



For Immediate Release...

October 27, 2014

HEARST DESIGN GROUP PARTNERS WITH ADAC FOR SECOND YEAR OF INSIDE DESIGN

INSIDE DESIGN: A Collective Experience with ELLE DECOR, HOUSE BEAUTIFUL and VERANDA

ATLANTA – INSIDE DESIGN returns to ADAC this week, in partnership with Hearst Design Group – *ELLE DECOR*, *HOUSE BEAUTIFUL* and *VERANDA*. Designers and design enthusiasts of all levels are invited to get a look INSIDE DESIGN. On Thursday, October 30, 2014 the team from Hearst Design Group including *ELLE DECOR* Editor-in-Chief **Michael Boodro**; **Karen Elizabeth Marx**, Hearst Design Group, Executive Director of Home Furnishings; and **Kate Smith**, Founder of Sensational Color and *HOUSE BEAUTIFUL* contributor, along with other leading design experts, will discuss how design trends have changed over the years.

“This is the second time ADAC and Hearst Design Group will bring together three established publications for one day of premier design presentations,” said **Katie Miner Belveal**, ADAC General Manager. “We are excited to once again host INSIDE DESIGN and experience the insights and distinctly different perspectives of the Hearst Design Group team.”

“I am excited to return to ADAC, especially on the occasion of *ELLE DECOR*'s 25th anniversary,” said **Michael Boodro**, Editor-in-Chief of *ELLE DECOR*. “Atlanta is a vital, modern city but one that also respects tradition. This is a great moment to look back at what is lasting in design, as well as forward to what's next. And I am particularly pleased to be able to share our new book, *The Height of Style*, with the area's design community.”

INSIDE DESIGN schedule includes:

THURSDAY, OCTOBER 30, 2014

10:00 AM: KEYNOTE PRESENTATION

Michael Boodro: 25 Years of Stylish Rooms: What's Changed and What Remains. **ADAC Presentation Room, First Floor Atrium**

11:00 AM: MICHAEL BOODRO Book Signing

Meet Michael Boodro and purchase a copy of *ELLE DECOR: The Height of Style*, Suite 403

12:00 PM: LUNCH, Suite 403

1:00 – 3:00 PM: SHOWROOM PRESENTATIONS

LA CORNUE: Designing for the Future While Honoring the Past

Join **Anne Puricelli**, Director of La Cornue North America and **Matthew Quinn**, Principal & Owner of Design Galleria Kitchen & Bath Studio, for a behind-the-scenes look at the humble story of the 106-year-old brand that today finds a home in many of the world's finest kitchens. See how these hand-made ranges are incorporated into world-class kitchens, and enjoy a live cooking demonstration by La Cornue Chef **Larissa Taboryski**. **Design Galleria, Suite 234.**

INSPIRED INTERIORS WITH PIERRE FREY

French interior design is often associated with a classic style that pays tribute to another time - but it is the skillful blending of styles that make the most exciting decors today. **Pierre Frey**, grandson of the founder of the company, brings us on a journey of French style through images from his upcoming book, *Pierre Frey, Inspired Interiors, A French Tradition of Luxury* - from the restoration of important 18th century chateaux to the contemporary mix of modern and classic styles. Special edition, pre-release signed copies of the book will be available for sale. **Jim Thompson, Suite 304**

SCHUMACHER: Celebrate 125 Years of Style & Creativity

To celebrate their 125th Anniversary, Schumacher has mined their archives to pull together a best hits collection—updated for rooms that draw on the past to redefine the way we live today. Join **Dara Caponigro**, Schumacher's Creative Director, as she shares the inspiration and creative vision behind this luxurious collection of the house's most iconic fabrics. **Schumacher, Suite 303**

STANTON CARPET: Creating Impact with Neutral Patterns

The crystal ball says that 2015 will be all about simplifying our lives. But where will all the drama go? Where it belongs--into design. The trend for interiors next year is to create layers of complexity within spaces. Join **Kate Smith**, Founder of Sensational Color and *HOUSE BEAUTIFUL* Contributor, for an insightful discussion on how this will manifest in colors, patterns, and design. You'll also have a chance to win a Stanton rug at each of her four presentations, so you may walk away with more than just new insider design knowledge. **Designer Carpets, Suite 215**

3:00 PM: KEYNOTE PRESENTATION

Thom Filicia: Design Diversity

A lively conversation with renowned designer **Thom Filicia** and **Karen Elizabeth Marx**, Hearst Design Group Executive Director, Home Furnishings. **ADAC Presentation Room, First Floor Atrium**

For registration and more information on the scheduled events, please visit <http://www.adacatlanta.com/events>.

INSIDE DESIGN event series is presented by The Hearst Design Group, *ELLE DECOR*, *HOUSE BEAUTIFUL* and *VERANDA*, and is sponsored by ADAC, La Cornue, Pierre Frey, Schumacher and Stanton Carpet.

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 wall coverings, 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 Hearst Magazines:

Hearst Magazines is a unit of Hearst Corporation (www.hearst.com), one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 1H 2014) and reaches 83 million adults (Spring 2014 MRI; includes HGTV prototype). In addition, the company publishes nearly 300 editions around the world. Hearst Magazines Digital Media, dedicated to creating and implementing Hearst Magazines' digital strategy, manages 18 websites for brands such as *Cosmopolitan*, *Popular Mechanics*, *ELLE*, *ELLE DECOR*, *Esquire*, *Good Housekeeping*, *Marie Claire* and *Seventeen*, as well as digital-only sites such as *Delish.com*, a food site in partnership with MSN. Hearst Magazines has published more than 150 apps and digital editions for the iOS and Android platforms. The company also includes [iCrossing](http://www.icrossing.com), a global digital marketing agency.

Media Contacts:

For ADAC: Tara Murphy | Erin Keeler – 360 Media, Inc. – 404.577.8686 or info@360media.net
For Hearst: Elizabeth R. FitzGerald – Hearst Magazines – 212.649.2586 or efitzgerald@hearst.com

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