



INTERNATIONAL  
MARKET CENTERS

ADAC

FOR IMMEDIATE RELEASE

## COMPREHENSIVE PROGRAMMING AT IMC'S ATLANTA FALL DESIGN EVENTS

Fall Design Week is at AmericasMart September 23-25, 2019

DISCOVER ADAC is September 24-26, 2019

**ATLANTA – August 27, 2019** – International Market Centers (IMC) presents four days of industry-leading programming at its Atlanta design events – [Fall Design Week](#) at AmericasMart® Atlanta (September 23-25, 2019) and [DISCOVER ADAC](#) at ADAC in Buckhead (September 24-26, 2019). Together, the sister design destinations present 33 seminars, tours, gatherings and celebrations at their inaugural cooperative staging.

“This first-time coordination of AmericasMart and ADAC’s fall events presents an unmatched opportunity for the design and retail industry to explore new ideas, new opportunities and new product,” said Dorothy Belshaw, IMC chief marketing and digital officer. “The complementary programming is part of IMC’s Atlanta NEXT initiative, which includes strategic coordination between AmericasMart Atlanta and ADAC to present the Southeast’s dual-venue, comprehensive design destination.”



*Panel discussion at Fall Design Week*

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Educational programming includes both inspirational presentations and actionable business seminars. Tastemaker Q&As include Timothy Corrigan, Lisa Fine, Jesse and Mara Miller, Matthew Quinn, Jean Stoffer, Madeline Stuart, Joni Vanderslice and more. Business-building topics include “Top Holiday Marketing Tips for Small Business,” “Staging to Sell: What Every Designer Should Know,” the Sherwin-Williams Colormix® Forecast 2020 and more.

Editors from more than a dozen top regional and national publications including *AD Pro*, *Architectural Digest*, *Atlanta Homes & Lifestyles*, *Atlanta Magazine's HOME*, *The Atlantan*, *Business of Home*, *FLOWER*, *Garden & Gun*, *House Beautiful*, *Luxe Interiors + Design*, *MILIEU*, *Modern Luxury Interiors Atlanta* and *New York Magazine* also make appearances at the markets. *Atlanta Magazine's HOME* launches its Fall issue at a kickoff party on Monday, September 23. *MILIEU* marks its first-annual list of “Seekers” – independent thinkers who have the ability to make changes in the world of design – with a panel discussion on Wednesday, September 25.

Connecting the campuses is the new “Directions in Design Vignette Exhibition,” with top-trending products from both destinations, designed by Steve McKenzie. Inspired by the ever-changing retail and design landscape, the vignettes demonstrate how designers and retailers can incorporate product from both centers. McKenzie – whose experience includes design and retail – shares his inspiration for the vignette and conducts a tour of favorite AmericasMart showrooms on Monday, September 23.

IMC will operate a shuttle between the campuses Tuesday, September 24 and Wednesday, September 25, allowing attendees to easily visit both campuses for corresponding events and experiences.

A full calendar of events follows this release. Fall Design Week events are available at [AmericasMart.com/markets/fall-design-week/#/events/](https://AmericasMart.com/markets/fall-design-week/#/events/). DISCOVER ADAC events are available at [ADACAtlanta.com/discover-adac/](https://ADACAtlanta.com/discover-adac/).

Fall Design Week is September 23-25, 2019. The three-day buying, educational and networking event for designers and retailers features merchandise showcased in AmericasMart's Open Year-Round campus including showrooms across the home décor, gift and seasonal collections. For more information, visit [AmericasMart.com/FallDesignWeek](https://AmericasMart.com/FallDesignWeek). #AtIMkt

Once a year, DISCOVER ADAC connects a national audience of design authorities, enthusiasts, and media to explore new perspectives and the future of the creative world. Join a series of guest speakers that are noted interior designers, creative visionaries, and more for a full program spanning keynote presentations, salon-style talks, book signings, product launches, cocktail sip and strolls, and pop-up shops. DISCOVER ADAC is September 24-26, 2019. For more information visit [ADACAtlanta.com/discover-adac/](http://ADACAtlanta.com/discover-adac/) #DISCOVERADAC.

**About International Market Centers:**

International Market Centers (IMC) is the world's largest operator of premier showroom space for furniture, gift, home décor, rug, and apparel industries. International Market Centers owns and operates nearly 20 million square feet of world-class exhibition space in High Point, N.C., Las Vegas and Atlanta. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furniture, gift, home décor, rug, and apparel industries. For more information on IMC, visit [IMCenters.com](http://IMCenters.com).

## FALL DESIGN WEEK / DISCOVER ADAC EVENTS

### **Monday, September 23, 2019**

**Breakfast Seminar: The Traveling Designer: Learning to Take Your Projects On the Road**

Presented by Justin Williams of TradeMark Design Co., Hillary Mancini of Peace Design and Weston Blankenship of e35 Designs. Moderated by Mary Logan Bikoff, editor-in-chief of *Atlanta Magazine's HOME*.

