

What's New, What's Next Scheduled Programming

2:00pm – 4:00pm ARCHITECTURAL DIGEST



Architectural Digest and 4th Floor Kick-Off

Architectural Digest and NYDC's 4th Floor Showrooms will kick-off "What's New, What's Next @ 200 Lex" from 2:00pm – 4:00pm. Architectural Digest will host a digital lounge that will introduce AD's recently launched ShopAD website and showcase the NYDC newly re-launched website. Computer stations will be set up for attendees to interact with the sites—an online destination for designers, small business owners and consumers to see and source product. Visit the 4th floor to learn more.

Showrooms:

Aqua Creations USA

Bang & Olufsen

Bograd Kids

Calger Lighting, Inc.

DESIGNLUSH

Flourishes, Inc.

Kravet Fabrics & Furniture

Laserow Antiques, Inc.

Mannington Commercial Carpets

Norman Contract, Inc.

Prelle – Mathieu Lustrerie

Restoration Timber

Sanford-Hall Carpets

Sun Decor Fabrics

Textstyle

TK Collections

4:00pm – 5:00pm

House Beautiful



House Beautiful and Benjamin Moore & Co. • Suite 714

Colors You'll Never Get Tired Of: Join *House Beautiful's* Style Director, Newell Turner, and Senior Interior Designer for Benjamin Moore, Sonu Mathew, as they turn to the pages of *House Beautiful* for inspiration and present "Colors you'll never get tired of". This inside look at how *House Beautiful* chooses its editorial will highlight the importance and significance of color, as well as tips and color trends for 2010.

4:30pm – 9:00pm



McGuire • Suite 101

What's "Newer" than a Design Blog? McGuire invites you to experience their NEW collections and meet the minds behind some of the best design blogs. NOW that blogs are becoming the NEXT big thing in our industry, join the discussion on current blogs, their creators and the social buzz around design trends.

Scheduled Programming

4:45pm – 5:30pm



Philip Nimmo in Profiles ▪ Suite 1211

Philip Nimmo of Los Angeles, who designs the nationally acclaimed Ironworks line of fire screens, lighting and tables for high-end residential, hospitality and commercial settings, looks to nature for inspiration in his latest work. Please join Profiles as Philip introduces his newest pieces in a presentation that's lively, entertaining and informative.

5:00pm – 8:00pm

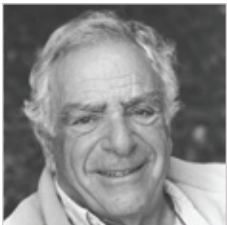
TRADITIONAL HOME
CLASSIC TASTE. MODERN LIFE.



Traditional Home and GRANGE ▪ Suite 201

Traditional Home and GRANGE Take You on a Tour of the French Chateau: Visit the GRANGE Showroom, Suite 201, for a festive and informative tour through the classic styles of French decor. View inspiring reinterpretations of Family Style Chateau Chic, created by industry experts. Learn the history behind many of the classic details in traditional French style as you meet and greet the editors of *Traditional Home Magazine*, creators of the vignettes and enter to win 1 of 4 fabulous French-themed prizes. Sip and snack on light French fare as you complete your whirlwind trip "au chateau."

5:00pm – 9:00pm



Vladimir Kagan Couture ▪ Suite 510

Meet Vladimir Kagan: Stop by the Vladimir Kagan Couture showroom between 5:00pm and 9:00pm to meet and speak with iconic furniture designer Vladimir Kagan. Kagan is one of the most innovative designers of modern furniture with a career that has spanned over sixty years. Today, his magnificent creations remain on the cutting-edge of the 21st Century.

Scheduled Programming

5:15pm – 6:15pm

luxē.
interiors + design



Luxe. and Michael Tavano ▪ Suite 1212

Michael Tavano, Luxe. and Kirk Brummel! Please join Michael Tavano, Valerie Cruice, Editor of *Luxe Interiors + Design Magazine*, and Mike Brummel to celebrate the expansion of the Michael Tavano showroom and the introduction of their newest line, Kirk Brummel. Mike Brummel will share his insights to today's home textile trends and introduce new lines from his collection.

