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THE PRINTED PAGE

New Intel About *Elle Decor's* First-Ever NYC Showhouse

As showhouse season fast approaches, Elle Decor gears up for its first-ever NYC showhouse, to be held at +aRT, a nifty new condo building in Chelsea. It's the magazine's second showhouse of its existence—the first was held in San Francisco last year—and proceeds from the \$30 general admission ticket sales will benefit Housing Works. Called Modern Life Concept House, the showhouse will bring together 10 yet-unnamed young designers—the magazine's "A-List 'Designers to Watch'"—and opens to the public May 20.



PRESS RELEASE: ELLE DECOR LAUNCHES THE MODERN LIFE CONCEPT HOUSE, MAY 17, 2011

Proceeds Benefit Housing Works

New York, NY (March 8, 2011)... New York's most design-forward address will be 540 West 28th Street for three weekends in May and June, when ELLE DECOR presents the Modern Life Concept House. The House, at the new condo development known as +aRt, between 10th and 11th avenues, will feature 10 designers – ELLE DECOR's A-List "Designers to Watch" – who will partner with leading brands to create dazzling indoor and outdoor spaces that offer a fresh approach to contemporary living. Proceeds from ticket sales will benefit Housing Works.

"New York, the greatest city in the world, is the ideal backdrop for ELLE DECOR's first concept house," says Michael Boodro, ELLE DECOR'S editor in chief. "We're delighted to bring together a group of young

designers we believe in with some of today's best brands, to realize our house of the immediate future.”

About the Modern Life Concept House

The Modern Life Concept House will be open to the public on the following weekends: May 20, 21, and 22; May 27, 28, 29, and 30; and June 3, 4, and 5 from 10AM. to 4PM. Admission is \$30. For information on purchasing tickets, visit elledecor.com. Proceeds will benefit Housing Works, whose mission is to end the dual crises of homelessness and AIDS through advocacy, the provision of lifesaving services, and entrepreneurial businesses that sustain its efforts.

About ELLE DECOR

ELLE DECOR is the #1 brand in the shelter category: ELLE DECOR and elledecor.com – the preeminent online destination for design enthusiasts – offer inspiration and expertise to 2.5 million print and online users each month. ELLE DECOR reaches 8.9 million readers worldwide with 23 ELLE DECO publications in 27 countries. ELLE DECOR is published by Hachette Filipacchi Media U.S. (hfmus.com), a company of Lagardere Active.

About +aRt

Set in the heart of West Chelsea, +aRt is located at 540 West 28th Street. The 13-story new construction building features 91 artfully designed condominium residences. +aRt is being developed by Ekstein Development, L+M Development Partners and RD Management and is exclusively marketed and sold by Halstead Property Development Marketing. For more information, please visit: <http://www.540W28.com>.
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About Housing Works

Housing Works is a healing community of people living with and affected by HIV/AIDS. Our mission is to end the dual crises of homelessness and AIDS through relentless advocacy, the provision of lifesaving services, and entrepreneurial businesses that sustain our efforts. For more information, visit www.housingworks.org.