

LG ELECTRONICS KICKS OFF DWELL DESIGN WEEK

*LG Air Conditioning Systems and Dwell Media Celebrate
'Future of Technology & Modern Design' with Living Case Study*

NEW YORK, Sept. 29, 2015 – LG Electronics USA ushered in Dwell Design Week with a rousing panel discussion on “The Future of Technology & Modern Design.” Held in conjunction with Dwell Media’s 15th anniversary celebration, the VIP event officially kicked off Dwell Design Week—a weeklong series of events culminating with Dwell on Design New York, taking place Oct. 2-4—and featured remarks from both Dwell and LG executives and live demonstrations of LG’s award-winning Art Cool™ Gallery.

LG’s Kitchen at Union Square, a premier event space in Manhattan, provided a modern backdrop for the lively dialogue among architecture and technology leaders, including members of New York Chapter of the American Institute of Architects (AIA). The unique space is outfitted with top-of-the-line, stylish air conditioning systems from LG, including the innovative ENERGY STAR® certified Art Cool™ Gallery, which allows users to display artwork or photography in the customizable frame of the unit, and Art Cool™ Mirror indoor units combined with the Multi F MAX Outdoor unit. Also installed in the space are, premium LG Studio kitchen appliances, the LG Styler clothing care system and the stunning LG Curved OLED 4K TV.

“The past 15 years have seen remarkable technological advancements, particularly within the air conditioning category,” said Kevin McNamara, senior vice president, sales and operations, for LG Electronics USA’s air conditioning business. “LG’s business is rooted in forward-thinking technologies, innovative solutions and always keeping the end-user at the forefront of all we do. As such, LG is honored to join Dwell in leading the conversation around the future of technology and design.”

The panel, moderated by *Dwell* associate editor Allie Weiss, celebrated the lightning-fast developments in technology and design over the last 15 years and looked ahead to what the next 15 years might hold. Panelists included emerging New York-based architects and AIA members Matthew Bremer, founder of Architecture in Formation PC and professor Aki Ishida of Aki Ishida Architect PLLC, a research-based design practice; as well as Kenneth Kastl, regional sales manager for Home Comfort Solutions, LG Electronics USA.

“Dwell Design Week offers an opportunity to bring the design industry together in a social setting as excitement builds for the installations and content to be experienced at Dwell on Design,” said Dwell editor-in-chief Amanda Dameron. “Starting the week with LG to discuss the future of design and technology highlights the ways in which both are becoming an increasingly important part of our modern lives. Technological advances that marry form and function in new ways, like LG’s Art Cool™ Gallery, open exciting new possibilities for architects and builders. We are thrilled to partner with LG again as Dwell Media kicks off the celebration of our 15th anniversary.”

LG’s industry-leading variable refrigerant flow technology and home comfort solutions are making major inroads in the U.S. where the demand for high-performance, flexible heating, ventilation and air conditioning (HVAC) technology continues to grow. LG’s air conditioning systems are designed to minimize efficiency losses found in conventional HVAC systems, provide sustainable energy savings and offer one of the lowest lifecycle costs of any system on the market today.

The New York event wrapped up LG’s year-long Living Case Study series, which aims to connect architects, media, engineers and designers with true-life examples of LG’s innovative HVAC solutions in action, with a peek into the future of modern technology and design.

The series began during Dwell on Design Los Angeles in May with a first-hand look at modern luxury. LG highlighted its energy-efficient, cost-effective HVAC systems installed at The Vermont, a LEED-certified, mixed-use residential and commercial destination, owned by the Capri Investment Group in historic downtown Los Angeles. In August, LG’s Living Case Study



www.LGhvac.com
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celebrated modern history by highlighting the complete restoration of the former Chicago Motor Club historic landmark building into the full-service Hampton Inn Chicago Downtown. LG plans to expand on the success of its Living Case Study series in 2016.

For more information about the complete portfolio of LG air conditioning systems featured in LG's Living Case Study series, please visit www.lghvac.com.

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About LG Electronics USA Air Conditioning

The LG Electronics USA Air Conditioning Systems business is based in Alpharetta, Ga. A 2015 ENERGY STAR® Partner of the Year-Sustained Excellence, LG is a leading player in the global air conditioning market, manufacturing both commercial and residential air conditioners and providing total sustainability and building management solutions. From consumer and individual units to industrial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating and air conditioning. 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, mobile communications, home appliances and air solutions. For more information, please visit www.lghvac.com.

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