5:30pm – 7:00pm

Metropolitan Home

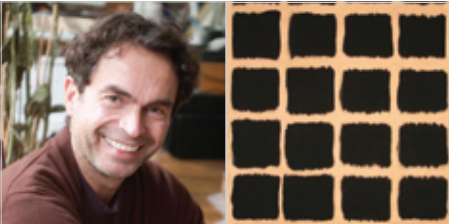


Metropolitan Home and Ted Boerner ▪ Suite 515

Join *Metropolitan Home* and the Ted Boerner showroom for an informative discussion followed by a book signing. Designer Ted Boerner will share his view that the entire process of design—from idea to delivery—is an organic experience in which all aspects should be considered; the aesthetic; the comfort; the resources; the client; and the planet in its entirety.

Metropolitan Home's editor in chief Donna Warner reveals the end result of that design process—fabulous rooms showcased in the magazine's new book, *Glamour: Making it Modern*. Meet Donna at the book signing and some of the glamorous designers featured in this top-selling new release (#1 within the interior design book category on amazon.com!).

5:45pm – 6:15pm



Texstyle ▪ Suite 423

Visionary French artist and designer Philippe David will detail his fascination with nature, showing how he blends essential organic forms in a new rug collection for Texstyle. Architects and Designers can view his latest paintings, fabrics and rugs in suite 423.

6:00pm – 8:00pm

VERANDA



VERANDA and Saladino ▪ Suite 1600

VERANDA unveils Designer Visions and Saladino for Savel fabrics: Please join Saladino Furniture and VERANDA in the Saladino showroom for an exclusive preview of the upcoming VERANDA Designer Visions on Film Townhouse. This exhibit will display vignettes showcasing the Designer Visions at the modern and luxurious Soho Mews. John Saladino draws his inspiration from the Oscar nominated film *Girl with a Pearl Earring*, applying the film's use of unique lighting and color to his own designs. During the preview, Saladino will also unveil and showcase his awaited new fabric collection; Saladino for Savel.

Please enjoy a meet and greet with VERANDA'S Editor-at-Large, Carolyn Englefield.

6:00pm – 8:00pm (Speaker at 6:45pm)



Hickory Chair Pearson Interior Design Showroom ▪ Suite 616

The Introduction of Mariette Himes Gomez's New Furniture Collection for Hickory Chair: Mariette Himes Gomez will be sharing the inspiration for her newest collection and will be signing copies of her book, *Rooms*.

6:15pm – 6:45pm



Metropolitan Lighting ▪ Suite 514

Innovations in Lighting with Swarovski Crystal: Join Thomas Schwab in Metropolitan Lighting for a design and press event. Be the first to see the new Swarovski Contemporary Lighting offering in NYC—be inspired by their innovations and contemporary products and discover the possibilities of crystal in architectural spaces.

Scheduled Programming

6:30pm – 7:30pm



Dennis Miller Associates ▪ Suite 1510

Mining inspiration from his constant travels, Jiun Ho talks about his wanderlust and introduces his brand new French Collection. Presentation with Q&A at the Dennis Miller Associates Showroom.



Hollywood-based lighting designer, Kevin Kolonowski, brings fresh perspective to high-end illumination. Kevin will present his new designs and talk about the future of Fuse Lighting at the Dennis Miller Associates Showroom.

6:30pm – 8:30pm

MANHATTAN
MAGAZINE



Manhattan Magazine and 2nd Floor

Join *Manhattan Magazine's* Editor-in-Chief, Richard Martin to preview the September/October Fashion & Design issue. Stop by the 2nd floor for a cocktail and view showrooms offering the finest furniture for your city penthouse or your Hamptons beach home.

7:00pm – 7:45pm



In House Kitchen Bath Home ▪ Suite 100

What's Cooking in the Kitchen? A remarkable Corporate Chef from Westye Group East will be cooking live on Wolf Cooking Equipment, showcasing the new BI (built in) series and wine storage units. Come get a taste of the food and new products at In House Kitchen Bath Home.

Scheduled Programming

7:00pm – 8:30pm

ELLE DECOR



ELLE DECOR and Profiles ▪ Suite 1211

Join *ELLE DECOR* Editor in Chief, Margaret Russell, and Profiles for an informative and inspiring presentation, *The New Wave: How Today's Top Designers Find Inspiration*. Every decorator is doing it—digging through history for bright ideas that can be boldly applied in today's rooms. Mitchell Owens, an editor at large for *ELLE DECOR*, names the names you need to know, highlights the styles that matter, and shows you how to make what worked in the past look fresh for the future.

