

FOR IMMEDIATE RELEASE

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Design Chicago Leads with Industry Powerhouses
*Transformative Programming and CEUs Aim
to Propel Design Firm Owners Ahead of the Competition*

CHICAGO, IL (September 20, 2017) – [Design Chicago](#), the Midwest's largest residential design conference, is proud to offer trade professionals the opportunity to take part in one-of-a-kind presentations from the industry's foremost design leaders and entrepreneurs. The conference brings a lineup of exclusive presentations over two days, giving designers the latest insights into growing a design business and building a legacy brand with a clear focus on the future of design.

[Register Now for Design Chicago](#)

Design Chicago is the Midwest's largest, most immersive residential design conference for the trade only, hosted by [The Design Center at the Merchandise Mart](#) and [LuxeHome](#). The event showcases 39 featured presentations and 25 CEU programs featuring industry luminaries, 14 strategic media partners and more than a dozen well-respected editors, along with 50 open houses, 56 featured product debuts and 9 newly opened showrooms ready to be explored.

Spotlighted Business-Focused Presentations at Design Chicago 2017

Day 1 - October 3:

“Meet and Greet with Maria Pinto and John Pomp” by Pamela Jaccarino of *Luxe Interiors + Design*, Fashion Designer Maria Pinto and Glass Blowing Artist, Furniture and Lighting Designer, John Pomp Hosted by The Bright Group, Suite 6-166

Joint *Luxe Interiors + Design* Editor in Chief Pamela Jaccarino, to celebrate Maria Pinto and John Pomp, two accomplished artisans, along with their new collections now available through BRIGHT Group.

“Five Digital Trends Radically Changing Business Today” by Pam McNally of SANDOW Media Hosted by Holly Hunt, Suite 1428

VUI, Chatbots, Image Recognition, MR and other technologies are radically changing how business is being conducted in the design industry. This presentation will focus on the five major trends that will have the most impact on designers' businesses and how they can use them to achieve a competitive advantage.

“Knowledge is Power When Information is Everywhere” by Chad Stark of Stark Hosted by Stark, Suite 6-102

CEU

Join industry thought leader Chad Stark, to learn how our industry is changing and what designers can do to stay ahead of the curve.

Day 2 - October 4:

**“#IHaveThisThingWithFloors” by Pamela Jaccarino of *Luxe Interiors + Design*
Hosted by Artistic Tile, Suite 105A**

Artistic Tile and *Luxe Interiors + Design* have this thing with floors! Three talented local interior designers have been selected to create custom mosaic tile patterns which will be unveiled during this event. Learn about the inspiration behind the designs, the development process from concept to creation and how to specify the perfect floor for your client.

“The Good, The Bad & The Ugly” by Mayer Rus of *Architectural Digest* with interior designer, Shawn Henderson, an AD100 designer

Hosted by Paris Ceramics, Suite 146

AD100 designer Shawn Henderson joins *Architectural Digest* West Coast Editor Mayer Rus for a candid discussion on state-of-the-art interiors, the possibilities and pitfalls of working with celebrity clients, building a brand and the changing realities of working in design today.

“Build It With a Brand” by Anne Hartnett of *Chicago Agent*

Hosted by Studio Snaihero Chicago, Suite 140

Anne Hartnett, Managing Partner and Editor in Chief of *Chicago Agent*, moderates a panel discussion focusing on using a branded product in your next renovation/development – from cabinet to appliance selection and beyond. Learn from top luxury realtors what’s trending in branded selections in the marketplace, what’s driving sales and why many developments are choosing branded products.

About the Design Center at The Merchandise Mart (theMART)

The Design Center, located in Chicago's historic Merchandise Mart, is home to four floors constituting the world's largest and finest design center. As a leader in the \$65 billion residential home furnishings market, the Design Center offers the largest presentation of high-end, customizable, residential and outdoor home furnishings worldwide, all under one roof.

Encompassing 750,000 square feet, boasting more than 125 showrooms and featuring more than 2,500 product lines, it is the ultimate resource for designers and design enthusiasts of luxury furniture, fabrics, floor coverings, wall coverings, lighting and much more. For more information, visit designcenter.com. Visit Design Center on [Facebook](#) and [Instagram](#).

About LuxeHome®

LuxeHome is the world's largest collection of premier boutiques for home building and renovation located on the first floor of the Merchandise Mart in Chicago. With more than 125,000 square feet of showroom space featured in over 35 boutiques, LuxeHome is host to the finest products for home building and renovation from the most recognized and respected manufacturers worldwide.

LuxeHome offers discerning homeowners and trade professionals one-stop shopping convenience with access to the finest kitchen, bath, tile, lighting, cabinetry, appliances, countertops and much more. LuxeHome displays the widest selection of products to suit all upscale design styles, from modern European to classic American to traditional English. In addition to the extensive lineup of premier brands, each boutique offers knowledgeable designers who are available to assist with all phases of each design project. LuxeHome's boutiques are open for shopping Monday through Saturday. For more information, visit www.luxehome.com. Follow LuxeHome on [Facebook](#), [Houzz](#), [Instagram](#) and [Twitter](#).

Vornado Realty Trust, owner of the Merchandise Mart, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO. www.vno.com

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