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ICFF, the International Platform for Luxury Design Announces Silent Auction to End Alzheimer's and the Education Fund Award presented by the IIDA Foundation in Memory of Anna Hernandez of Luna Textiles

NEW YORK, NY (April 4, 2018) - The 30th edition of ICFF will take over the Jacob K. Javits Center May 20-23, 2018 as the North American platform for International Design showcasing the latest in exclusive luxury interiors, contemporary design and high-end furniture.

This year for the first time, ICFF will host a silent auction during the Fair with proceeds to benefit the Alzheimer's Association and the Anna Hernandez/ Luna Textiles Education Fund Award in memory of Anna Hernandez, the award-winning founder of Luna Textiles, who succumbed to Alzheimer's at the age of 56. The award recognizes her distinguished career and female business owners whose firms specialize in interior design or product design. The first \$5,000 raised will be used to match the Anna Hernandez-Luna Textiles Education Fund Award, given to an up and coming female designer. The recipient of this inaugural award will receive \$10,000 from the IIDA Foundation and ICFF.

This new design industry initiative will involve the Fair's 900 exhibiting companies who will be invited to donate the latest designs in flooring, carpets, kitchen & bath products, and art objects to be auctioned off to the ICFF audience of more than 36,000 in a 1,600 square foot pavilion where attendees can bid on items during the course of the four-day Fair. Silent auction item donations will also be profiled on www.icff.com. After matching the Education Fund Award, proceeds from the silent auction will be donated to the Alzheimer's Association, the leading voluntary health organization in Alzheimer's care, support and research.

"We were delighted to be able to create the *ICFF Silent Auction to end Alzheimer's* benefit. When we were asked to host the Anna Hernandez/Luna Textiles Education Award, we felt that there was a great opportunity to do more. How wonderful it is that ICFF together with the architect and designer community can give back and really help to cure this crippling disease that touches everyone in our society." commented Kevin O'Keefe, SVP Emerald Expositions. "We really hope that everybody; exhibitors, attendees, NYCxDESIGN participants and design lovers support this very deserving and important cause."



"Alzheimer's is a relentless disease that affects every industry and more than 5.7 million Americans of all ages," stated Alzheimer's Association - New York City Chapter Executive Director, Christopher Smith. "This new initiative at ICFF is a wonderful way for us to partner with the design industry to advance critically needed research while providing care and support for all those affected by Alzheimer's and other dementias. Our shared vision is a world without Alzheimer's®."

The Anna Hernandez-Luna Textiles Education Fund Award will be presented by the IIDA Foundation On Wednesday May 23rd at 3:00 PM, followed by a gala reception and ceremony for the ICFF auction winners.



“We’re proud to honor Anna’s memory by presenting her industry peers with the opportunity to foster the continued education and growth of women in design, while also recognizing their incredible accomplishments,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP. “The silent auction sponsored by our partners at ICFF provides a much-appreciated layer of support by

matching the IIDA Foundation grant, but also demonstrates a strong sense of unity and empowerment within the design community at large.”

The IIDA Foundation is also grateful to Contract Magazine for serving as the media partner for this program.

For more information about ICFF, please visit icff.com

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About ICFF®

ICFF® is the global design platform for North America presenting what’s best and what’s next in furniture, seating, carpet and flooring, lighting, outdoor furniture, materials, wall coverings, accessories, textiles, kitchen and bath and fabricators, attracting nearly 900 exhibitors and 36,000 attendees from around the world. The 30th annual ICFF® in New York is scheduled for May 20-23, 2018 at New York City’s Jacob K. Javits Convention Center. The third edition of ICFF® South Florida is scheduled for December 4-6, 2018. Visit www.icff.com for more information on NYC and www.icff.com/florida for details on South Florida.

ICFF® is owned by Emerald Expositions, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald’s events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space.

About International Interior Design Association

The International Interior Design Association (IIDA) is the commercial interior design association with global reach. We support design professionals, industry affiliates, educators, students, firms and their clients through our network of 15,000+ members across 58 countries. We advocate for advancement in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of interior design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day. www.iida.org

About the Alzheimer’s Association

The Alzheimer’s Association is the leading voluntary health organization in Alzheimer’s care, support and research. Our mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer’s®. Visit www.alz.org or call [800.272.3900](tel:800.272.3900).