

## THE NY LUXURY DESIGN FAIR ANNOUNCES EXCITING NEW PARTNERSHIPS AHEAD OF INAUGURAL EDITION

**September 9–12, 2021, Javits Center**

(New York, NY - May 2021) Dozens of powerful, bilateral media and association partners are on board for the inaugural edition of the NY Luxury Design Fair, September 9-12, 2021. Initiatives in store for attendees include appealing experiences created by key design, consumer, and lifestyle media, as well as professional trade associations—all designed to draw new audiences.

Michael Rabatin, Managing Director for the NY Luxury Design Fair, comments, “We are thrilled by the widespread support and enthusiasm we’ve encountered from the broader design community ahead of the event. From on-site activations and pre-taped, as well as live broadcast opportunities, to participation in our NY Luxury Design Fair Editor’s Choice Awards program, partner-led tours of the show floor, and installations, our activities and alignments with these influential media brands and design organizations will make for a vibrant and multifaceted fair experience for both exhibitors and attendees.”

Highlights include SANDOW Design Group broadcasting live on DesignTV by SANDOW (now available on-demand on Roku). This content will also be featured on the websites and social platforms of *LUXE Interiors + Design* and NY Luxury Design Fair. *ASPIRE Design + Home* is producing a new magazine format ShowBook which will feature compelling articles, highlights and editorial features, alongside a helpful fair guide for attendees. Editors from *New York Magazine*, *Interior Design*, *Elle Décor*, *Cottages & Gardens*, *Galerie*, *Town & Country*, *LUXE Interiors + Design*, *Metropolis*, *i+D magazine*, *Design Milk*, *Apartment Therapy*, *Floor Coverings Weekly*, *The Architect’s Newspaper*, *The Retail Observer*, *Designing Lighting*, *K+BB*, and *KBDN* will serve on the jury of the NY Luxury Design Fair's Editor's Choice Awards. Other media collaborations include *The New York Times*, *The Wall Street Journal*, *Dwell*, *Hospitality Design*, *Architectural Record*, *Westchester Magazine*, *Manhattan*, *Design NJ*, *Downtown*, *Business of Home*, and *Avenue*, to name a few.

In addition to media, The NY Luxury Design Fair is also working with trade organizations and industry partners such as ASID NY Metro, NKBA Manhattan Chapter, AIA NY, NY NEWH, American Society of Landscape Architects, IDS, and IFDA NY, as well as NYC & Company, NYCxDESIGN, DIFFA, and the A&D Building. Additional partners and more details will be announced as the show date nears. The full listing of partners thus far can be found at [NYLuxuryDesignFair.com](http://NYLuxuryDesignFair.com)

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**About the NY Luxury Design Fair:** The NY Luxury Design Fair is an annual four-day event showcasing exceptional furnishings from hundreds of leading brands and up-and-coming independent makers, all representing the best in the luxury interiors and design market. The fair is an evolution of the company’s long-running Architectural Digest Design Show presented by

the show's same producers. The NY Luxury Design Fair offers consumers, architects, designers and other design professionals an unparalleled array of the best the luxury design industry has to offer—from furniture, lighting, rugs, accessories and textiles, to kitchens, baths, tile, hardware, and outdoor offerings. The fair includes design activations, engaging culinary demonstrations, and special appearances. It's the ultimate resource for truly inspired luxury design. NY Luxury Design Fair is produced by theMART, a Vornado Property.

**About theMART:** theMART (formerly The Merchandise Mart), located in the center of the sought-after River North submarket, is interwoven into the fabric of Chicago as an innovator in business, technology, culture, art, media and more. As the largest privately held commercial building in the United States, it is one of the world's leading commercial buildings, wholesale design centers and the preeminent international business location in Chicago. Encompassing 4.2 million gross square feet, theMART spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day and nearly 10 million people annually. Offering continuous innovation and creativity from leading manufacturers and design forward showrooms, theMART serves as the home to Chicago's most creative and technologically innovative companies.

**About The Armory Show:** The Armory Show is New York City's essential art fair, and a leading cultural destination for discovering and collecting the world's most important 20th- and 21st-century art. The Armory Show features presentations by leading international galleries, innovative artist commissions, and dynamic public programs. Since its founding in 1994, The Armory Show has served as a nexus for the international art world, inspiring dialogue, discovery, and patronage in the visual arts.

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