7:30pm – 9:00pm

INTERIOR
DESIGN

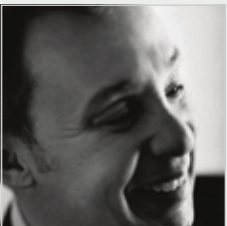


Interior Design and Keilhauer ▪ Suite 1101

Join Cindy Allen, Editor in Chief, *Interior Design* along with Mark Worthington and Rich Devine the set designers of ABC's hit show, *Ugly Betty* for a designer dialogue and a preview of *Interior Design's* upcoming issue.

8:00pm – 9:00pm

NEW YORK
SPACES



New York Spaces and Cliff Young, Ltd. ▪ Suite 505

Design Fusion: Great New York Spaces Cool Classic Confidence: Jason Kontos, Editor-in-Chief of *New York Spaces*, taps into the city's signature fusion of the international style and inescapable energy at the New York Design Center.

What's New, What's Next Ongoing Programming

1st Floor



Apropos Inc. ▪ Suite 102

Make an Impact: At Apropos, uncover an informative way to keep our planet clean through furniture production. Become part of naturalLEE's commitment to green manufacturing and waste management. NaturalLEE's philosophy allows us all to do our part to keep our air clean through furniture making.



In House Kitchen Bath Home ▪ Suite 100

In House Kitchen Bath Home is proud to launch their first private vanity line! This collection includes four different style vanities; contemporary, transitional, modern and traditional for you to view!

2nd Floor



Atelier ▪ Suite 202

New Concepts in Shelving: Atelier will inspire you with their new contemporary shelving collection. Staff will be on hand throughout the evening to answer your questions.



Century Furniture ▪ Suite 200

Grand Tour: Century Furniture invites you to the east coast launch of Grand Tour – Design by Pride Sasser for Century. An extensive collection of furniture, lighting and accessories, sophisticatedly styled from exotic material and specialty finishes.



Grange ▪ Suite 201

Fit for Royalty: The French were known for their lavish courts and love of entertainment. Come enjoy light French fare and wines as you make your way through our "Rooms of the Royal Court." Collect fun facts and be entered to win great French prizes along each step of the way.

Ongoing Programming

3rd Floor



Baker Knapp & Tubbs ▪ Suite 300

Premier Launch of The Pagani Collection: Join Baker for the premier launch of their newest lighting collection, The Pagani Collection. Baker will be hosting an open house with the designers, Stephane and Frouwje Pagani. Open house with light refreshments.

4th Floor



Aqua Creations USA ▪ Suite 427

Introducing the 2009 "Now" Collection: Introduction to Israeli designer Ayala Serfaty's latest designs. Exemplifying Ayala's warm and organic style, pieces in her new collection are made from hand crafted mohair and angora felt mixed with pure silk.



Bograd Kids ▪ Suite 433

Cribs for 2009 – New Design, New Safety, New Regulations: Bograd Kids welcomes you to journey through their showroom and be transported back to your childhood. 2009 has been a big year in safety regulation changes; come listen and understand the reason for the changes and how to keep your children safe—open discussion.



Calger Lighting Inc. ▪ Suite 434

2009 European Lighting Introductions: Calger Lighting introduces their new lighting products and illustrates how they are used in the environment in which they were created—Spain!



DESIGNLUSH ▪ Suite 415

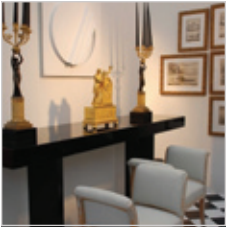
DESIGNLUSH holds an innovative collection of custom, contemporary furniture, modern lighting and unique home accents including art and rugs. The signature Modernist Collection is hand-made to specification here in the US and made from the finest quality materials including exotic woods, rich metal finishes and exquisite, unique upholstery options. Please visit the DESIGNLUSH showroom to see What's New and What's Next in newly added Bistro Cafe Line, Dining Chairs and Lounge Chairs for Fall 2009.

Ongoing Programming



Kravet ▪ Suite 402

Kravet Smart: Join Kravet for the introduction of Kravetsmart. Kravetsmart, a new brand that is committed to providing high quality products at value prices. Ranging from fabrics and trimmings to furniture and carpets, Kravetsmart delivers the products interior designers and clients need at prices they desire.



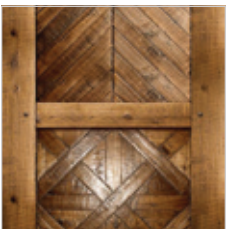
Laserow Antiques ▪ Suite 408

Let the Past Meet the Present: Join the newest edition to the New York Design Center, Laserow Antiques! Embracing an extensive Swedish antique collection of the highest quality, Laserow Antiques couples their superior style with natural beauty to merge the past with the present. Laserow will take you on a journey and showcase how a space can be transformed by using their antiques.



