luxurious respite to enjoy a freshly brewed cup of tea and the private secretary is the perfect spot to write a note to an old friend. Comfortable and tranquil, the room will maintain the elegance and luxury everyone deserves.

- **Nancy Corzine for Nancy Corzine – An Intimate Evening**

When Corzine entertains it starts with the perfect guest list, a sumptuous menu and last, but of course not least, an amazing space. Her innate ability to bring many elements into one room resulted in a dining room that is simple but elegant, understated but boundless. Beautifully appointed textiles and furnishings from Corzine’s exclusive collection blend perfectly with the intriguing array of lighting, accessories and art to set the mood for an intimate evening.

- **William Switzer for William Switzer - Unexpected Switzer – Shown in A New Light**

A lavender and yellow Robert Crowder wallcovering juxtaposed by a sleek and modern styling of the Andre Arbus Collection will create a sexy and bold environment uncharacteristic of Switzer’s perceived usual style. A mix of stylish contemporary lighting by Jean Karajian, case goods from Lucien Rollin Collection, classic ebony urns and pedestals from Stone Yard, Inc. and a fashionable hide leather rug will lend a high-style look to the room.

- **Holly Hunt for Holly Hunt Ltd. – The Sanctuary**

Rich metals, textured woods and supple leather will lay the groundwork for Hunt’s Sanctuary. An ode to the West, indigenous elements, natural linen and smooth stone integrate seamlessly to create the expansive, yet modern, landscape.

- **Janice Feldman for JANUS et Cie – Lakeside Oasis**

Feldman’s Lakeside Oasis will be a luxurious outdoor living space that provides a welcome retreat from everyday demands. A stunning chandelier and a mirror of imported sea shells from the South Pacific provide a lavish touch to the space. Whether entertaining at the elegant Jatoba wood and stainless steel dining table or relaxing in the soft Tango lounge chair, this outdoor oasis is the perfect haven.

“Each of these showrooms and style leaders has a unique approach and perspective so we are excited to premiere the different spaces they unveil,” said Fisher. “Because the rooms and products are so diverse, visitors to Dream Rooms are sure to find pieces from the showrooms that they’d like to incorporate into their own homes and be inspired by the difference using a talented design professional can make.”

The Merchandise Mart Design Center will host a preview party with cocktails and hors d'oeuvres

on Wednesday, April 4 from 5:30 – 7:30 p.m. to debut the first installment of Dream Rooms: Luxury Living Spaces. The showrooms and design teams for the Dream Rooms will be at the party to talk about their spaces and mingle with guests. The preview party is open to the public and tickets are available at \$40 per person and can be purchased by calling 312.527.7866.

Dream Rooms: Luxury Living Spaces, located in the North Lobby on the first floor of The Merchandise Mart, will be open to the public Thursday, April 5, Monday – Friday, 10 a.m. – 5 p.m. and Saturdays 10 a.m. – 3 p.m. Admission is free and Dream Rooms remains open through June 30.

For more information about Dream Rooms: Luxury Living Spaces please call 800-677-MART (6278) or visit [www.merchandisemartdesigncenter.com](http://www.merchandisemartdesigncenter.com) and click on the Dream Rooms icon. Resources featured in Dream Rooms: Luxury Living Spaces are available for purchase by working with an interior design professional.

### **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](http://www.merchandisemartdesigncenter.com) and clicking on the Designer Portfolio logo.

**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.

###

### **MEDIA CONTACT:**

Jaclyn Kotzum

Public Relations Manager

Merchandise Mart Properties, Inc.

Phone: 312.527.7841

E-mail: [jkotzum@mmart.com](mailto:jkotzum@mmart.com)