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SMEG TO EXHIBIT AT 2016 ARCHITECTURAL DIGEST DESIGN SHOW IN NEW YORK CITY
Italian Appliance Manufacturer to Exhibit at Renowned Design Show for the Fourth Year

New York, New York – (March 11th, 2016) – SMEG, the Italian appliance manufacturer famed for its classic style and advanced technology, will be an exhibitor at the Architectural Digest Design Show in New York City from March 17th through March 20th. Now in its 15th year, the four-day event at Piers 92 & 94 draws in approximately 40,000 design aficionados to interact with incredible design displays from more than 400 brands. This will be SMEG’s fourth time at the show.

SMEG’s booth (375) will display a variety of large and small appliances, including new retro-style dishwashers and 24” ranges, and much more. Executives from the company will be available at the booth to speak on behalf of SMEG’s cutting-edge technology, legendary design, and deep-rooted history.

“SMEG is honored to exhibit a variety of sleek appliances at the Architectural Digest Design Show this year,” says Vittorio Bertazzoni, CEO of SMEG. “We look forward to showcasing our latest products among other renowned and well-respected design brands.”

For more information on SMEG, and information about new and recent product introductions from the brand, members of the media are invited to schedule an appointment during the show. To book an appointment, please contact Melissa Kaliner at MKaliner@5wpr.com.

About SMEG

SMEG is an Italian domestic appliances brand, producing beautiful products that combine technology and style for consumer who follow design and its evolution. SMEG expresses the “Made in Italy” style by flawlessly combining design, performance and attention to detail. Distinctive appliances are born from collaboration with leading architects around the world. Every new product is, for SMEG, a handmade special, born from a design studio where form, ergonomics and function have been carefully studied. For more information, please visit: www.SMEGUSA.com.

About the Architectural Digest Design Show

The 15th annual Architectural Digest Design Show, held from March 17–20 at Pier 92 & 94 in New York City, showcases the best in the design and luxury market. The four-day fair features more than 400 premium brands and covers a range of categories, including: furniture, accessories, art, kitchen and bath products, flooring, rugs, carpets, electronics, ceramics, stone + tile, wall covering, lighting, outdoor products, building products, and more. From product launches, theater programming, and special events, the show is a must-attend for the industry’s top professionals and discerning consumers. It is free to design trade who pre-register online. The on-site ticket fee for trade is \$30. General (consumer) admission is \$30 online and \$40 at the door. Ticket price includes full access to the exhibit hall, DIFFA’S DINING BY DESIGN table viewing (co-located at Pier 92), ADDS Café + Lounge, Theater, and many more daily special events. A portion of the proceeds of all ticket sales benefits DIFFA Design Industries Foundation Fighting AIDS. The Architectural Digest Design Show is produced by Vornado/The Mart (MMPI), hosted by Architectural Digest and co-sponsored by The New York Times. ADDesignShow.com

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