



## PRESS RELEASE

### For Immediate Release

Contact: Karen Schaffner

Phone: 954-241-4810

Fax: 954-893-7500

E-mail: [karenschaffner@nadi-global.com](mailto:karenschaffner@nadi-global.com)

Web site: [www.nadi-global.com](http://www.nadi-global.com)

Or [www.theNADIShow.com](http://www.theNADIShow.com)

## The NADI Show Adds Holiday Bus Tour, Concierge Service, and More

*Hollywood, Fla. (October 30, 2008)*— NADI (The National Association of Display Industries), organizer of [The NADI Show](#) coming up Dec. 10-12 in New York City, has added new services, new showrooms, and new events--including a behind-the-scenes bus tour of some of the city's most inspirational holiday displays.

### Holiday Bus Tours

An exclusive bus tour will provide show attendees an insiders' look at New York City's most famous landmarks and holiday windows. Hosted by Holiday Image, the tour will depart from FIT at 4 p.m. on Dec. 11. The city's most prestigious creative directors will narrate the tour, discussing their inspirations, visions, and creations. The tour will conclude with a networking party featuring cocktails and hors d'oeuvres. Confirmed speakers include:

- Janette Wright Greenberg, Cartier
- Anna Harrow, Tiffany and Co.
- Lisa Chamberlin, Hugo Boss
- Ed Hilla and Stacey Feder, Time Warner Center
- Anthony Gardner, The Gap
- Steve Kaufman, VMSD

Frederick Johnson, a world-renowned jazz vocalist, African percussionist, and sound sculpture creator, will join the tour with his unique style of holiday music. To RSVP, call 718-369-3212 or e-mail [holidayimage@holidayimageinc.com](mailto:holidayimage@holidayimageinc.com).

### Concierge Service, Showroom Walk

At the FIT show headquarters, conveniently located at Seventh Avenue and 27th St., attendees will find the new NADI Show Concierge Service, which will help direct attendees to showrooms offering the specific products they are seeking. Also at FIT, The NADI Showroom Walk will be held Dec. 10 at 11 a.m. NADI Show guides will give an overview of the showrooms and escort participants to some of the nearby showrooms to help orient first-time show attendees.

### Evening Events

The NADI Show's signature event is the PAVE Gala, Dec. 10 at the beautiful Gotham Hall. The event supports PAVE's mission to nurture and retain the future and current talent of the retail industry. Visit [www.paveinfo.org](http://www.paveinfo.org) for information on attending or sponsoring this worthwhile event.



New in 2008 is NADI Hospitality Evening, Dec. 11. NADI Showrooms will celebrate the holidays as they serve refreshments and hors d'oeuvres from 5-7 p.m.

### **FIT Student Mannequin Exhibit**

Students in the second year of the Visual Presentation and Exhibition Design program at New York's Fashion Institute of Technology will team up to display 22 Rootstein mannequins at the entrance to the NADI Show Conference in the lobby of FIT.

As visual merchandisers prepare their holiday windows, giving shoppers the ultimate eye-candy, the students will emulate the industry by transforming each mannequin into a fantasy, a "gift" to the New York community and visitors. Michael Steward of Rootstein Mannequins, who assigned the challenge, said: "The sky's the limit, design in the true spirit of Rootstein." The exhibit will be on view in the Fred P. Pomerantz Art & Design Center on Seventh Avenue at 27th Street from Dec. 3 until Jan. 6, 2009.

For more information, contact Anne Kong, Visual Presentation & Exhibition Design Department, Fashion Institute of Technology, 212-217-5489 or e-mail [anne\\_kong@fitnyc.edu](mailto:anne_kong@fitnyc.edu).

### **New Showrooms**

With close to 30 participating showrooms and conference sponsors, this year's NADI Show offers more resources than ever-including the largest number of mannequin providers of any annual event, as well as new fabrics and materials resources.

"The 2007 NADI Show set a unique new stage for retailers, visual merchandisers and designers to see new, innovative ideas," said NADI Show committee chairman Sal Lenzo of Lifestyle. "This year, we are raising the bar-with more showrooms, more educational sessions and even more inspiring presentations."

Participating showrooms and sponsors, as of Oct. 27, include: Adel Rootstein Mannequins, Alpha Display, Alu, Architectural Systems, B+N Industries, Bernstein Display, Circle Visual, coloredge, DK Display Corp., Elevations, Inc., Goldsmith, Holiday Foliage, Holiday Image Inc., JP Metal America Inc., Leo Prager, Lifestyle, Material ConneXion, Mondo Mannequins/Sellutions by Econoco, Patina-V, Ralph Pucci, RHO, Seven Continents, Trimco, Siegel & Stockman, Sparks, and Universal Display & Design.

New York City is magical during this time of year, and The NADI Show will reflect that excitement and creativity. The show allows retailers to see the highest quality gathering of visual and design resources, displayed in the depth and creativity only possible in a showroom event such as this. The participating showrooms represent many of the finest providers of visual and design resources available today, and are known for their creativity, inspired design, and fashion sense.

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### **About NADI**

NADI, based in Hollywood, Fla., is the visual merchandising division of the Association for Retail Environments (A.R.E.). Members include manufacturers and suppliers involved in the visual merchandising industry. More information about NADI is available by calling 954-893-7300 or visiting [www.nadi-global.com](http://www.nadi-global.com).