

Castello di Gabbiano, designed by Marc Blackwell

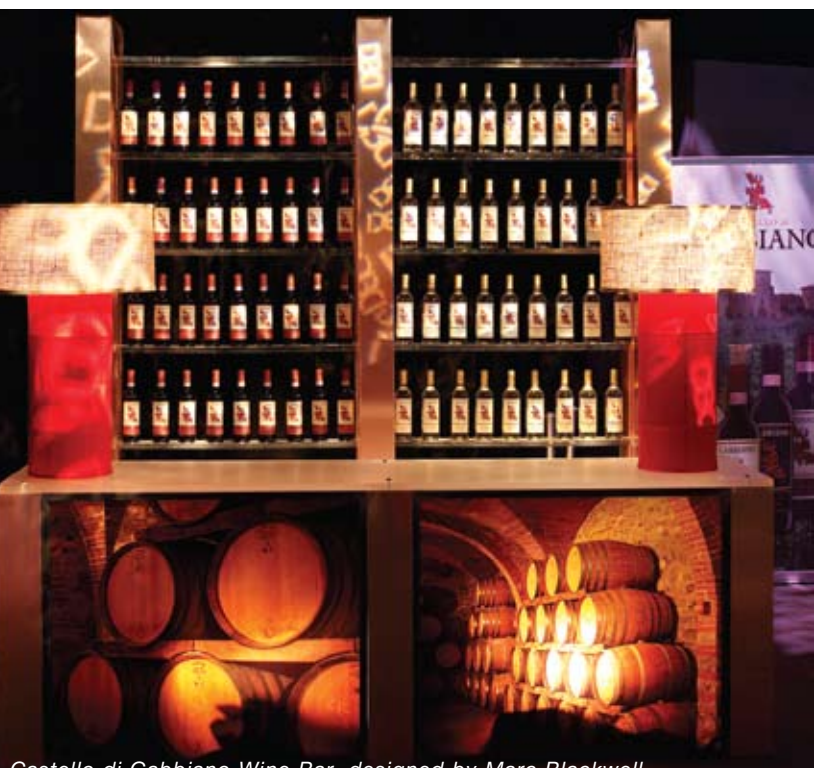
"DIFFA's DINING BY DESIGN is the perfect culmination of creativity, hospitality, fun and the gathering of friends all to support a charitable organization in the fight against AIDS. Gabbiano is a proud supporter of DIFFA, and DINING BY DESIGN allows us to introduce the design community to the wonderful wines from this Italian estate."

Nicole Carter  
VP, Public Relations  
Castello di Gabbiano

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ach spring in New York, the national tour of DIFFA's DINING BY DESIGN debuts in a spectacular display of cuisine, creativity, and glamour. Presented in conjunction with the Architectural Digest Home Design Show at Pier 94, the event features design luminaries and culinary giants in a feast for the senses, mingling top design with world-class cuisine. All proceeds benefit DIFFA: Design Industries Foundation Fighting AIDS, one of the largest funders of HIV/AIDS services and education programs in the United States.

Over the course of five days this past March, DIFFA's DINING BY DESIGN revealed itself to guests in a series of multiple events. TABLE HOP & TASTE paired Castello di Gabbiano wines with scrumptious bites from Bella Cucina Artful Food, Dandoy Biscuits, Estiatorio Milos, Icon, illi, Kittichai, L.A. Burdick Chocolate, L'ecole—The Restaurant of the French Culinary Institute, Murray's Cheese, North Square Restaurant, Paris Commune, and Tribeca Grill. COCKTAILS BY DESIGN highlighted luscious libations from elit by Stolichnaya and wines from Castello di Gabbiano. And the finale – an extravagant seated gala dinner followed by dessert and dancing—marked the culmination of the celebration.



