

Thursday, March 22, 2018

Architectural Digest Trade Day

A preview day with offerings geared specifically to the design trade. Architectural Digest hosts this day of programming, sure to engage the design community in spirited dialogue.

All seminars are held at The Dacor Stage on the show floor. Programs are complimentary, but seating is limited. Programs and speakers are subject to change.

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dacor
LET THE SHOW BEGIN

1:15-1:30 P.M. WELCOME

Join the Condé Nast Lifestyle Collection's Chief Business Officer Craig Kostelic to kick off this day of creativity, cocktails, and cuisine. Share in his excitement to bring Architectural Digest, AD Pro, and Clever to life under one roof. Kostelic will discuss how this unique gathering of industry leaders, top talent, and passionate consumers is unlike any other design show in the world.



1:30-2:30 P.M. LICENSE TO GROW

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A trio of the design world's top talents, Laura Kirar, Ryan Korban, and Robert Stiller, convene for a wide-ranging discussion of successful marketing strategies for building your firm. Topics include: online marketing; social media; product licensing; innovative partnerships outside the industry; and the secrets to crafting an instantly recognizable signature brand. Moderated by Mayer Rus, West Coast Editor of Architectural Digest.



3:30-4:30 P.M. THE AD100 EFFECT

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The AD100 is an annual compilation of Architectural Digest's picks for today's most innovative and important designers. As the list evolves to embrace an increasingly diverse chorus of design voices, three freshmen inductees from the Class of 2018—Billy Cotton, Amy Lau, and Rodman Primack—discuss the triumphs and challenges they encountered on their path to the AD100. What does design stardom mean now? Moderated by Mayer Rus, West Coast Editor of Architectural Digest.



4-6 P.M. BALDWIN'S OPENING-NIGHT RECEPTION

Complimentary cocktails are located near the entrance, the AD Apartment, and Café 94. This show-wide reception is presented by Baldwin Hardware and features Deep Eddy Vodka and The Wines From Spain. Visit Baldwin at booth 293 to be the first to see the introduction of Hollywood Hills by Erinn V. Distinctly Baldwin with a California-cool vibe. Bold. Beautiful. Baldwin. #BaldwinDoorCouture

PRESENTED BY:

BALDWIN

SPONSORED BY:



10 A.M.-3 P.M. DINING BY DESIGN 2018

Visit Pier 92 for DIFFA: Design Industries Foundation Fighting AIDS DINING BY DESIGN, the most anticipated display of design brilliance in New York this spring. Using Pier 92 as a blank canvas, nearly 40 local and international brands create dining environments in an extraordinary blast of creativity.

DINING BY DESIGN is supported, in part, by The Mart | Vornado and a portion of ticket sales will be donated to DIFFA.

6:30-9:30 P.M. DIFFA'S COCKTAILS BY DESIGN

Join the who's who of the design industry in celebrating DIFFA's DINING BY DESIGN. Enjoy cocktails and hors d'oeuvres, and network with the design community's most influential talents. Tickets are \$200 each and can be purchased online, or if available, at the entrance of Pier 92 until 4 p.m. on Thursday, March 22.



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