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**SMEG TO SHOWCASE VARIETY OF NEW SMALL AND LARGE KITCHEN APPLIANCES  
AT 2018 ARCHITECTURAL DIGEST DESIGN SHOW**  
*Italian Appliance Manufacturer to Exhibit at Renowned Design Show for the Sixth Year*

**New York, New York – (March 06, 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 22<sup>nd</sup> through March 25<sup>th</sup>. This will be SMEG’s sixth time at the four-day event at Piers 92 & 94.

The Architectural Digest Design Show provides exhibitors and attendees great insight into what’s emerging in the kitchen space. SMEG’s newly designed booth (#347) will showcase a variety of new large appliances, such as the 30” and 48” colorful Portofino ranges and hoods and 24” Linea coffee machine. In addition, the Dolce & Gabbana x SMEG “Sicily Is My Love” small appliances collection, which are inspired by the coasts and landscapes of Southern Italy, will be exhibited at the Architectural Digest Show for the first time. The booth will also display products from SMEG’s existing product lines, such as the Retro ‘50s, Classic and Linea collections.

“SMEG is excited to introduce the new small and large appliances as well as the Dolce & Gabbana x SMEG collection to design aficionados at the 2018 Architectural Digest Design Show,” says Vittorio Bertazzoni, CEO of SMEG. “The new appliances provide quality performance and are statement pieces that add a pop of color to the kitchen.”

For more information on SMEG and its recent product introductions, members of the media and the interior design community are invited to schedule an appointment during the show. To book an appointment, please contact Megan Hartman at [smeg@5wpr.com](mailto:smeg@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](http://www.SMEGUSA.com). Customers can engage with the SMEG brand and its fans on [Facebook](#) and [Instagram](#).

**About the Architectural Digest Design Show**

The 17th annual Architectural Digest Design Show, held from March 22<sup>nd</sup>–25<sup>th</sup> 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](http://ADDesignShow.com)

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