



DIFFA's DINING BY DESIGN Celebrates 20 Years in NYC
Annual Fundraiser to Combat HIV/AIDS Returns to Pier 92 March 16-20
With Spectacular Tabletop Displays from Leading Designers and Brands

New York, NY (March 2017)— Recognized as one of the top design-industry fundraisers in the country—DINING BY DESIGN (DBD) will celebrate 20 years of bringing together premier brands and local and international designers to raise funds and awareness for HIV/AIDS. Hosted by DIFFA: Design Industries Foundation Fighting AIDS, this 5-day celebration of design opens next week (March 16-20) at Pier 92 in New York City and is co-located with the Architectural Digest Design Show. A signature fundraiser for DIFFA, this year's edition is set to be one of the largest and highest grossing in the event's 20-year history. DBD has since raised \$13 million toward DIFFA's work to support HIV/AIDS prevention, education and direct care.

“We are proud to be celebrating twenty years of an event that has given so much to the organizations that are leading the charge in the fight against HIV/AIDS,” says Johanna Osburn, Executive Director at DIFFA. “The design community has been a tremendous champion of the cause, investing talent, resources and ingenuity year after year to showcase exceptional design while raising awareness and much-needed funds for an issue that affects so many. We have made great strides, but with an estimated 1.2 million individuals living with HIV in the US, 1 and 8 unaware of their status, our work is not done.”

The 20th annual DINING BY DESIGN New York will bring together over 40,000 guests to experience a dazzling array of over-the-top table designs by more than 30 designers, architects, manufacturers and brands. This year's tabletop displays represent a diverse array of creative talent, each of whom will transform a raw space into an immersive exhibit representing a unique concept, many tying in themes related to the cause. Leading brands including Florim, Roche Bobois and Gensler, and M Moser have utilized their table installation to raise awareness toward the fight against HIV/AIDS. Through their table design, M Moser aims to encourage contemplation and ultimately action in the race to zero: zero new infections and zero discrimination in the continued fight against HIV/AIDS.

Through DIFFA's Student Design Initiative, sponsored by the Angelo Donghia Foundation, local design schools built installations, taking special care to create an installation that raises awareness about HIV/AIDS care and prevention. Students from Parsons will incorporate found materials from each of New York City's five boroughs, coming together in a single color; an analogy for the many New Yorkers affected by HIV/AIDS. The Pratt Institute installation will represent a “home” in the fight against AIDS. The New York School of Interior Design has titled their installation “Shining Brightly Together.” Evoking emotion and energy through light and color, it symbolically references a pulsating heartbeat. A series of lines merge in the center to embrace a theme of unity.

In addition to the design installations, DINING BY DESIGN will feature a silent auction, complete with innovative products, original artwork and unique experiences. A special part of the auction will include custom-designed pieces from a group of artists and designers that will be featured in a campaign from

ONE CONDOMS to benefit DIFFA. ONE Makes a DIFFArence is an educational program in which professional and student artists create one-of-a-kind designs to benefit DIFFA's work. As part of the program, ONE and DIFFA worked together to educate students in New York City about sexual health.

“In this 20th year, we are absolutely thrilled to have sponsors who have supported us since the first decade of DINING BY DESIGN, like Create and Barrel, Ralph Lauren, Benjamin Moore, the New York Design Center, and our beloved Rockwell Group,” says Cindy Allen, Interior Design Editor and Chief and Chair of the Board for DIFFA National. “We also are wowed by the growing designer-manufacturer collaborations designing tables like Gensler and Knoll, Perkins + Will and Steelcase, and Knoll, and Poltrona Frau with Benjamin Noriega Ortiz. This event truly represents the BEST of what this industry has to offer!”

David Rockwell, former Chair of the Board for DIFFA National whose firm the Rockwell Group has participated in the event since its inception in 1997 adds, “DIFFA's Dining by Design has become an integral and thriving part of the design community. It's incredible to see designers come together year after year to make a difference for people living with HIV/AIDS.