Castello di Gabbiano Wine Bar, designed by Marc Blackwell



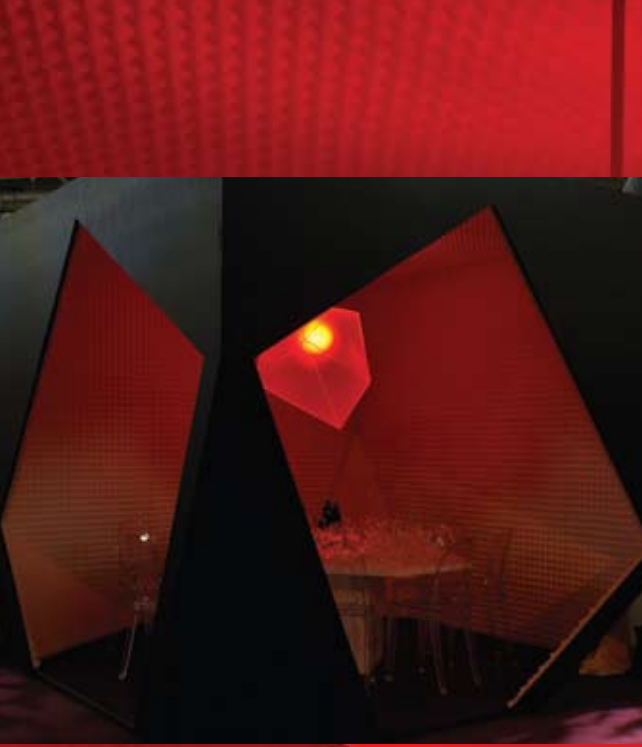
David Rockwell, Nicole Carter & Whoopi Goldberg



elit by Stolichnaya



elit by Stolichnaya



"elit by Stolichnaya is proud to support DIFFA's DINING BY DESIGN program, a charitable initiative that celebrates art, design and hospitality through the creation of innovative, over-the-top dining spaces. Renowned designer Jason Wu has created the perfect environment to introduce influencers to our luxury vodka. Through the use of a geometrically textured wall, ultra glossy furniture and strong red lighting, Wu highlights the chic and modern sensibility of elit by Stolichnaya, while incorporating our Russian heritage."

James Curich  
PR Director  
William Grant & Sons USA

elit by Stolichnaya, designed by Jason Wu and Giancarlo Valle

# DINING BY DESIGN

PROMOTION

# DINING BY DESIGN

DINING BY DESIGN's ability to reinvent itself year after year is part of its magic. Even after 13 years, the design community comes out in force and creates something new and incredible based on the current year's design trends. In 2009, DINING BY DESIGN New York was distinguished by such premier designers as Jason Wu and Giancarlo Valle for elit by Stolichnaya, Marc Blackwell for Castello di Gabbiano, David Rockwell for Rockwell Group, David Beahm for Continental Airlines, David Stark for Benjamin Moore, Michael Favano for the New York Design Center, and Poggenpohl for the Architects & Designers Building. At each stop on the national tour, DINING BY DESIGN reveals the uniqueness of that city's design community, showcasing dining environments that are created in a variety of magnificent styles. The installations - displayed throughout the multi-day event - are available for both professionals and the public to enjoy. Since its founding in 1984, DIFFA has mobilized the immense resources of the design communities across the country to provide more than \$38 million to hundreds of AIDS organizations nationwide.



Fauna Yerby



The New York Times, designed by Supima and Shop

Doing good for DIFFA did good for our brand. The publicity we received for our 'cotton ball' installation by SHoP Architects, which won the Smithsonian's prestigious National Design Award almost immediately after the DIFFA event, provoked new ideas about our brand. And garnered publicity galore.

Buxton Midyette,  
Vice President of Marketing and Promotions  
Supima



"DIFFA's DINING BY DESIGN is the most extraordinary event - sublimely talented design professionals coming together to create dining dreamscapes. Sparkle, wit, charm, glamour, and innovation are the backdrop for a most serious purpose: raising much needed funds in the ongoing campaign to end AIDS."

Eileen McComb  
Benjamin Moore's Director  
Corporate Communications

Benjamin Moore, designed by David Stark



Benjamin Moore generously sponsored DIFFA's Student Design Initiative. Five of New York's most prestigious design programs created installations under the tutelage of internationally recognized and cutting-edge industry mentors David Beahm, Miles Redd, Robert Verdi, Shaver/Melahn Studios, and Vicente Wolf. Participating schools included Fashion Institute of Technology, New York School of Interior Design, New York University, Parsons The New School for Design, and School of Visual Art.

