DINING BY DESIGN RETURNS TO NYC WITH A NEW LINEUP OF IMMERSIVE INSTALLATIONS TO RAISE FUNDS FOR HIV/AIDS ORGANIZATIONS

Tickets and Table Sponsorships Available for DIFFA’s Annual Fundraiser
Co-Located with the Architectural Digest Design Show, March 22-26, Pier 92, NYC

New York, NY (January 31, 2018) — DINING BY DESIGN (DBD), the design industry’s most illustrious fundraiser to fight HIV/AIDS, will return to Pier 92 in New York City on March 22-26, 2018. Hosted by DIFFA: Design Industries Foundation Fighting AIDS (DIFFA), the annual event gathers local and international brands and designers to create a showcase of extraordinary dining vignettes and to raise awareness for a worthy cause. DBD raises nearly one million dollars annually and hosts thousands of designers, notable guests and avid supporters. Table sponsorships are still available for the event, which is co-located with the Architectural Digest Design Show. Attendees can access both events with a single ticket purchase.

“In 2017 DIFFA granted funds to 31 organizations across the country providing treatment and services to individuals living with HIV/AIDS,” said Dawn Roberson, Event Director at DIFFA. “Our ability to provide these grants is due to the significant support we receive from the design industry each year at events like DINING BY DESIGN. This year, we hope to raise even more for this worthy cause. We look forward to seeing what each brand will bring to the table and we’re excited to welcome new and returning participants!”

The 2018 DINING BY DESIGN New York will bring together over 40,000 guests to experience an array of dining installations by more than 30 designers, architects, manufacturers and brands. Participants will transform a raw space into an immersive exhibit representing a unique concept. The displays set the stage for a public viewing from Thursday through Sunday afternoon, as well as two celebrations which bookend the show. On Thursday, March 22, Cocktails by Design will kick off DBD with samples from a selection of New York’s best restaurants and Tito’s Handmade Vodka and Casamigos Tequila sponsored libations. The event will close with the DINING BY DESIGN Gala dinner on Monday, March 26. Brands from across the industry will feature their latest products and designs in their installations for thousands of event-goers to view and dine in.

“The HIV/AIDS epidemic continues to affect millions across the country and around the world,” says Cindy Allen, DIFFA Board Chair and Editor-in-Chief, Interior Design. “DINING BY DESIGN is DIFFA’s biggest fundraiser showcasing the most thought-provoking and creative installations, done by the industry’s greatest talent. The whole five-day event is a celebration what we do best: dining, designing, and making a DIFFA-rence!”

The 2018 DINING BY DESIGN is co-located with the generous support of theMart. Featured 2018 brands currently include:
Event Sponsors: Benjamin Moore and Henredon+Hickory Chair; Media Sponsors: Interior Design, The New York Times, and Architectural Digest; Diamond Sponsors: Crate and Barrel, Gensler+Knoll+EvensonBest and Sunbrella; Platinum Sponsors: Franke; Steelcase, Turnstone, Coalesse, Designext, FLOS, Empire in collaboration with Perkins+Will; Gold Sponsors: Arteriors, Design Within Reach, Donghia, Florim, Herman Miller, Jeffrey Beers, NBBJ with BOLD and West Elm, LUXE Interiors + Design, Porcelanosa, Ralph Lauren Home, Rapt Studio, Robert Allen Duralee Group, Rockwell Group, Tito’s Handmade Vodka; Industry Sponsor: New York Design Center; Media Partners: Manhattan Magazine and Exuberance

In addition to the design installations, DINING BY DESIGN will feature a silent auction, complete with innovative products, original artwork and unique experiences. Tickets and table sponsorships are now available. For information on auction sponsorships, please contact swilliams@diffa.org.

For more information about DINING BY DESIGN visit diffa.org. Tickets are available here.

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 $43 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 22 – 26, 2018, in conjunction with the Architectural Digest Home Design Show at Pier 92, DINING BY DESIGN features an array of dining installations on display for five days, and includes exclusive special events. All event proceeds go 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.

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