



INTERNATIONAL
MARKET CENTERS

IMC CONTINUES ATLANTA MARKET HOME DÉCOR REFINEMENTS

Atlanta NEXT Phase Two Showroom Updates to Open at Summer 2020 Atlanta Market
Building 1 Lobby Construction Underway

ATLANTA – April 22, 2020 – As International Market Centers (IMC) enters Phase Two of its Atlanta NEXT initiative, another 12 home décor brands are scheduled to open new showrooms at the Summer 2020 Atlanta Market.

“IMC’s Atlanta NEXT progress continues despite current business disruption caused by COVID-19,” said Scott Eckman, IMC executive vice president, president of Furniture & Home Décor Leasing. “As we look together towards the future, the showroom refinements, as well as the Building 1 Lobby renovations, create an environment that will best meet the needs of the home décor community.”

Refinement of Home Collection Resources

Phase Two of the Atlanta Next updates sees four leading home accessories brands relocating from the Gift collection in Building 2 to Building 1. **Three Hands** (furniture, wall décor, lighting and home garden accessories) is moving to Building 1, Floor 11; **Sagebrook Home** (wall décor, furniture, lighting, home textiles and accessories) is moving to Building 1, Floor 13; **IMAX Worldwide** (residential and hospitality decorative accessories, accent furniture, mirrors, wall décor and lighting) is moving to Building 1, Floor 12; and **Diamond Star Corporation** (floral and glassware products) is moving to Building 1, Floor 13. More Building 2 to Building 1 relocations are planned and will be announced at a later date.

Additional Phase Two updates to the Building 1 Home Décor resources include eight new, expanding and relocating showrooms. Two new showroom debuts are **Artists Guild of America** (original fine art) and **Art Point** (wall décor) on Floor 11. Two expansions are **Forty West Designs** (lamps, upholstery, and home décor) growing by 40 percent on Floor 12 and **Zeugma** (pottery, wood lighting and mirrors) moving to Floor 15 and expanding by 65 percent. Additionally, four relocations are **Authentic Models** (furniture, artifacts and accessories are inspired by maritime history) moving to Floor 11; **Dome Déco** (interior collections with a cosmopolitan identity) moving to Floor 15 to a larger space; **Veronica Flam** (representing home décor lines Boabab Collections, Christopher Guy, Evelyne Prélonge, Koket, Lisa Taylor, Marquette Home, Nest Candles, Nick Alain, RC Rene Cazares and Smania) moving on Floor 15; and **ZUO Décor** (indoor and outdoor living, lighting, mirrors and home décor) moving on Floor 11.

Building 1 Lobby Renovations Continue

Construction work is underway on the update to the Building 1 lobby arrival experience, which will open for the Winter 2021 Atlanta Market. Immediately following the Winter 2020 show, crews broke ground on the transformative project, which sees the creation of a new two-story lobby with flexible lounge, meeting and work spaces, newly configured registration areas, premium showroom space and digital signage offerings plus a new full-service restaurant and a grab-and-go café to supplement the existing Starbucks café.

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Work will pause temporarily during the Summer 2020 Atlanta Market and then continue through to completion in winter 2021. A live view of the construction is available online at AmericasMart.com/AtlantaNEXT.

“The City of Atlanta is permitting in-progress construction to continue during other COVID-19-related business closures,” adds Eckman. “We have amassed an excellent team of designers, contractors and project managers who are equally as committed to safely executing our vision for a new arrival experience for the home décor collection at AmericasMart.”

Atlanta NEXT is a multi-stage capital and strategic investment plan that transforms the AmericasMart business through enrichment of all categories, strategic remerchandising of resources and improvements to all buildings. Phase One began in January 2020 in Building 1 with consolidation of Open Year Round resources and home décor remerchandising. In July 2020, Phase Two creates a new lifestyle destination in Building 2 and continues home décor remerchandising in Building 1. The new lobby experience in Building 1 will open in Phase Three in January 2021. For a full list of Atlanta NEXT updates, visit AmericasMart.com/AtlantaNEXT.

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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