



INTERNATIONAL
MARKET CENTERS

FIRST PHASE OF ATLANTA NEXT INITIATIVE REPOSITIONS OPEN YEAR ROUND RESOURCES IN AMERICASMART BUILDING 1

Changes Will Debut at The Atlanta International Gift and Home Furnishings Market in January

ATLANTA – November 12, 2019 – The Atlanta NEXT initiative – which transforms AmericasMart® Atlanta through capital investments and strategic remerchandising of resources – has made its first impact on the campus with the repositioning and expansion of Open Year Round home décor resources to five contiguous floors (11-15) in Building 1. The newly remerchandised floors, set to debut at The Atlanta International Gift & Home Furnishings Market® (January 14-21, 2020), present a cohesive buying experience both during and between markets.

“A major focus of Atlanta NEXT is to create a more compelling and thoughtful experience for the retailers and designers who use AmericasMart as a resource year-round,” said Bob Maricich, International Market Centers (IMC) CEO. “Redefining the Open Year Round offerings creates an easy-to-shop design center experience. These resources, combined with those at ADAC, creates, by far, the richest offering of design resources in the Southeast.”

Remerchandised Floors and Development of Five-Floor Open Year Round Marketplace

The first phase of the remerchandising of the home décor collection features 30 new, expanded or relocated showrooms and 20 renewals. In total, AmericasMart’s Open Year Round home decor offerings encompass 130 showrooms presenting nearly 350 lines across all home accent categories.

On the Open Year Round floors, major expansions and relocations include Antique Curiosities, Caracole, Elk Lighting, Forty West Designs, Inc., Jeffan International, Leftbank Art and Mainly Baskets. New showrooms are Adaste Home Inc. (décor and accessories), Laura Park Designs (accessories, décor, bedding and wallcoverings), Lily's Living (décor and accessories) and Sweet Gumball Inc. (wall art, décor and accessories). The floors also feature amenities that augment the daily shopping experience including the Designer Workspace with a resource library and concierge service, and a seminar space where educational and networking events are presented throughout the year.

“We are really looking forward to the relocation of ELK Home to Floor 12,” said Robin Gordon, vice president of Marketing for ELK Group International. “It's the right location for ELK Home and it puts us in a great position among our competitive set. The move gives us the opportunity to redesign our space and upgrade our showroom experience. Come January market, you will see a whole new look for ELK Home!”

On the Atlanta NEXT updates, Cameron Ward, Caracole director of Trade Sales & Customer Service, said “Given the tremendous response from the design community, we are thrilled to expand our trade

showroom at AmericasMart. This expansion provides us with a strong platform to both service and present the breadth and depth of our brand with the trade community at large.”

In addition to updates on the Open Year Round floors, the Commercial Design category on Floor 5 is 75 percent occupied and includes new showroom Sherwin-Williams (commercial paint) plus a relocated and expanded location for C+H Interiors. Additional updates of note throughout the building are expansions and relocations for John Robshaw Inc. & John Matouk & Co., Montes Doggett and SmithHonig / Boho Luxe Home. New showrooms are Balta US Inc. (rugs), Duke Imports, Inc. (softgoods and bedding) and Monahan Papers (accessories, stationery items, fabric and wallcoverings). New meeting space for market buying groups also opens on Floor 3.

Additionally, 20 home décor exhibitors found across Building 1 have renewed their commitment to the Atlanta market: Antiques & Interiors, Ashore, Inc., Bobo Intriguing Objects, Bojay, CODARUS, David Allen Accessories, Farmhouse Pottery, Gold Leaf Design Group, Hester & Cook Design Group, Hillhouse Naturals Farm, India's Heritage, Intrepid International Trading Co., Kassatex, Orchids Lux Home & CMA Home – Allegria, Pasha Furniture, Saddleman's of Santa Fe, SDH ENTERPRISES, Taylor Linens and Yves Delorme, Inc.

(NOTE: A full list of showroom updates – including new showroom openings, expansions, relocations and renewals – follows this release.)

