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DIFFA: Design Industries Foundation Fighting AIDS Launches The 2008 DINING BY DESIGN National Tour In NYC

*The multi-city tour will kick off in New York City on Sunday, March 30th
before visiting Kansas City, Los Angeles, Dallas, Atlanta,
San Francisco, Chicago and Boston*

New York, NY (March 6, 2007) – DIFFA: Design Industries Foundation Fighting AIDS will launch the DINING BY DESIGN 2008 tour with 3-days of events at Skylight, 275 Hudson Street (between Spring and Dominick) in New York City on Sunday, March 30th through Tuesday, April 1st. **DIFFA's DINING BY DESIGN** will bring together some of the most talented and celebrated individuals in the worlds of fashion, interior design, art, and architecture to create spectacular, over-the-top dining environments.

The multi-city tour, which in past years has raised more than \$12 million for DIFFA, will feature awe-inspiring dining installations by design luminaries such as David Rockwell/Rockwell Group for Stolichnaya ELIT, Marc Blackwell for Beringer Vineyards, David Stark for Benjamin Moore and Vivienne Tam for HP as well as Ralph Lauren Home, Baccarat, Nautica and Crate & Barrel's CB2.

This year, DIFFA will introduce numerous sponsor-driven programs including a Student Design Initiative presented by Benjamin Moore. Participating design schools include: Parsons, FIT, Pratt, NYU and the School of Visual Arts with mentors including Jamie Drake, Miles Redd, Arpad Baksa, David Rockwell and Dalzell Productions. Each design mentor will guide students through the creative process from conception to execution, working within a strict budget. The goal of the Student Design Initiative is to give the next generation of great designers the rare opportunity to work with some of the best design veterans in the business and participate in one of the industry's keynote events.

The 2007 introduction of TABLE HOP & TASTE returns again this year. Open to the public on Sunday afternoon, ticket buyers will be able to view the amazing design installations and savor culinary treats from New York's top restaurants and gourmet food purveyors paired with Beringer

Third Century wines and cocktails from Stolichnaya ELIT. Participants include: Daniel, Centrico, Country by Geoffrey Zakarian, Murray's Cheese, Buddakan, Bella Cucina Artful Food, North Square, The French Culinary Institute, Islero and MarieBelle New York.

“We are very excited to have such a committed and dynamic group of designers and sponsors on board for DINING BY DESIGN 2008,” said David Sheppard, Executive Director of DIFFA. With this group of talented individuals DIFFA will be able to raise significant funds to grant to worthy organizations nationwide providing preventive HIV/AIDS education and direct care services.

The event allows each of the designers/sponsors to create an 11' x 11' space within which the creative possibilities are endless; the only requirement is that each space must accommodate at least ten dinner guests.

Guests at the gala dinner on Tuesday, April 1st will dine within the design installations, making the event a truly unique experience for all who attend. Following DINING BY DESIGN New York, the installations will travel across the country to various cities including Kansas City, Los Angeles, Dallas, Atlanta, San Francisco, Chicago and Boston.

The schedule of events for DINING BY DESIGN New York is as follows:

TABLE HOP & TASTE

Sunday, March 30; 11 AM – 5 PM

Ticket holders view the amazing design installations and sip Beringer wines and cocktails from Stolichnaya ELIT paired with culinary treats from New York's top restaurants and food purveyors.

Tickets \$45 per person available online at diffa.org or at the door.

COCKTAILS BY DESIGN

Monday, March 31; 7 PM – 10 PM

Designers and guests mingle, preview the designers creations, sip superb libations including cocktails from Stolichnaya ELIT and wine from Beringer Vineyards.

Tickets \$150 per person available online at diffa.org.

GALA DINNER

Tuesday, April 1; 6:30 PM – 11 PM

Table-hopping and opening of the design installations to guests for a luxurious seated dinner, followed by dancing and dessert.

For more information or to purchase tickets, please visit www.diffa.org or call 212-727-3100

DIFFA's DINING BY DESIGN 2008 is generously supported the following national sponsors: Benjamin Moore, HP, Beringer Vineyards and Stolichnaya ELIT.

National media sponsors include: *The New York Times*, *Architectural Digest*, *Gourmet*, and *domino*.

Local sponsors for DINING BY DESIGN New York include: The New York Design Center, Continental Airlines and Time Warner Cable.

About DIFFA

DIFFA: Design Industries Foundation Fighting AIDS is one of the largest funders of HIV/AIDS service and education programs in the United States. Since being founded in 1984, DIFFA has mobilized the immense resources of the design communities to provide over \$35 million to hundreds of AIDS service organizations nationwide. For more than 23 years, DIFFA has been one of the country's largest supporters of both direct care for people living with AIDS and preventative education for those at risk.

For more information visit **diffa.org**.

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