



SEATTLE design
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FOR IMMEDIATE RELEASE

Annual Northwest Designers Expo Explores Artistry

Seattle Design Center | March 11-12, 2009
A free event for trade professionals

(Seattle, Wash.) – Seattle Design Center, the Northwest's premier marketplace for fine home furnishings, presents *Artistry* at **Northwest Designers Expo 2009 (NORDEX), March 11-12**. For Northwest interior designers and other members of the design trade, this annual market event features the newest in high-end design as well as an impressive variety of keynote presentations, product demonstrations and showroom seminars. The two-day event takes place at Seattle Design Center.

Keynote Speakers

This year's keynote speakers include Cecil Hayes, recognized by *Architectural Digest's* AD100 list; Nick Berman and Gennaro Rosetti, founders of the Berman / Rosetti furniture line; and Ted Boerner, founder of Ted Boerner design firm.

March 11, 9:00 – 10:30 a.m.—Top Concepts for Successful Interior Design with Cecil Hayes

Success for an interior designer stems from the ability to get clients, keep clients, and continue a relationship after the project is completed. A belief drawn from her experience in the industry and as an honoree of *Architectural Digest's* AD100 list, Cecil maintains that such focus will ensure future projects with these clients as well as recommendations to friends and family. Join Cecil for a fascinating discussion of her top concepts to help you to build your client base.

March 11, 12:00 – 1:15 p.m.—The Inner Mind of Berman / Rosetti with Nick Berman and Gennaro Rosetti

Seattle Design Center invites you to a provocative luncheon with noted designers Nick Berman and Gennaro Rosetti. The conception of Berman / Rosetti is a tale of inner strength, reinvention and team innovation. Join this amusing and illuminating exploration as they divulge their dynamic, collaborative inspiration and its influence on their success. As most creative paths are riddled by the good, the bad, and the sometimes ugly, so has the success of Berman / Rosetti. Come prepared to see all sides of these designers and their signature line.

NOTE TO MEDIA—for lunch reservations, please contact Craig Cross at 206.957.7032

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March 12, 9:00 – 10:30 a.m.—It’s Not About the Stuff: A Presentation on the Process of Furniture Design with Ted Boerner

Furniture designer Ted Boerner infuses his work with a singular creative spirit, frequently incorporating influences from a variety of cultures that give his designs a distinctive and sophisticated quality of their own. In his presentation, Boerner will share his view that the entire process of design—from the inception of an idea through the delivery of the final piece—is an organic experience in which all aspects should be considered: the aesthetic; the comfort; the resources; the client; and the planet in its entirety. Ultimately, the journey of furniture design is as important as the destination. As Boerner will show, the entire experience can and should be respectful and enjoyable for everyone involved.

More than 45 Showroom Events

Each showroom event presents its own take on this year’s theme, *Artistry*. Attendees will explore a variety of design concepts with world-class guest speakers, view the latest product displays, and learn design tips from industry influencers.

Art Alive! Cocktail Party – March 11, 5:00 – 8:00 p.m.

SDC’s annual cocktail party offers an evening of wine tasting and hors d’oeuvres, featuring an exhilarating performance from Art Explosion, noted for rapid, live painting on canvas and choreographed reveals. Participating wineries: Chateau Ste. Michelle, Columbia, Cullin Hills, DeLille Cellars, DeStephano, Januik, Novelty Hill and Woodhouse Cellars.

Registration

For interior design professionals and media—free registration available online at seattledesigncenter.com or by calling 800-497-7997.

About Seattle Design Center

Seattle Design Center opened its doors in 1973 to serve the region’s growing affluence and appreciation for quality design and home furnishings. Seattle Design Center is the only full-service design center in the Pacific Northwest serving professional interior designers and their clients in Washington, Oregon, Idaho, Montana, Alaska and British Columbia. Nationally recognized as the premier marketplace for fine home furnishings and design services, Seattle Design Center is comprised of 55 showrooms encompassing 390,000 square feet of designer furniture, fabrics, accessories and architectural products, offices and restaurants. Seattle Design Center is open to the public 9:00 a.m. – 5:00 p.m. Monday through Friday. For more information, visit seattledesigncenter.com.

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Attention Editors/Reporters:

To request new product photos, more information on coming trends, or interviews with showroom representatives or designers, please call Craig Cross at 206.957.7032.