“The reorganization of the merchandise in Building 1 makes it easier for designers and retailers to plan their visits to AmericasMart,” added Scott Eckman, IMC executive vice president, president of Furniture and Home Décor leasing. “Better identifying and grouping the product mix helps buyers better decide where and how to spend their time whenever they visit.”

Creating the Southeast’s Premier Dual-Venue Design Destination

The official launch of the partnership between AmericasMart and the Atlanta Decorative Arts Center (ADAC) began in September with the successful staging of the first-ever dual-venue design market combining Fall Design Week and DISCOVER ADAC. Together, the sister centers showcased 500+ resources and presented 33 seminars, tours, gatherings and celebrations to thousands of designers, retailers and design enthusiasts.

“We are spoiled here in Atlanta – I feel we have the best design resources of any city in the United States,” said designer Steve McKenzie. “While the resources offered at each location are vastly different, I find they complement each other and I’m able to use both resources to find the perfect item for each project.”

To demonstrate how designers and retailers can incorporate product from both centers, McKenzie created the “Directions in Design Vignette Exhibition” with coordinated vignettes on each campus featuring merchandise sourced from both. McKenzie showcased top trends from both AmericasMart and ADAC including the use of bold color, the return of wallpaper and the juxtaposition of old and new with brown furniture and antiques.

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.

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ATLANTA NEXT SHOWROOM UPDATES

Open Year Round

- **Floor 11:** New showroom Sweet Gumball Inc. (wall art, décor and accessories). Two relocations: Old South Lamps & Accents from Floor 13 and Pacart Home, Inc from Floor 14 into a larger showroom.
- **Floor 12:** New showroom Lily's Living (décor and accessories). Three relocations: Elegant Furniture & Lighting, Elk Lighting from Floor 6 into a larger space, and Kevin Song.
- **Floor 13:** Expansion by Leftbank Art. Two relocations from Floor 11: Antique Curiosities and Jeffan.
- **Floor 14:** Two expansions: Caracole and Ibolili Home. Three renewals: Ashore Inc., Orchids Lux Home & CMA Home / Allegría, and Yves Delorme, Inc. Floor 14 also houses the Building 1 Seminar Room for the Winter 2020 market.
- **Floor 15:** Two new showrooms: Adaste Home Inc. (décor and accessories) and Laura Park Designs (accessories, décor, bedding and wallcoverings). Four relocations Abigails, Go Home, Legend of Asia and Mainly Baskets who moves from Floor 12 into a larger space. Three renewals: Bliss Linen & Home, CODARUS and Kinzig Design Home. Floor 15 is also home to the Designer Workspace.

Market-Only

- **Floor 3:** New showroom Balta US Inc.(rugs). Floor 3 also houses new buying group meeting space.
- **Floor 4:** Relocation of Anadol Rug Company from Floor 3.
- **Floor 5:** New showroom Sherwin-Williams (commercial paint). Relocation and expansion of C+H Interiors.
- **Floor 6:** Relocation of Oriental Trimmings from Floor 3. Renewal by David Allen Accessories.
- **Floor 9:** Relocation and expansion of John Robshaw Inc. & John Matouk & Co. Relocation of Gold Leaf Design Group. Six renewals: Bobo Intriguing Objects, Bojay Hillhouse Naturals Farm, India's Heritage, Kassatex and SDH ENTERPRISES.
- **Floor 10:** Two new showrooms: Duke Imports, Inc. (softgoods and bedding) and Monahan Papers (accessories, stationery items, fabric and wallcoverings). Expansion for Montes Doggett. Relocation for SmithHonig. Five renewals: Farmhouse Pottery, Hester & Cook Design Group, Intrepid International Trading Co., Saddleman's of Santa Fe and Taylor Linens.

Media Contacts

Chelsea Peabody Bohannon, 404.220.2141 or cbohannon@imcenters.com
Cathy Steel, 203.340.9251 or csteel@imcenters.com

