

ADAC ANNOUNCES COMPLETE SCHEDULE FOR DESIGN ADAC

ADAC in partnership with VERANDA brings you the third annual DESIGN ADAC

ATLANTA – ADAC and VERANDA are proud to announce the 2014 schedule for DESIGN ADAC a five-day series of interior design, lifestyle and entertaining events on April 28 – May 2.

“DESIGN ADAC, along with the other events that we host at ADAC, is a collaborative effort working with our partners including showrooms, designers and sponsors,” said **Katie Belveal**, ADAC general manager. “With our amazing partners we are able to bring the very top caliber of speakers and sessions for attendees to walk-away with behind-the-scenes insight on the industry.”

“Companies like Kravet are always looking for ways to strengthen our relationships with interior designers,” said **Lisa Kravet**, Vice President at Kravet, Inc. “Design centers like ADAC are able to successfully integrate a level of programming that enriches the local design community through education, promotion and special events. Our business thrives on these types of successfully executed events, and we are proud to have ADAC as a partner.”

DESIGN ADAC will host headline events listed in the schedule below of a variety of speakers who will share key design essentials throughout the week. The week will also consist of a celebration for the Southeast Designers and Architect of the Year Awards presented on May 1. ADAC and VERANDA will recognize and award the winners in three categories with a prestigious accolade. More details will be announced soon.

Along with DESIGN ADAC, the fourth installment of ADAC: Behind the Windows and ADAC: The Experience will be revealed to the public. Another set of amazing designers will create vignettes displaying inspirational room settings from pieces exclusively found at ADAC. The designers and their designated locations are listed below.

A full calendar of events taking place during DESIGN ADAC, including all showroom events, receptions and special programming, is available at www.adacatlanta.com/design-adac.

DESIGN ADAC KEYNOTE AND FEATURE EVENTS: (As of March 20, 2014)

MONDAY, APRIL 28, 2014

11:00 AM: Mary Ella Gabler: Uncommon Thread

Mary Ella Gabler, founder of Peacock Alley, turned a chic boudoir pillow created on her home sewing machine into a multi-million dollar business. Join Mary Ella in the new Peacock Alley showroom, for a surprising conversation about her journey, as told in the book *Uncommon Thread - A Woman, a Brand, a Legacy: The Story of Peacock Alley Fine Linens*, and learn what continues to drive her today. Immediately following the presentation, join Peacock Alley for a book signing and reception.

1:00 PM: CHUCK CHEWNING Keynote Presentation

Welcome to the Gritti Palace

Donghia Creative Director and Design Director of Studio Rubelli, Chuck Chewning, presents the story of his impeccable restoration of the legendary Gritti Palace in Venice, Italy. Chewning takes guests through this spectacular and celebrated property while detailing the design and restoration process. The Gritti Palace has been timelessly refurbished, retaining its iconic history while contemporizing the majestic property for the 21st century. Immediately following the presentation, join Chuck Chewning in the Donghia showroom for a meet-and-greet reception.

TUESDAY, APRIL 29, 2014

10:00 AM: SUZANNE TUCKER Keynote Presentation

The Romance of Design - The Journey from Passion to Project, from House to Home

With a passion for design, AD100 interior designer Suzanne Tucker presents a journey of her beautifully layered interiors featuring a stunning selection of projects and illustrations from her latest book, *Suzanne Tucker Interiors: The Romance of Design*. Classic or contemporary, filled with art, antiques and sumptuous textiles – often of her own design – Tucker shares her vision for blending timeless elements when creating homes that are uniquely individual and ultimately personal portraits of the clients who live within them. Ainsworth-Noah hosts a reception and book signing with Suzanne Tucker immediately following the presentation.

