

## PRESS RELEASE

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### LG STUDIO AND NATE BERKUS TEAM UP TO 'RE-IMAGINE' YOUR KITCHEN AT DWELL ON DESIGN 2015

New LG Studio Premium Kitchen Appliance Suite Showcased at America's Largest Design Event

**LOS ANGELES, May 13, 2015** – LG Electronics USA and renowned designer Nate Berkus will help consumers 're-imagine' their kitchen at Dwell on Design 2015, where LG will unveil new products from its LG Studio line of premium kitchen appliances. The show's newly minted Re-Imagination Pavilion will feature stunning appliances from LG Studio, for which Berkus serves as Artistic Advisor. LG is Premier Sponsor of the 10<sup>th</sup> annual design event, May 29 – 31 in Los Angeles.

The full 2015 LG Studio lineup, which includes built-in refrigerators, cooktops, ovens, ranges, microwave ovens and dishwashers, will be prominently featured – along with new appliances launching for the very first time this year – in two Re-Imagination Pavilion kitchen vignettes, both conceptualized and designed by Berkus himself.

In his role as Artistic Advisor for LG Studio, Berkus has been working closely with LG's design team to ensure that the high-end appliance line continues to blend best-in-class innovation with sleek, sophisticated design. Berkus' influence and inspiration can be felt throughout the 2015 lineup of new, premium LG Studio appliances, which attendees will be able to experience first-hand at the show.

"I really wanted the feel of the Re-Imagination Pavilion to reflect all that a modern kitchen represents today – a decided mix of what feels both contemporary and classic," said Berkus. "Mirroring the way LG Studio appliances blend a timeless aesthetic with uncompromising design, a truly signature kitchen incorporates functional elements and also details that feel very personal and help to create that forever kitchen in which your family can grow and create memories."

A new addition to the show floor this year, the Re-Imagination Pavilion will exclusively feature products from the LG Studio line. From the "entertainer kitchen" to the "family kitchen" and beyond, attendees will be able to glean design inspiration and experience for themselves how these modern, yet timeless appliances complement any style aesthetic. Additionally, professionals from the National Kitchen and Bath Association (NKBA) and American Society of Interior Designers (ASID) will be on hand to share expert advice on designing a kitchen that's perfect for any homeowner.

"Partnering with Dwell on Design, the biggest and most distinguished design event in the country, just made perfect sense – the perfect venue at which to showcase the latest from our LG Studio line," said David VanderWaal, vice president of marketing, LG Electronics USA. "Nate's vision for the Re-Imagination Pavilion really showcases the various applications and scenarios in which our premium LG Studio appliances can serve as the cornerstone for a beautiful and functional kitchen."

In celebration of its partnership with Dwell on Design and presence at the show, LG Studio will be hosting a series of events throughout the week:

LG will co-host "Drinks by Design" on Wednesday, May 27, in partnership with Dwell and ASID at Met Lofts, a premier residence in downtown Los Angeles. At the private VIP event, LG and Berkus will reveal three ASID-designed loft spaces, which feature Berkus-inspired kitchens, to attendees, all incorporating LG Studio appliances. Also at the event, Berkus will join Dwell and ASID designers for a thoughtful and engaging dialogue on the Dwell on Design partnership, including his overall inspiration behind the LG Studio kitchens created for the Met Lofts project.

Berkus will share additional details on his collaboration with LG Studio, as well as design advice, expertise and insights, at a Dwell on Design speaking engagement on Friday, May 29, at 4:30 p.m. on Stage A at the Los Angeles Convention Center, followed by a meet-and-greet with event attendees at the LG Studio Re-Imagination Pavilion.

In the Re-Imagination Pavilion, LG will keep attendees satiated with tasty treats and activities that demonstrate the culinary advantages of the LG Studio line, including a daily juice bar, as well as cooking and baking demonstrations featuring reimagined twists on timeless dishes.

The LG Studio kitchen suite has been designed with seamless integration in mind, highlighting clean lines and a unique, modern feel that enhances every kitchen's decor. All LG Studio appliances feature a premium horizontally-brushed stainless steel finish, including distinctive knobs and door handles that add a unique and sophisticated aesthetic. From ENERGY STAR® certified refrigerators with the storage capacity to handle the most ambitious shopping trips, to wall ovens with built-in gourmet recipe banks, and even a dishwasher that virtually eliminates the need for pre-washing, the LG Studio line of appliances encompasses the outstanding technology and high-end design consumers have come to expect from LG.

Visitors to the LG Studio Re-Imagination Pavilion at Dwell on Design 2015 from March 29 – 31 will be able to see LG's premium LG Studio kitchen appliances for themselves. For more information on LG Studio appliances, please visit <http://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 displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. [www.lg.com](http://www.lg.com).

#### About Nate Berkus

In 2002 Nate 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*, *House Beautiful*, *US Weekly*, *People*, *O Magazine*, *Lucky*, and *InStyle*. Following the debut of his branded line of home products, "Berkus's 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 Nate, 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." His Chicago-based 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 office products to Target stores nationwide. In addition, he published his second book, *The Things That Matter* (Spiegel & Grau). His fabric collection sold at Calico Corners launched in January 2013. Berkus came back to TV in Spring 2014 as host, judge and executive producer on a new primetime design competition show titled "American Dream Builders" on NBC. To learn more about Nate Berkus, please visit [www.nateberkus.com](http://www.nateberkus.com).

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