

LG ‘DESIGNED TO INSPIRE’ EVENT CELEBRATES OUTSTANDING KITCHEN DESIGN

*LG Studio and Hearst Magazines
Unveil Winner of Kitchen Design Contest*

NEW YORK, Nov. 19, 2015 – Partnering with Hearst Magazines, LG Electronics USA is celebrating innovative kitchen design and the recent launch of the Nate Berkus-inspired LG Studio kitchen appliance suite at “Designed to Inspire” today in New York City.

At the exclusive event, LG and Hearst Magazines titles *ELLE DECOR*, *HGTB Magazine*, *House Beautiful* and *VERANDA* also will unveil the winner of the LG-sponsored Designed to Inspire Kitchen Design Contest, held in conjunction with the New York Metro Chapter of the American Society of Interior Designers (ASID). The contest challenged contestants to create an innovative, beautiful kitchen design reflective of their personal taste and lifestyle, using LG Studio’s new kitchen appliances, which are designed to complement any premium kitchen inspiration.

Renowned interior designer and LG Studio Artistic Advisor Nate Berkus advised on the design of the LG Studio suite, ensuring the products embody a pro-style, sophisticated design that serves as the centerpiece for a timeless kitchen design. A sleek design aesthetic is reflected throughout the appliance suite, which features such premium elements as a flat-door design; beautiful and functional LED lighting; pro-style metal knobs, handles and control panels; and a horizontally-brushed, stainless steel finish.

“The LG Studio line provides an uncompromising approach to design and function that helps create timeless, sophisticated styling for today’s premium kitchen,” said David VanderWaal, vice president of marketing, LG Electronics USA. “The new Nate-inspired appliances are crafted from the highest-quality materials and incorporate thoughtful, innovative features. We’re excited to see how these contest participants have designed a



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kitchen they are proud to own, use and show off with LG Studio appliances as the anchor.”

Berkus said, “The kitchen is the heart of the home, so it’s important to absolutely love your space. From vintage accent pieces to sleek, timeless appliances, you want to create a kitchen you’ll love now and in ten years. It’s been great to see how the contestants have integrated the LG Studio appliances to create beautiful, functional kitchens that reflects their personality and style.”

Tonight’s “Design to Inspire” event will showcase the innovative kitchen designs of three contest finalists. Berkus, along with representatives from LG, ASID New York Metro Chapter and Hearst, will be in attendance to welcome the crowd and highlight the gallery display of the top three winning designs. The evening will culminate with the announcement of the contest winner, who will take home a full suite of LG Studio kitchen appliances and a cash prize.

“The new Nate-inspired LG Studio kitchen suite is a stunning collection of sophisticated appliances that allow homeowners to create a beautiful, timeless space,” said Newell Turner, editorial director of the Hearst Design Group. “It made perfect sense to team up with LG Studio and the New York Metro Chapter of ASID for the Designed to Inspire contest, and it was great to see the many interpretations of today’s forever kitchen.”

The new LG Studio appliance suite is designed with seamless integration in mind and includes a counter-depth refrigerator, gas and electric slide-in ranges and an over-the-range microwave. For more information on the LG Studio kitchen suite, visit www.lgstudio.com.

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About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial



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displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme.www.lg.com.

About Nate Berkus

In 2002 Berkus was invited to make over a small space for "The Oprah Winfrey Show," after which he became a featured design expert for the show and continued to garner national press in publications such as Elle Decor, Architectural Digest, House Beautiful, Us Weekly, People, O Magazine, Lucky and InStyle, among others. Following the debut of his branded line of home products, Berkus' first book, Home Rules (Hyperion) was released in 2005 and went on to become a New York Times bestseller. "The Nate Berkus Show," a daily syndicated first-run talk show hosted by Berkus, launched in September 2010 and returned for a second season in the fall of 2011. In 2011, Berkus also enjoyed a new role as executive producer on the Disney and DreamWorks film "The Help." Berkus' design firm, Nate Berkus Associates, which he founded in 1995, continues to design interiors across the country and around the world. In fall 2012 Berkus brought his branded line of home goods and accessories to Target stores nationwide. In addition, he published his second book, "The Things That Matter" (Spiegel & Grau). His fabric collection, which is sold at Calico Corners, launched in January 2013. It is also available at Fabricut and launched at Jo-Ann Fabric and Craft Stores in August 2014. Nate was host, judge and executive producer of NBC's "American Dream Builders" which aired in spring 2014. He is currently Artistic Advisor for the LG Studio line of appliances. To learn more about Nate Berkus, please visit www.nateberkus.com.

About Hearst Magazines

Hearst Magazines is a unit of Hearst Corporation (www.hearst.com), one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 2H 2014), reaching 78 million readers (Spring 2015 MRI gfk) and 54 million site visitors each month (comScore). In addition, the company publishes close to 300 editions around the world. Hearst Magazines Digital Media includes 18 websites for brands such as *Cosmopolitan*, *Popular Mechanics*, *ELLE*, *ELLE DECOR*, *Esquire*, *Good Housekeeping*, *Marie Claire* and *Seventeen*, as well as digital-only sites such as *Delish.com*. Hearst Magazines has published more than 150 apps and digital editions for the iOS and Android platforms. The company also includes iCrossing, a global, full-service digital marketing agency.

About ASID New York Metro Chapter

The American Society of Interior Designers (ASID) believes that design transforms lives. ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. It showcases the impact of design on the human experience and the value interior designers provide. Learn more at www.asid.org.

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