



## House Beautiful 2011 Kitchen of the Year Comes to Life Digitally with Autodesk Homestyler

July 18, 2011

### Readers Can Now Interact with the House Beautiful Kitchen of the Year Online and in 3D

SAN RAFAEL, Calif., Jul 18, 2011 (BUSINESS WIRE) --

House Beautiful will unveil the 2011 Kitchen of the Year, designed by Tyler Florence, renowned chef and TV star, at Rockefeller Plaza in New York on Monday, July 18. For the first time, the Kitchen of the Year can also be experienced online at [www.housebeautiful.com/homestyler](http://www.housebeautiful.com/homestyler) with [Autodesk Homestyler](#) online home design software from [Autodesk, Inc.](#) (NASDAQ: ADSK).

A digital, interactive 3D experience of the 2,500-square-foot indoor and outdoor kitchen, outfitted with top-of-the-line products, will be available through Autodesk Homestyler. Visitors to the magazine's Web site can click on any product in the digital kitchen to get more information. They can also choose their items including countertops, cabinets and appliances from top manufacturers including KitchenAid, Kohler, KraftMaid and Sherwin Williams to create their own digital Kitchen of the Year. The Kitchen of the Year event takes place the week of July 18-22, but readers and Tyler Florence fans can return to the Web site to use Homestyler throughout the year. Readers can then save and share their customized designs and generate a shopping list from their custom design to help make their dream kitchen a reality.

"For the past three years, many who visit us at the Kitchen of the Year in Rockefeller Center have said to us, 'I really wish this were my kitchen,' and now for the first time they'll have the tools to make this a reality with Autodesk Homestyler," said Kate Kelly Smith, senior vice president and publishing director, House Beautiful. "Tyler's kitchen - well, two kitchens in fact, since this year we've built a second outdoor kitchen including a working wood oven from Belgard - will be a destination for design devotees, culinary enthusiasts, and visitors looking for new entertaining ideas. Partnering with Autodesk has enabled us to share Tyler's vision with fans online and extend the experience beyond New York City."

Autodesk Homestyler helps bring interior design plans to life through use of its free\* online home design software. House Beautiful Kitchen of the Year users have access to a catalog with more than 19,000 decorating and furnishing options to start their designs. With features such as snapshots, users can create 3D high-resolution, near photo-quality images of any home interior design project designed with Homestyler and share the snapshots with friends through social media.

"We're excited to bring the House Beautiful Kitchen of the Year experience online for the first time with Autodesk Homestyler," said Samir Hanna, vice president, Consumer Products Group at Autodesk. "Design enthusiasts and home owners everywhere can unleash their creativity and reinvent the way they plan, design and shop for their next kitchen."

#### About House Beautiful

House Beautiful ([www.housebeautiful.com](http://www.housebeautiful.com)) is a leading authority on American home design and decoration, reaching more than seven million readers every month. Founded in 1896, *House Beautiful* is the oldest continuously published shelter magazine in the United States. Readers can also interact with the brand on the digital front, with *House Beautiful* mobile ([m.housebeautiful.com](http://m.housebeautiful.com)). In addition to its U.S. flagship, *House Beautiful* publishes two editions around the world.

#### About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 16 Academy Award(R) winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

*\*Free products and services are subject to the terms and conditions of the end-user license agreement that accompanies them.*

*Autodesk, AutoCAD and Homestyler are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.*

© 2011 Autodesk, Inc. All rights reserved.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6797335&lang=en>

SOURCE: Autodesk, Inc.

Autodesk, Inc.

Jennifer Ha, 415-547-2435

[jennifer.ha@autodesk.com](mailto:jennifer.ha@autodesk.com)

Melika Mizany, 415-345-4779

[melika@theoutcastagency.com](mailto:melika@theoutcastagency.com)