The displays are available for viewing from Thursday through Sunday, and set the stage for two fundraising parties: Cocktails By Design (Thursday, March 16) and the DINING BY DESIGN Gala Dinner (Monday, March 20).

DINING BY DESIGN NY 2017 SPONSORS:

Event sponsors include: Benjamin Moore and ED Ellen DeGeneres Crafted by Thomasville; **Media Sponsors:** *Architectural Digest*, *Interior Design* and *The New York Times* designed by LIAIGRE; **Industry Sponsors:** New York Design Center designed by Brad Ford and FAIR; **Diamond Sponsors:** Crate and Barrel, Gensler + Knoll + EvensonBest, Sunbrella, Twyla Presents Edward Granger; Platinum Sponsors, AJ Madison and Viking Range + ODA New York, Cappellini designed by Giulio Cappellini and Antonio Facco, *LUXE Interiors + Design/Cambria*, M Moser Associates, Perkins + Will with Steelcase, Coalesse, Designtex, Empire Office and Arktura, Poltrona Frau designed by Benjamin Noriega Ortiz with LASVIT Lighting and Orley Shabahang Carpets, Ralph Lauren Home with support from lighting partner Visual Comfort & Co., Roche Bobois + Gensler; **Gold Sponsors:** Arteriors, Blue Ocean Design & Charleston Limewash, Design Within Reach designed by Language Department, Florim designed by Messana O'Rorke, Herman Miller, Todd Bracher and Humanscale Design Studio, The Mine by ATGSTORES.com, Materials Inc + Steelite + Tzelan, Rockwell Group with Ovando, Tai Ping.

Here is a schedule of events with more details:

COCKTAILS BY DESIGN Preview Party

Thursday, March 16, 6:30 – 9:30pm

Tickets are \$200 and can be purchased [here](#).

Designers and guests mingle surrounded by dazzling dining installations. Treats from NYC's top restaurants and gourmet food purveyors will be served along with wine and specialty cocktails.

PUBLIC VIEWING

Thursday, March 16 – Saturday, March 18, 10am -6pm

Sunday, March 19, 10am – 5pm

General admission \$30 + tax (\$40 at the door / free for pre-registered design trade)

Tickets can be purchased [here](#).

Visitors are invited to explore the latest in design trends while viewing opulent dining installations and shopping the silent auction.

GALA DINNER

Monday, March 20, 6:30 – 10:30pm

Tickets are \$500 and can be purchased [here](#).

Cocktails and table-hopping are followed by an elegant seated VIP dinner accompanied by dancing and a silent auction.

On-site registration & pressroom is located at Pier 94. Interviews are available with DIFFA Executive Director Johanna Osburn, DIFFA Board Chair and Interior Design Editor in Chief Cindy Allen, DIFFA board members, DBD designers, and DBD event sponsors upon request.

About DIFFA:

DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that fight HIV/AIDS by providing treatment and direct care services for people living with or impacted by the disease, offering preventative education programs targeted to populations at risk of infection, or supporting public policy initiatives. DIFFA is one of the largest funders of HIV/AIDS service and education programs in the United States, mobilizing the immense resources and creativity of the design community. Since its founding in 1984, DIFFA has emerged from a grassroots organization into a national foundation based in New York City with chapters and community partners across the country that, working together, have provided more than \$42 million to hundreds of HIV/AIDS organizations nationwide. www.diffa.org.

About DINING BY DESIGN:

DINING BY DESIGN is DIFFA's marquee event showcasing designers, manufacturers and creative individuals who bring their vision and passion to the table. Running from March 16 – 20, 2017, in conjunction with the Architectural Digest Design Show at Pier 92, DINING BY DESIGN features an array of dining installations on display for four days, and includes exclusive special events. All event proceeds goes toward DIFFA's work to fight HIV/AIDS and to raise awareness that the fight against HIV/AIDS is not over and demonstrate the power we have to combat this disease.

Media Contacts:

DIFFA
Shanea Phillips
sPhillips@diffa.org

Novità Communications
Katie Bone
katie@novitapr.com