1:00 PM: BOBBY McALPINE AND SUSAN FERRIER Keynote Presentation

Art of the House: Reflections on Design

Noted architect Bobby McAlpine and interior design partner Susan Ferrier share their poetic approach to creating beautiful interiors based on their new book *Art of the House: Reflections on Design*. Armed with the perspective of a southerner and an arsenal of architectural experience, McAlpine reveals his thoughts on grace, the human condition, tenderness of place and what we know to be true in our lives, all gleaned from his vast body of work created over the last 30 years. Ferrier speaks with great humor and respect about her intuitive and perceptive designs rooted in her varied life experience and extensive travels. Just like their frequent collaborations are alchemy of unlikely ingredients, their repartee and lecture proves to be entertaining, thought provoking and inspirational. Join Holland & Company for a reception and book signing with Bobby McAlpine and Susan Ferrier following the presentation.

3:00 PM: HOUZZ Panel Discussion

Make Social Media Work for You with Houzz

Learn the ins and outs of social media from moderator Liza Hausman of Houzz and a panel of top Atlanta interior designers including Joel Kelly of Joel Kelly Design, Bill Musso of Musso Design Group, and Jennifer Reynolds of Jennifer Reynolds Interiors. Hear from this savvy panel how to use Houzz to market yourself, gain more clients, and attract attention from the press.

WEDNESDAY, APRIL 30, 2014

10:30 AM: AERIN LAUDER Keynote Presentation

Join VERANDA Editor in Chief Clinton Smith for a conversation with Aerin Lauder on how storytelling can build an authentic brand, impact relationships with customers and help harness various forms of inspiration. Aerin Lauder is the founder and creative director of the luxury lifestyle brand AERIN, and maintains the position of style and image director of Estée Lauder. Following the keynote presentation, join Aerin Lauder and VERANDA Editor in Chief Clinton Smith for a lunch reception in the Lee Jofa showroom. Join Holland & Company for a book signing event and celebration of Aerin Lauder's book, *Beauty at Home*.

2:00 PM: Victoria Larson, Krista Nye and Tami Ramsay

What's New, What's Next

BRADLEY welcomes textile designer Victoria Larson, and interior designers and textile bloggers Krista Nye Schwartz and Tami Ramsay, both of the Cloth & Kind blog, for a discussion on textile trends. Find out what's current and where the market is going.

3:00 PM: BRIAN McCARTHY Keynote Presentation

A Grand Tour of Design: Collecting Across the Globe with Brian J. McCarthy

Decorating a home should be a joyful experience and what better way to enjoy the process than to travel the world collecting things you love? Celebrated designer and author of the new book *Luminous Interiors*, Brian McCarthy welcomes a client who shares his passion for travel and collecting and nowhere was this more evident than in the home he created for an adventurous Atlanta couple. Together, they crossed the Atlantic back and forth 35 times to create their fantasy home. McCarthy takes you along for the ride as he shows the collection amassed from France, Italy, Belgium and Holland. Learn how to scout while traveling and tips for collecting pieces that have real history, presence, and impact. Following the presentation, join Zoffany and Grizzel & Mann for a reception with Brian J. McCarthy to celebrate his new book *Luminous Interiors*. Visit Grizzel & Mann to purchase a copy of the signed book and preview the spring collections from Zoffany, Sanderson, Harlequin and Scion in the new Zoffany studio.

THURSDAY, MAY 1, 2014

10:30 AM: WINDSOR SMITH Keynote Presentation

Designing for the Future: Working with the Client of Tomorrow

In a candid and spirited question-and-answer session, Los Angeles-based designer Windsor Smith and VERANDA Editor in Chief Clinton Smith will discuss the clients of tomorrow, including how to reach, market and work with them in unexpected ways. In her role as a design "anthropologist," Windsor explores her clients' lifestyles to craft unique living experiences that feel deeply personal. Her mantra that "everyone can live beautifully" includes demystifying the design experience for clients. Through unique and unorthodox methods (including her "Room in a Box" design services), Windsor's practice has expanded beyond mere design and decoration. In turn, her practice has grown to include Hollywood's A-List and titans of finance and business. Clinton and Windsor share new insight into how other designers can expand and grow their own businesses to capture the clients of tomorrow. Join VERANDA's Editor in Chief Clinton Smith and Century's newest ICON, Windsor Smith, for a meet-and-greet reception as Windsor debuts her collection exclusive to Century showrooms.