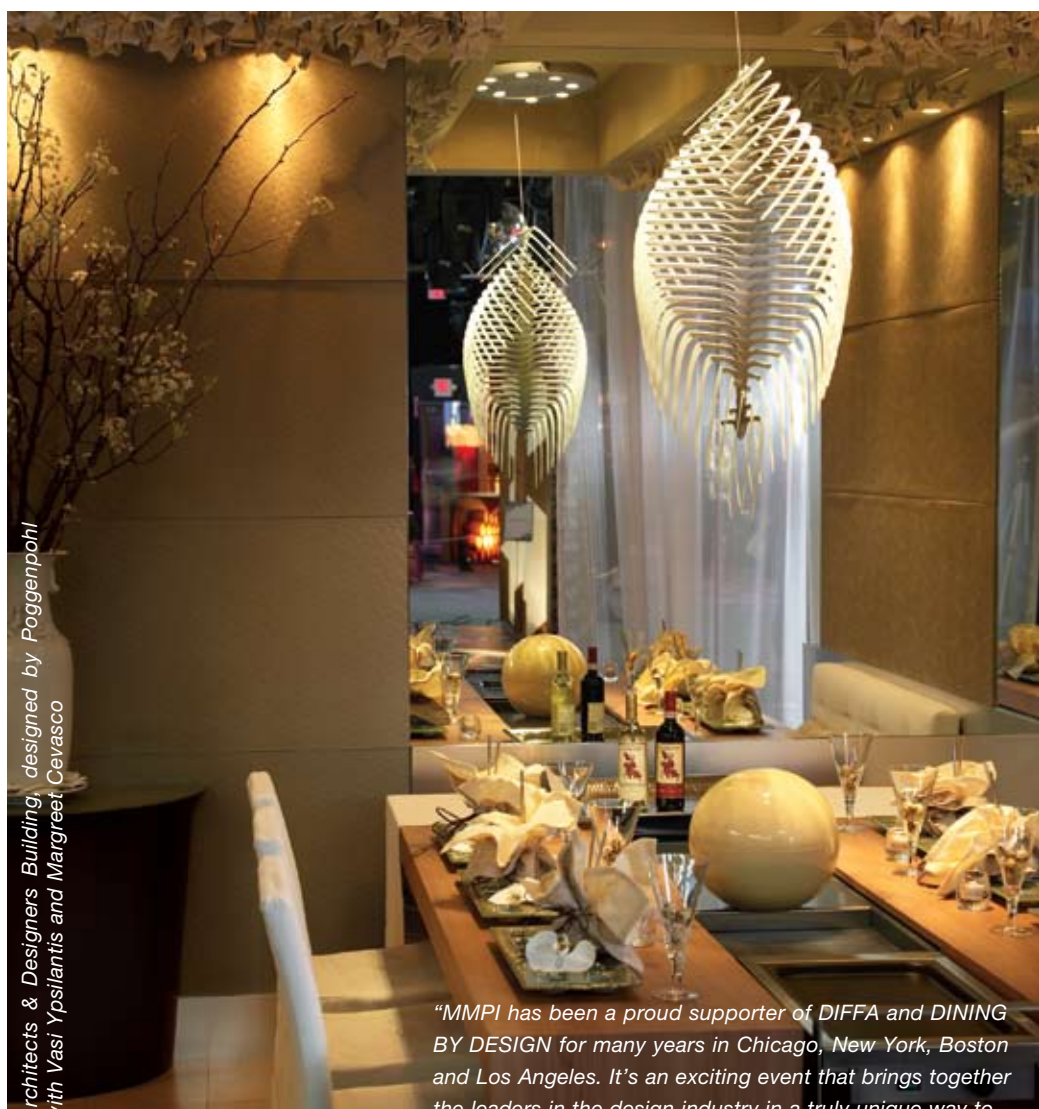
Benjamin Moore, designed by David Stark



Architectural Digest, designed by Campion Platt



Continental Airlines, designed by David Beahm



Architects & Designers Building, designed by Poggenpohl with Vasi, Ypsilantis and Margreit Cavasco

"MMPPI has been a proud supporter of DIFFA and DINING BY DESIGN for many years in Chicago, New York, Boston and Los Angeles. It's an exciting event that brings together the leaders in the design industry in a truly unique way to support such an important organization."

John Brennen  
Executive Vice President  
MMPPI



Tracy Reese & Robert Verdi

Miss Universe, Dayana Mendoza

David Beahm



Estiatorio Milos



HP

"DINING BY DESIGN brings together the best of our industry to celebrate a charity rooted in design. I am so honored to be a board member and supporter of DIFFA and look forward each year to the immense creativity, excitement and awareness this event brings."

