

For Immediate release  
Luxury Conference PowerHouse SMART® 2021  
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**PowerHouse SMART® Launches Fifth  
Luxury Conference and European Division**  
*Despite the pandemic, the luxury home market is on the move,  
opening commercial opportunities at home and oversea*

Chicago, IL - Feb 2021 - PowerHouse SMART® (PHS), a leading community of the luxury design industry, encompassing construction, real estate, designer, and architectural firms, is pleased to announce the expansion of its operations in Europe, with entrepreneur Gianbattista Gaudio (Gaudio.it) as president. The official announcement will be made on March 2-3, 2021 during the PowerHouse Luxury Conference event, which this year will take place on a virtual platform and will feature a rich program with over 80 high-profile speakers. Several hundred professionals and end-consumers are registered for the event.

PHS brings together leaders in the luxury residential and commercial real estate sector and aims to educate, inspire, and offer networking opportunities for affiliated entrepreneurs/professionals and specialized suppliers. Rooted in Chicago and the fabulous American Midwest, PHS is dramatically expanding and will start international operations with Italy and Gaudio. Despite the pandemic, in fact, according to a recent report by Redfin, the average selling price of luxury homes in the United States increased by 1.2% a year at an average cost of \$ 825,000 during the three months ending July 31, 2020. An unpredictable effect of the recession, according to experts: wealthy buyers have drawn attention to features long associated with luxury homes, such as large courtyards, availability of home offices, gyms, and private pools.

This change in preferences has naturally inverted the expectations of the recession altogether, offering opportunities that have not escaped Gaudio's attention. Hailing from the Puglia region of Italy, Gaudio was established from a century-old family tradition handed down from father to son and has three generations of experience in the field of design. The company stands out in the "Made in Italy" furniture scenario for its refined creations, an expression of quality and innovation, and cabinet-making mastery. Gaudio, active nationally and internationally, expresses its best in the creation of integrated furnishing solutions, up to the contract, in the residential, yacht, retail, and HORECA sectors. Projects often take shape to become a fascinating harmonious game of volumes, colors, and precious materials coordinated to perfection. Innovation, research, development, quality, and finishing of materials, ethics, and the environment are all key aspects on which the company develops and operates. "I am happy with this opportunity and to represent Made in Italy in the United States," says Gianbattista Gaudio, CEO of the homonymous company, adding: "We are hoping to start important operations that can not only enhance our industrial district but bring to Italy and in Europe important opportunities related to the world of American luxury furniture. "

"We are excited about this new chapter of our organization," said Wendy Cohen, CEO and Founder of PowerHouse SMART® and the PHS Luxury Conference. "Italian style and design are synonymous with luxury and certainly the launch of the European division should rightfully start in Italy, part of Europe and we expect to make the most of international trade relations for the benefit of all parties involved."

For more information, visit the sites: [Welcome | PHS Luxury Conference](#) and [Home - PowerHouse SMART](#)

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## PowerHouse SMART®

PowerHouse SMART® (PHS) is an exclusive networking community accessible by invitation or referral only and is made up of highly selected professionals who are experts in the luxury residential and commercial sector. PHS offers the best business growth solutions for developers, new construction and renovation contractors, architects, interior designers, kitchen & bath designers, landscape architects, Realtors®, and everything that revolves around the fascinating world of luxury in America. Founded in 2006 by Wendy Cohen in the Midwest, the PHS membership is comprised of leaders in design, construction and real estate who come together to grow. PHS launched the Annual Luxury Conference in 2016 featuring prestigious speakers in the field of architecture, design and real estate, bringing together 350 to 400 conference participants for networking, education and collaboration. In addition to all the facets and disciplines that define the industry, a particular focus is on the eco-sustainable profile of the proposed solutions with the 2021 Conference, *Building a Sustainable Future Together*. Media Contact: Wendy Cohen, CEO [wscohen@powerhouseadvisors.com](mailto:wscohen@powerhouseadvisors.com), [www.powerhousesmart.com](http://www.powerhousesmart.com) and [www.PHSluxuryconference.com](http://www.PHSluxuryconference.com).