

**SOFA NEW YORK 2010 RESPONSE FORM**  
**Thursday, April 15, 2010**  
**Park Avenue Armory, Park Avenue at 67th Street, New York City**

- Benefactor at \$5,000 per couple** (\$3,800 of each reservation is tax-deductible. \$4,800 of each reservation is tax-deductible for those who choose not to participate in the "NY Collects" Weekend Trip) Includes the following benefits per couple:
- Two VIP tickets for advance viewing and Opening Night Preview starting at 5:30 pm (1.5 hours prior to public opening)
  - Invitations for two to a private VIP Cocktail Reception/Dinner featuring "A Taste of New York" honoring Sandy Grotta  
\_\_\_\_\_ Please check if interested in attending (Thursday, April 15, Tiffany Room, the Armory, 6:00 pm)
  - A behind the scenes first look tour with Director Holly Hotchner and Curator of Jewelry Ursula Neuman: What's Happening Today, an introduction to what to look for at SOFA NEW YORK (walking tour through SOFA)  
\_\_\_\_\_ Please check if interested in attending (Thursday, April 15, The Armory, 12:30 pm)
  - Private tours of homes in Manhattan (bus will be provided) including Jeanne Greenberg Rohatyn and Nicholas Rohatyn, Delphine and Reed Krakoff and Gabriel and Samuel Lurie. The morning will be followed by a private reception at MAD and a curator led tour of the new exhibition Intertwined: Contemporary Baskets from the Sara and David Lieberman Collection.  
\_\_\_\_\_ Please check if interested in attending (Friday, April 16, 9:00 am)
  - "NY Collects" Two Day Weekend  
**Brooklyn Day Trip: Saturday, April 17, 8:30am to 5:00pm**  
Meet at MAD at 8:30am for a continental breakfast and then travel by bus to Brooklyn's burgeoning art scenes along the Gowanus Canal, in DUMBO and Redhook. Visit three extraordinary private studios of artists featured in both our current Slash Exhibition and the previous Radical Lace show, as well as cutting edge artist in residence studio spaces. The day will include lunch in a local restaurant and a party at the home of a private collector in the evening.  
**Greenwich, CT Tour: Sunday, April 18, 8:30am to 5:00pm**  
Meet at MAD at 8:30am for a continental breakfast and then travel by bus to Greenwich, CT to visit three private homes and collections with lunch (possible trip to the Philip Johnson Glass House)  
\_\_\_\_\_ Please check if interested in attending (Saturday and Sunday)
  - 10% discount in The Store at MAD for the run of SOFA NEW YORK 2010 (A 20% discount applies to members)
  - Complimentary SOFA NEW YORK Exhibition catalogue and VIP admission for the run of SOFA NEW YORK 2010
- Patron at \$1,000 per person** (\$900 of each reservation is tax-deductible) Includes the following benefits per individual:
- One VIP ticket for advance viewing and Opening Night Preview starting at 5:30 pm (1.5 hours prior to public opening)
  - Invitation for one to a private VIP Cocktail Reception/Dinner featuring "A Taste of New York" honoring Sandy Grotta  
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  - A behind the scenes first look tour with Director Holly Hotchner and Curator of Jewelry, Ursula Neuman: What's Happening Today, an introduction to what to look for at SOFA NEW YORK (walking tour through SOFA)  
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  - Complimentary SOFA NEW YORK Exhibition catalogue and VIP tickets for the run of SOFA NEW YORK 2010

- Please turn over for additional benefits, payment and contact information -

**"NY Collects" Two Day Weekend Trip** (Add On for \$1000 Patron Ticket holders)  
Includes the following benefits per person:

- **Brooklyn Day Trip: Saturday, April 17, 8:30am to 5:00pm**  
Meet at MAD at 8:30am for a continental breakfast and then travel by bus to Brooklyn's burgeoning art scenes along the Gowanus Canal, in DUMBO and Redhook. Visit three extraordinary private studios of artists featured in both our current Slash Exhibition and the previous Radical Lace show, as well as cutting edge artist in residence studio spaces. The day will include lunch in a local restaurant a party at the home of a private Collector in the evening.
- **Greenwich, CT Tour: Sunday, April 18, 8:30am to 5:00pm**  
Meet at MAD at 8:30am for a continental breakfast and then travel by bus to Greenwich, CT to visit three private homes and collections with lunch (possible trip to the Philip Johnson Glass House)

I am an Inner Circle or Director's Circle Member - \$400 (\$800 for two)

I am a Collector's Circle Member - \$800 (\$1,600 for two)

I am not a Circle member but would like to attend - \$1,000 (\$2,000 for two)

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**SOFA NEW YORK 2010 PAYMENT INFORMATION**

**Thursday, April 15, 2010**

**Park Avenue Armory, Park Avenue at 67th Street, New York City**

Name \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Enclosed is my check in the amount of \$\_\_\_\_\_ (Please make check payable to Museum of Arts and Design)

I authorize a charge of \$\_\_\_\_\_ to my (circle one) Visa/MC/Amex/Discover:  
Security Code \_\_\_\_\_

Account #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Signature: \_\_\_\_\_

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**Please mail or fax this completed form to: SOFA NEW YORK 2010 Benefit, Museum of Arts and Design, 2 Columbus Circle, New York, NY 10019. Fax: 212-299-7701.**

**Should you have questions, please contact Stephanie Lang: 212-299-7729 or email [stephanie.lang@madmuseum.org](mailto:stephanie.lang@madmuseum.org)**

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