Prelle – Mathieu Lustrerie ▪ Suite 407

Prelle, established in 1752, is the only remaining silk mill in the Croix Rousse in Lyon. Prelle produces the finest silk home furnishings textiles in the world. Mathieu Lustrerie, a French lighting company whose expertise is unrivaled in the world of restoration also brings contemporary lighting to our international clientele. Proving that old can always be new!



Restoration Timber ▪ Suite 436

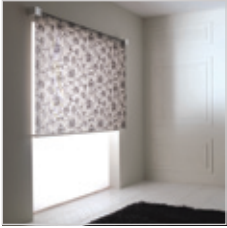
Hand Crafting and Finishing of Reclaimed Wood Demonstration: An artisan demonstrates technique and answers questions about the delicate and intricate process involved with assembling, hand scraping and finishing a reclaimed wood floor panel to give it a beautifully distressed and authentic patina.



Sanford Hall ▪ Suite 400

Carpets from Around the World: View Sanford Hall's new collections from Europe, India and South America.

Ongoing Programming



Sun Décor Fabrics ▪ Suite 417A

Sette Roll Collection – Roller Shades: Providing professional window treatments with innovative solutions for today's interiors, Sun Décor has added yet another distinctive design and new remarkable fabric. Preview the innovative roller shades and be amazed by their concealed hardware and zipper feature for fabric cleaning!



TK Collections ▪ Suite 410

Bistro Chairs and Tables: TK Collections' French café chairs flourish on traditional bistro sidewalks and terraces throughout France and the world. With the newest addition of custom models for restaurants and cafes, they are the leading source of practical and durable art, seasoned with the essence of Parisian romance for the American restaurant.

5th Floor



Cliff Young ▪ Suite 505

Luxury in the Home Office: Join the Cliff Young team as they discuss how to elevate the home office to an elegant work space.



Giorgetti ▪ Suite 506

Erasmus: The Erasmus Desk, aptly named after the Dutch Renaissance humanist, Desiderius Erasmus Roterodamus, and designed by Massimo Scolari, is the most recent sculptural desk to be realized by Giorgetti. True to its namesake, this piece is meant to foster an environment of collaboration and community in which there is no "right" side of the desk or of any transaction. Organic in form and reminiscent of a leaf, this piece features a unique 360° rotating cabinet and cable management system. Come and explore this unique piece.



Hülsta – Rolf Benz – Studio ▪ Suite 502

Mioletto – Distinctive Features: Discover how the clear form of design of Mioletto in combination with some atmosphere touches enables you to create both exclusive, solitary units as well as comfort oriented system arrangements at the Hülsta – Rolf Benz – Studio showroom.

Ongoing Programming



Palecek ▪ Suite 511

Sustainable Style – Customize with Palecek: Join Palecek’s New York Showroom to be inspired by the new Hampton Collection. Showroom Manager Tomas Georgi will be on hand throughout the evening to explain Palecek’s distinctive and earth-friendly customization capabilities, ranging from fabric to finish, that make the Hampton Collection the ultimate expression of sustainable style.



Ted Boerner ▪ Suite 515

It’s Not About the Stuff: Furniture designer Ted Boerner infuses his work with a singular creative spirit, incorporating influences from a variety of cultures that give his designs a distinctive and sophisticated quality of their own. Boerner will share his view that the entire process of design—from idea to delivery—is an organic experience in which all aspects should be considered; the aesthetic; the comfort; the resources; the client; and the planet in its entirety. As Boerner will show, the entire experience can and should be respectful and enjoyable for everyone involved.

6th Floor



Disegno by James DiPersia ▪ Suite 606

More is Not Better: Simplicity and flexibility dictate custom specifications now more than ever. Custom work has coincided with the green philosophy and clients want to know “where does the material come from?” Walkthrough Disegno and learn how unforeseen mistakes can be overcome and avoided.



Hamilton Furniture ▪ Suite 601

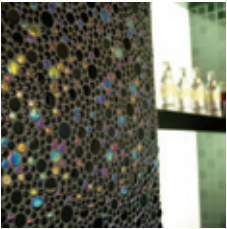
Mixing Styles; Old with New: “Your old furniture with new modern pieces.” Extend the life of the design in a room by introducing new furniture pieces. Discuss with Designer Catherine Stewart her ideas on today’s best looks.

