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SMEG TO EXHIBIT AT 2017 ARCHITECTURAL DIGEST DESIGN SHOW IN NEW YORK CITY
Italian Appliance Manufacturer to Exhibit at Renowned Design Show for the Fifth Year

New York, **New York** – (**March 1, 2017)** – 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 16th through March 19th. Now in its 16th year, the four-day event at Piers 92 & 94 draws in approximately 40,000 design aficionados to interact with incredible displays from more than 400 brands. This will be SMEG's fifth time at the show.

SMEG's booth (#377) will display a variety of its renowned large and small appliances, including a prototype of the new SMEG Portofino Range, a 36" dual-free range, which comes in seven different colors (olive green, orange, red, white, stainless steel, black and yellow). The new range offers quality performance, solid design and product features include an ultra-rapid dual burner (18,000BTU), new isothermic cavity, a soft close door and triple fan convection.

Additionally, on display for the first time in the United States will be the SMEG and Dolce & Gabbana Frigoriferi d'Arte FAB28 Refrigerator. Each refrigerator is hand painted by Sicilian artists with lemons, the trinacria symbol, cart wheels, medieval knights and battle scenes – all distinctive elements of the poetic marionette theater and the Sicilian Cart as well as important aspects of the aesthetic of Domenico Dolce and Stefano Gabbana. The exclusive refrigerators are the result of innovation and a meticulous eye for detail and are one-of-a-kind products that combine SMEG quality and technology and Dolce & Gabbana's creativity and masterful artisan workmanship.

"SMEG is thrilled to introduce the new Portofino Range and Frigoriferi d'Arte FAB28 Refrigerator to design enthusiasts at the 2017 Architectural Digest Design Show in New York City," says Vittorio Bertazzoni, CEO of SMEG. "These new large appliances are statement pieces that also provide premium performance."

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 Sandra Fernandez at sfernandez@5wpr.com.

About SMEG

SMEG is an Italian domestic appliances brand, producing beautiful products that combine technology and style for consumers 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 collaborations 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, visit www.SMEGUSA.com. Customers can engage with the SMEG brand and its fans on Facebook and Instagram.

About the Architectural Digest Design Show

The 16th annual Architectural Digest Design Show, held from March 16–19 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 $40. 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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