10:00 AM (Complimentary breakfast served at 9:30 AM), AmericasMart

**Lunch & Learn: Earn MORE on Every Project with a Top-Notch Trade Team**

Presented by Melissa Galt

1:00 PM (Complimentary lunch served at 12:30 PM), AmericasMart

**Directions in Design Tour with Steve McKenzie**

2:00 PM, AmericasMart

**Kickoff Party | Atlanta Magazine's HOME Fall Issue Launch Party**

4:00 PM, AmericasMart

### **Tuesday, September 24, 2019**

**Carolina Irving and Daughters Tabletop**

All Day, ADAC

**Garland Bags by Lindsay Thomas**

All Day, ADAC

**Breakfast Seminar: Top Holiday Marketing Tips for Small Business**

Presented by Natasha Murphy of Nicely Built

10:00 AM (Complimentary breakfast served at 9:30 AM), AmericasMart

**The New Elegance**

Presented by Timothy Corrigan. Moderated by Jill Waage, editor-in-chief of *Traditional Home*.  
10:00 AM, ADAC

**Lunch: The Ultimate Modern Kitchen**

NOON, ADAC

**Lunch: Back in Time for Future Design**

Presented by Michael Mitchell and Tyler Hill of Mitchell-Hill, Tim Green of Tim Green Designs and Tish Mills Kirk of Tish Interior Design. Moderated by Katy Olson of *AD PRO*. Sponsored by *Architectural Digest*  
NOON, ADAC

**Lunch & Learn: Staging to Sell: What Every Designer Should Know**

Presented by Shell Broadnax, CEO of Real Estate Staging Association (RESA)  
1:00 PM (Complimentary lunch served at 12:30 PM), AmericasMart

**Keep It Chic! Fabulously Stylish Spaces**

Presented by Jesse Carrier and Mara Miller of Carrier and Company Interiors, and Rush Jenkins and Klaus Baer of WRJ Design. Moderated by Pamela Jaccarino, editor-in-chief of *Luxe Interiors + Design*.  
1:00 PM, ADAC

**Home Staging Tour**

2:00 PM, AmericasMart

**Female, Fierce and Fabulous in Design**

Presented by Fawn Galli, Laura Kirar, and Janie Molster. Moderated by Katy Olson of *AD PRO*. Sponsored by *Architectural Digest*.  
3:00 PM, ADAC

**Creating Homes with Enduring Identity**

Presented by Eric Ross of Eric Ross Interiors and lifestyle expert Emily McCarthy. Moderated by Lauren Finney, editor-in-chief of *Modern Luxury Interiors Atlanta*. Sponsored by *Modern Luxury Interiors Atlanta* and *The Atlantan*.  
4:30 PM, ADAC

**ADAC West Sip & Stroll**

Sponsored by *Atlanta Magazine's HOME* and *Atlanta Magazine*  
5:30 PM, ADAC

**Wednesday, September 25, 2019**

**Carolina Irving and Daughters Tabletop**

All Day, ADAC

**Breakfast with Timothy Corrigan**

9:00 AM, ADAC

**Breakfast Seminar: Sherwin-Williams Colormix® Forecast 2020**

Presented by Rachel Moeller, Designer Account Executive at The Sherwin Williams Company  
10:00 AM (Complimentary breakfast served at 9:30 AM), AmericasMart

**The Seekers of New Design—Near and Far**

Presented by Lisa Fine, Carolina Irving and Penny Morrison. Moderated by Leslie Newsom Rascoe, design director of *MILIEU*.  
10:00 AM, ADAC

**Lunch: Inspiration and Southern Fare**

NOON, ADAC

**LUNCH: MOSAICS INSPIRED BY NATURE**

Presented by Joni Vanderslice, president of J. Banks Design Group. Moderated by Kate Abney, homes editor for the Southeast edition of *Luxe Interiors + Design*.  
NOON, ADAC

**Sip & Cie**

NOON, ADAC

**Lunch & Learn: Lisa Ard**

Presented by Lisa Ard, founder of Vintage Market Tips & Tricks  
1:00 PM (Complimentary lunch served at 12:30 PM), AmericasMart

**Renovating My Kitchen**

Presented by Jean Stoffer. Moderated by Joanna Saltz, editorial director of *House Beautiful*.  
1:00 PM, ADAC

**Vintage Finds and One-of-a-Kinds Tour with Lisa Ard**

Presented by Lisa Ard, founder of Vintage Market Tips & Tricks  
2:00 PM, AmericasMart

**Hospitality at Home: The Inviting House**

Presented by Susan Sully, Susan Bozeman of Susan B. Bozeman Design and Norman Askins of Norman Davenport Askins Architect. Moderated by Kaitlin Petersen, editor-in-chief of *Business of Home*.  
3:00 PM, ADAC

**Southern Women Talk Signature Style**

Presented by Betsy Berry of B. Berry Interiors, Phoebe Howard and Fran Keenan of Fran Keenan Design. Moderated by Haskell Harris, style director of *Garden & Gun* and Andrea Moattar of Moattar.  
4:00 PM, ADAC

**Upcountry Home Grand Opening Celebration**

Sponsored by *Garden & Gun*

5:00 PM, ADAC

**ADAC: After Hours | Tour De Fourth!**

5:30 PM, ADAC

**Thursday, September 26**

**Carolina Irving and Daughters Tabletop**

All Day, ADAC

**Modern English**

Presented by Aldous Bertram, Beata Heuman and Stewart Manger. Moderated by Ellen McGauley, deputy editor of *VERANDA*.

10:00 AM, ADAC

**Lunch: The Changing World of Design**

Presented by Alessandra Branca, Martyn Lawrence Bullard and Kathryn M. Ireland. Moderated by Wendy Goodman, design editor of *New York Magazine*.

NOON, ADAC

**Seek and Ye Shall Find**

Presented by Madeline Stuart. Moderated by Elizabeth Ralls, editor-in-chief of *Atlanta Homes & Lifestyles*.

1:00 PM, ADAC

**Entertaining: The Total Package**

Presented by Tara Guérard, Chris Hastings and Matthew Quinn. Moderated by Margot Shaw, editor-in-chief of *FLOWER*.

3:00 PM, ADAC

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