

JOIN US IN CELEBRATING A NEWH ICON OF INDUSTRY

ESTHER COHEN

FOUNDER & C.E.O. OF PI GROUP OF COMPANIES

PI **PI FINE ART**
ART | MIRRORS | FRAMING | WALLCOVERING

PI
CREATIVE-ART

esthercohen
GALLERY

Dear Friends,

Please join us in celebrating the career of a true icon; Esther Cohen. Esther will be the thirteenth exceptional individual to receive this prestigious award. NEWH, Inc. will present it to Ms. Cohen at the 38th Annual Gold Key Award for Excellence in Hospitality Design.

Join us in celebrating the career of a true icon; Esther Cohen, by sharing your kind words, notes of appreciation and admiration in the tribute book.

A \$7,500 Student Scholarship in honor of Ms. Cohen will be awarded to one exemplary student who has completed at least half of their program toward a degree in hospitality interior design, has a minimum 3.0 GPA, participated in an industry internship, and exemplifies the highest standards of professionalism. Ms. Cohen and the scholarship recipient will be awarded at the 37th Annual Gold Key Award for Excellence in Hospitality Design on Monday, November 12, 2018 at Gotham Hall in New York City, at 6:30pm. The event is held in conjunction with The Hotel Experience and Boutique Design New York. Thank you in advance for your contribution in honor of Esther Cohen, a true ICON and LEADER.

Warm regards,

NEWH International Board Of Directors & the PI Team

ESTHER COHEN has loved art all her life. So much so she created an art company. In 1976, Esther established Posters International — a Canadian company that grew into a worldwide success story. Respected by her colleagues and competitors alike, Esther was the first person in Canada to wholesale art posters, exporting these open editions worldwide. Today the company continues to thrive with her sons Richie and Andrew now at the helm. With the expansion of the company, PI is now one of the largest publishing, printing, framing, specialty mirrors and manufacturing art company in North America. Esther now concentrates on PI's investment gallery, The Esther Cohen Gallery. She draws on her 35 years of experience in the fine art world, instinctively knowing which artists to buy and which ones to sell. The Esther Cohen Gallery has been a lifelong dream, completing the work she started years ago. Over the years, she has been fortunate enough to visit great artists such as Andy Warhol, Alex Katz and Sam Francis in their homes and studios. This distinctive collection includes limited edition graphics signed and numbered by renowned artists such as Alex Katz, Jim Dine, Robert Longo and Man Ray.



GOLD KEY AWARD GALA

FOR EXCELLENCE IN
HOSPITALITY DESIGN

November 12, 2018 | 6:30pm
Gotham Hall, NYC

Please join us in honoring Esther Cohen at the Gold Key Awards in NYC by sharing your kind words, notes of appreciation or admiration.

Fill out the form below with the details of your tribute by Friday September 7, 2018.

NEWH.ORG/ICON2018



ICON TRIBUTE BOOK HONORING ESTHER COHEN

SPECIFICATIONS

CONTENT

The material furnished must be a tribute only and not an advertising piece.

Company may include logo and business address in tribute.

AD SIZES

Full Page: 7 1/2" W x 8" H

Horizontal Half: 7 1/2" W x 3 7/8" H

Full Page Bleed: 8: x 8.5" (ADD 1/8" bleed all around)

Quarter: 3 5/8" W x 3 7/8" H

MECHANICAL SPECIFICATIONS

Saddle-stitched; opens flat. Trim size is 8"W x 8.5"H. On bleed ads, keep reading and live matter 1/2" from trim edges.

PREFERRED DIGITAL FILE FORMATS

Accepted file formats: PDF, PhotoShop (psd or tiff), or Adobe Illustrator eps

All ads are CMYK, Resolution: 300 dpi

All printer marks should be offset from the trim by .125".

PDF: PDF FILES must be hi-res, print-ready PDF-X1a. CMYK, all fonts must be embedded; 300 dpi

We do not accept film of any type.

MEDIA

Files can be submitted by email: info@newh.org or call for FTP instructions.

FAX AND MAIL

Fax or mail insertion orders and instructions.

Fax: 800.693.NEWH.

Mail ad material and payments to: NEWH Inc.

Post Office Box 322
Shawano, WI
54166-0322
USA

DEADLINE FOR SUBMISSIONS: INSERTION ORDER - 7 SEPT 2018 | ARTWORK - 28 SEPT 2018

Thanking NEWH's 2018 Corporate Partners

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