



INTERNATIONAL
MARKET CENTERS

ATLANTA | HIGH POINT | LAS VEGAS

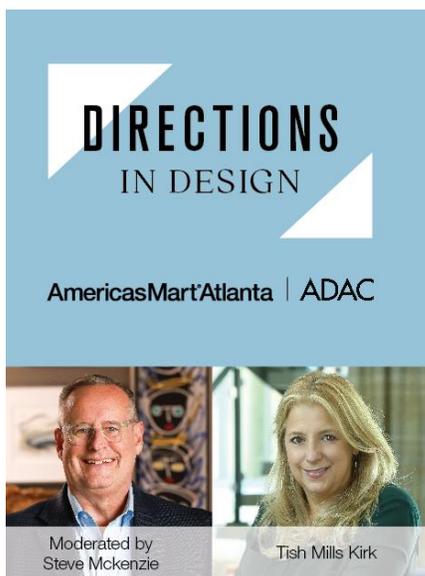
FOR IMMEDIATE RELEASE

ATLANTA DESIGNERS FOCUS ON WELLNESS FOR IMC'S 2020 DIRECTIONS IN DESIGN

Vignette Programming Showcasing ADAC and AmericasMart Product Presented Virtually
as Part of DISCOVER ADAC and Fall Design Week Programming

ATLANTA – September 10, 2020 – Four Atlanta designers are reflecting on the impact of design on wellness in the 2020 staging of International Market Centers' (IMC) Directions In Design, a vignette program which showcases the combined home décor resources of the southeast's comprehensive dual-venue design resource – the Atlanta Decorative Arts Center (ADAC) and AmericasMart Atlanta. In 2020, in connection with the coordinated DISCOVER ADAC and Fall Design Week, the program moves online with the four designs showcased virtually via a webinar on September 14, an interactive webpage and the centers' social media channels.

“Through Directions in Design 2020 we are tapping some of Atlanta’s talented designers to showcase the best of the ADAC and AmericasMart collections as they create all-new designs that are relevant for this unique time,” said Dorothy Belshaw, International Market Centers chief marketing and digital officer. “While the format has adapted due to the COVID-19 crisis, the program still celebrates the unmatched resources offered by ADAC and AmericasMart and their impact on the southeastern design community.”



DIRECTIONS IN DESIGN WEBINAR A Conversation with our Designers

Monday, September 14 | 1 p.m.



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Atlanta Designers Focus on Wellness for IMC's 2020 Directions in Design 2/2

Tish Mills Kirk of Tish Mills Interiors, Katelyn Rountree of Terracotta Design Build, Chris Socci of C. Socci Inc., and Justin Q. Williams of TradeMark Design Co. will provide valuable insights into living better through a more thoughtful use of space, a focus on simple comforts, and by incorporating healthy products that enhance overall wellness in their designs.

Atlanta designer Steve McKenzie – who created the 2019 vignettes – joins the Directions in Design 2020 participants for the unveiling of the virtual showhouse and a discussion of their designs on September 14 at 1 p.m. EST. Registration for the webinar and more information about Directions in Design is available online at AmericasMart.com/markets/Fall-Design-Week and ADACAtlanta.com/discover-adac.

(Note: Images available via this link:

<https://www.dropbox.com/sh/e6pvco23if5528j/AACU52cl2MKyq7VuZJvTFbGga?dl=0>)

Fall Design Week is a three-day in-person buying event in AmericasMart's 400+ Open Year Round showrooms which present nearly 2,000 home décor, gift and apparel lines. Fall Design Week also offers access to AmericasMart's newly remerchandised home décor collection which features 130+ showrooms with 350+ lighting, accent furniture, rugs, wall décor, casual furniture and linens brands. Showrooms are open September 21-23 from 10 a.m. until 4 p.m. Pre-registration is required and is open now at AmericasMart.com/attend/registration.

DISCOVER ADAC will virtually connect an international audience of design authorities, enthusiasts, and media to explore the enduring force of creativity that is redefining the concept of sanctuary in our homes and communities. For three days, from September 22- 24, 2020, design enthusiasts are invited join ADAC online for inspirational presentations and product launches by acclaimed interior designers, creative visionaries, and the finest luxury brands in the business. ADAC's 65 showrooms are open 9:00 AM – 5:00 PM Monday- Friday offering 1,200 furniture, fabric, rugs, lighting, accessories, floor and wall coverings, antiques, fine art and framing, kitchens, bath, tile and stone and home theater lines.

Fall Design Week and DISCOVER ADAC 2020 will follow IMC's Together Safely protocols which outline safety measures and mitigants during the COVID-19 crisis. Mandates include the use of PPE, temperature screening, social distancing measures, crowd control efforts and enhanced cleaning procedures. Appointments are suggested, but not required. For more information, visit TogetherSafely.com.

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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