Ongoing Programming



Kasthall USA ▪ Suite 611

Celebrating their 120th anniversary, Kasthall is presenting their unique woven and handtufted rugs manufactured in Sweden. Looking into the past, Kasthall's palette bursts with color combinations bringing their new collection a retro feel. Stop by and watch a video of one of their brilliant in-house designers, Gunilla Lagerhem-Vllberg and learn how she pushes the boundaries and makes the rugs "funky and fresh."



Porcelanosa USA ▪ Suite 609

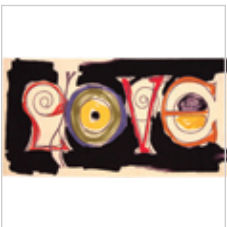
Lunar Landing at Porcelanosa USA: Please join Porcelanosa to experience "Mosaic Moon Glacier," the newest addition to the exclusive Glass Mosaic Collection. The collection features multi-hued rounds of mounted glass swirling in myriad sizes and finishes, to create a fascinating effect. Come for a look, a drink, and a snack.

7th Floor



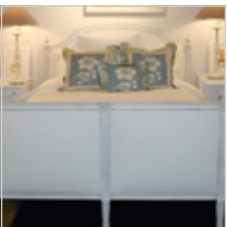
Benjamin Moore & Co. ▪ Suite 714

New Benjamin Moore "Color Capture" Program: Free software "iphone app" to match color by loading picture and clicking match. Scroll to find the perfect mix!



Roubini Inc. ▪ Suite 701-706

Fashion on the Floor: Famed fashion house, Tuleh has translated their fall/winter collection into a rug collection exclusively for Roubini. The feminine silhouette and floral prints are brilliantly sculpted onto the silk and wool hand knotted rugs. The collection jumps off the floor with its swirling geometric patterns and images of chic women in elegant clothing.



White on White ▪ Suite 715

White On White is now featuring a new and exciting REAL GUSTAVIAN bed. Explore how this hand carved Gripsholm Bed produced out of Swedish hardwoods is a perfect replica of the original beds from the early 1800's. Visit the showroom and see these new arrivals from Sweden.

8th Floor



Colombo USA ▪ Suite 809

The Revival of Art Deco: Modern Interpretations in Residential and Commercial Design Join Colombo USA and experience the modern elegance of a highly anticipated rebirth in the design industry: the Revival of Art Deco. Come and get a sneak peek of Colombo's newest collection, reinterpreting a classic style established ahead of its time. Incorporating glass and gold leafing through the process of "Verre églomisé," Colombo combines innovation with traditional craftsmanship for a truly new and exciting look.



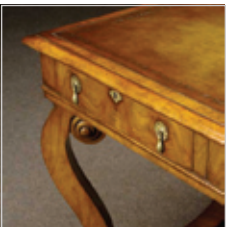
M. Topalian, Inc. ▪ Suite 802

Ziegler and Company Carpets: An informative exhibition of exceptional decorative carpets produced by the Manchester-based firm Ziegler and Company. All of the rugs on display will date from 1890 – 1910. This type of carpet has been a darling of the design community for the past 25 years due to their large-scale designs and harmonious colorations. Mark Topalian will be available to answer any questions.



Smith & Watson ▪ Suite 801

Smith & Watson Welcomes the Wright Table Company: When Smith & Watson first laid eyes on the Wright Table Company, an American made line of furniture, they knew it was perfect for the design community. Wright's philosophy on design and cabinetry will appeal to all clients especially ones familiar with Smith & Watson!



Wood and Hogan ▪ Suite 812

17th through the 19th Century Furniture Conveyed in the 21st Century: Due to the fluctuating design needs, Wood & Hogan continues to add to its offering by introducing other styles of furniture to their fine reproductions. Join Wood & Hogan to view the William and Mary style Walnut writing table, along with other top of the line products.

Ongoing Programming

9th Floor



Girard Emilia ▪ Suite 905

Made in New York: Girard Emilia invites you to their showroom to view a unique and spectacular art form. A carver and finisher from their Brooklyn, NY factory will be present, carving and finishing pieces of furniture produced by Girard Emilia.



Louis J. Solomon ▪ Suite 911

Who's Better in Beds?: Solomon is the best in beds! Showcasing the new and most innovative designs in fine custom beds, all participants will be encouraged to join a raffle for the chance to win an exceptional Louis J. Solomon piece.