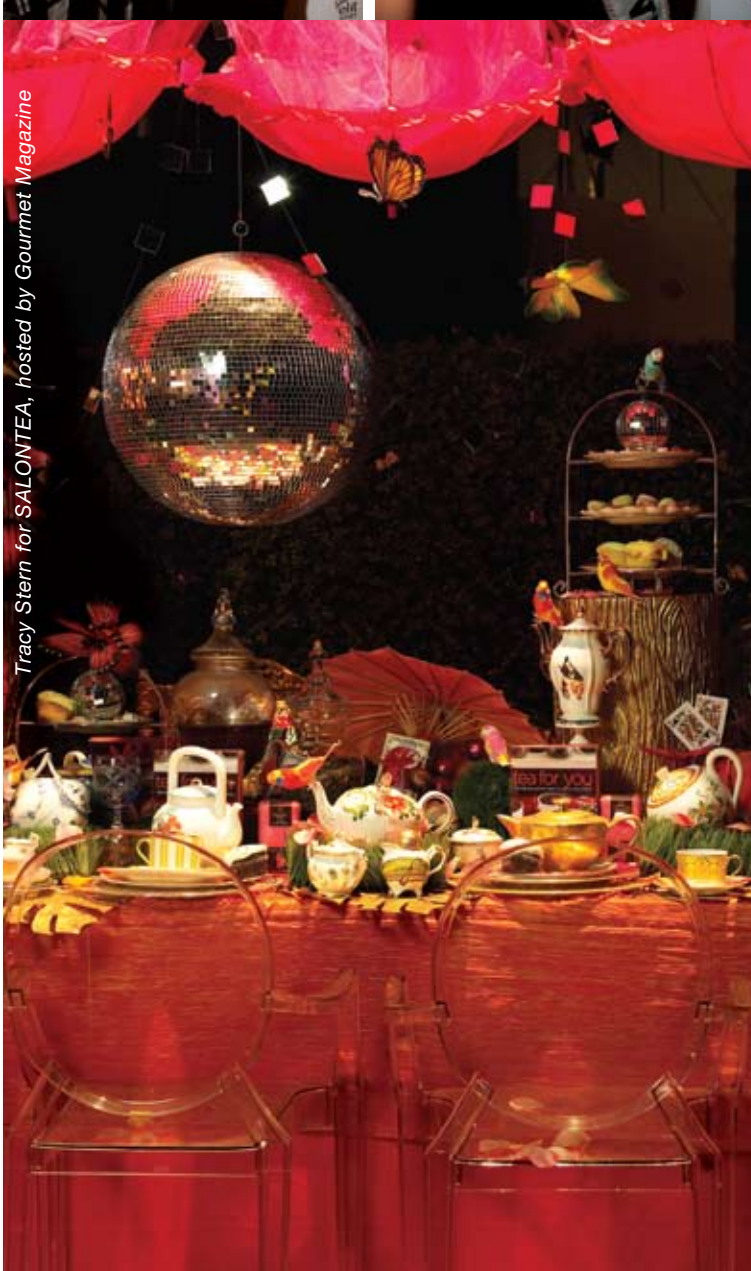
James Druckman  
President and CEO  
NYDC



New York Design Center, designed by Michael Favano



New York Design Center, designed by Michael Favano



Tracy Reese for SALONTEA, hosted by Gourmet Magazine



"It is wonderful to see all facets of the design industry join forces for such an important cause. At DINING BY DESIGN, magic is created by the incredible talent and creativity of the design community. And... for sure DIFFA makes fundraising FUN! I was honored to be a part of this event."

Tracy Reese  
Fashion Designer

HP

"Every year, I am overwhelmed by the dedication of my colleagues to DIFFA's DINING BY DESIGN. I hope their commitment and extraordinary environments are an inspiration to those in the design community as well as to those who are lovers of design - we can all make such a difference if we continue to work together to make AIDS a memory rather than a reality."

David Rockwell  
Architect and Chair  
DIFFA



David Rockwell/Rockwell Group

"Kravet is proud to partner with DIFFA on DINING BY DESIGN 2009. We are inspired by the talent and creativity of the design community who come together for this important cause."

Lisa Kravet  
Vice President  
Kravet Inc



Kravet Inc.

Marc Blackwell



Murray's Cheese

Christopher Coleman & Angel Sanchez for PROFILES



David Sheppard & Susan Blond



Barry Rice, Peggy Bellar & Ted Allen

## DIFFA's DINING BY DESIGN 2009 CALENDAR

LOCATION	DATE	VENUE
New York	March 26-April 30	Pier 94
Kansas City	April 24-25	Crown Center Exhibit Hall
Atlanta	October 10-12	Atlanta Decorative Arts Center
Columbus	October 16-17	Franklin County Veterans Memorial
Chicago	November 5-7	Merchandise Mart
San Francisco	November 18-19	Galleria, San Francisco Design Center



Ralph Lauren Home



Center44, designed by Susan Lawton

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