1:00 PM: Eilieen Kathryn Boyd and Robin Gordon

Every Fabric Has a Back Story: A Look at the Process Behind the Creation of a Fabric Collection

Join designer Eileen Kathryn Boyd and Vice President of Marketing for Duralee Robin Gordon for a discussion on the development of Eileen's fabric designs. From inspiration to working designs to completion, Robin and Eileen give an in-depth look at the birth of a fabric collection and offer a sneak peek of Eileen's second collection with Duralee before it hits the market in September.

2:00 PM: Southeast Designers & Architect of the Year Celebration

Join ADAC, VERANDA and Jim Thompson in the new Jim Thompson showroom to celebrate the 2014 finalists of the esteemed Southeast Designers & Architect of the Year. Meet the talented group of design professionals, enjoy light refreshments and see the latest collections from Jim Thompson, Holly Hunt, Pierre Frey, Phillip Jeffries, Caperton Collection, Remains Lighting, Cambodge and No.9 Thompson.

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ADAC: BEHIND THE WINDOWS

View the newest installations of ADAC: Behind the Windows and ADAC: The Experience as they are unveiled for the first time during DESIGN ADAC. These six-month exhibits pair ADAC showrooms with interior designers to create stunning displays showcasing exceptional design talent and product. Exhibits are located throughout the building in the following suites:

- Suite 221 – Teri Duffy, Charles Novitsky, and Ashley Pendleton with T. Duffy & Associates
- Suite 223 – Janie Hirsch, ASID with J. Hirsch Interior Design, LLC
- Suite 224 – Smith Hanes and Win Collier with Smith Hanes Studio
- Suite 225 – Courtney Giles Decker with Courtney Giles Interiors
- Suite 226 – Margaret Kirkland and Emily Painter with Margaret Kirkland Interiors
- Suite 319 – June Chamberlain, Allied ASID with Chamberlain Interiors
- Suite 320 – Bill Musso and Todd Falconbury with Musso Design Group, Inc.
- Suite 321 – Maria McLaurin Nutt with McLaurin Interiors and Clay McLaurin with Clay McLaurin Studio
- Suite 322 – Michael Habachy with Habachy Designs Inc.
- Suite 323 – Landy Gardner, Phillip Suits and Dionne Gardner Dismuke with Landy Gardner Interiors
- Suite 324 – Gretchen G. Edwards with Gilstrap Edwards Interior Design
- Suite 326 – Liz Williams with Liz Williams Interiors
- Suite 503 ADAC: THE EXPERIENCE – John Oetgen with Oetgen Design, Inc.

About ADAC:

ADAC is a community-focused, nationally-recognized leader in the world of interior design and home fashion, built over 50 years ago by renowned architect and developer John Portman. For a half-century it has served as the essential one-stop shopping resource for interior designers, architects, and builders.

The ADAC campus consists of 550,000 square feet with over 60 showrooms offering 1,200 of the industry's finest product lines including furniture, fabric, rugs, lighting, accessories, floor and wallcoverings, antiques, fine art and framing, kitchens, bath, tile and stone, and home theater products. Likewise, ADAC's extensive services include custom designs such as framing, electronic systems, faux-finishing, and draperies.

In addition, signature industry presentations, celebrity and media events, educational programs and networking opportunities held throughout the year make ADAC truly a one-of-a-kind, design destination. To learn more, visit www.adacatlanta.com.

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About VERANDA:

VERANDA (www.veranda.com) is one of the world's most exquisitely produced interior design magazines. Published bimonthly, it is distinguished by its artful representation of interiors, gardens, table settings and floral arrangements. The magazine showcases the country's leading designers and travels far and wide to bring its readers some of the most fascinating interiors of the world. VERANDA is published by Hearst Magazines, a unit of Hearst Corporation, one of the nation's largest diversified media and information companies. With 20 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (ABC 2012) and reaches 83 million adults (Fall 2012 MRI gfk). Follow VERANDA on Twitter at @VERANDAonline.

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