Peter Lawrence Ltd. ▪ Suite 906

The Fusion of Traditional and Contemporary: Peter Lawrence Ltd is proud to introduce a line of beautifully made furniture crafted in America manufactured by Indiana Amish titled, Fusion. Fusion is a perfect name for this line of furniture since it blends the beauty and functionality of traditional and contemporary to equal transitional.

10th Floor



Antique Rugs, Jerry Livian Collection ▪ Suite 1014

With 35 years of experience, Jerry Livian will provide professional information and advice on Antique Oriental Carpets and their function in your home and office today!



Studio Dekor Lighting ▪ Suite 1015

Contemporary Lighting with an Artistic Touch: Arrive at Studio Dekor Lighting for a presentation of how artistic contemporary European Lighting collections are a perfect solution for both modern residential homes and commercial spaces.

Ongoing Programming

11th Floor

Colebrook Bosson Saunders ▪ Suite 1111

Introduction to Ergonomics: Colebrook Bosson Saunders presents a brief overview and introduction to workplace ergonomics and its impact on the human form.



SMART Technologies ▪ Suite 1115

Corporate Solutions: SMART Technologies is both the industry pioneer and market-segment leader in easy-to-use interactive whiteboards and other group collaboration tools. At SMART, collaboration isn't about technology. It's about people, ideas and the ability to bring them together in a meaningful way—and most of all, they make it easy. Join SMART and explore their collaboration solutions, including success stories, demos, products and services.



12th Floor

Odegard ▪ Suite 1205

Odegard Introduces Architectural + Decorative Surfaces Collection: Finely embellished architectural and decorative surfaces inspired by the classical designs of India will be on display. Odegard will also be featuring new carpet collections inspired by richly patterned textiles from the Santa Fe's Museum of International Folk Art, hand knotted natural fiber carpets, colorful modern felt carpets entirely done by hand, and witty designs including one inspired by popular pharmaceutical pills.



13th Floor

Hightower Group ▪ Suite 1316

Martini Collection: International Designer, Brad Ascalon will be available throughout the evening to answer questions and to discuss the development of his new Martini Table Collection.



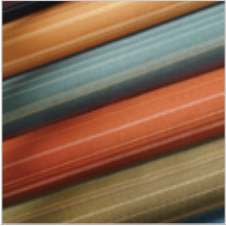
Riservato +Co. ▪ Suite 1307

The Riservato + Co. showroom has found a new home in suite 1307 and will be launching new pieces from Cape and Magnuson Manufacturers.



Ongoing Programming

14th Floor



ArcCom ▪ Suite 1411

Performance meets Sustainability: ArcCom showcases their new upholstery fabric, Tempo I. This recycled polyester is stocked with Nanotex and Durablock.

15th Floor



The Bright Group ▪ Suite 1511

Made in the USA: Please join The Bright Group showroom for a conversation and witness the construction of upholstered goods using sustainable hardwoods.



Brueton ▪ Suite 1502

Made in America – Brueton introduces 7 New Products: Join USA manufacturer Brueton, meet product designer Stanley Friedman and view their latest product introductions. Brueton is one of the only showrooms with an onstanding in-house product designer.



Tucker Robbins ▪ Suite 1516

The Future of Sustainable Furniture: Renowned furniture designer Tucker Robbins explains how sustainable design can redefine how we view furniture, using innovative techniques and unexpected materials.

16th Floor



Saladino Furniture Inc. ▪ Suite 1600

Saladino Style: Visit the Saladino Furniture Showroom to celebrate the launch of the much anticipated Saladino for Savel fabric line, an exquisite collection featuring custom patterns in John Saladino's distinctive color palette. Day long presentation of John Saladino's new book "Villa" and his latest furniture designs will be featured.

What's New, What's Next Additional Participating Showrooms

Flourishes	Suite 414
Norman Contract	Suite 417 B
Bang & Olufsen	Suite 425
Mannington Commercial	Suite 430
Giorgio USA	Suite 605
Elijah Slocum	Suite 615
S.A. Baxter	Suite 716
Barton Sharpe	Suite 914
Renaissance Carpet & Tapestries	Suite 1006
LaCOUR	Suite 1012
Pringle-Ward Associates	Suite 1106
Paoli	Suite 1110
Robert Wilson Associates	Suite 1307
Atlas Carpet Mills, Inc.	Suite 1314
Boyce Products Ltd.	Suite 1318
Architex Fabrics	Suite 1320
Gordon International	Suite 1401
Levine Calvano Furniture Group	Suite 1406
Krug	Suite 1415
David Edward/Blueridge	Suite 1416
Henredon	Suite 1601
