



For Immediate Release...

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THIS YEAR'S DISCOVER ADAC GOES BEYOND DESIGN AND SHINES A LIGHT ON EVERY ASPECT OF LIVING

Collaboration with Nearly All-Female Speakers Brings Fresh Perspectives on How People Respond to Their Environments

ATLANTA: ADAC – an essential design destination located in the prestigious Buckhead district of Atlanta – is excited to welcome the Southeast's design community September 25-27 to its annual **DISCOVER ADAC**. The three-day celebration will be comprised of a series of guest speakers by noted interior designers, cultural icons, artists, visionaries, architects, and more. With a full program spanning book signings, product launches, cocktail sip and strolls, salon-style talks, and pop-up shops, this design celebration is perfect for any level of design enthusiast.

"We want to embolden attendees to explore all elements in life at this year's DISCOVER ADAC – how our homes reflect our desires told and untold, why beauty is important, and how unexpected paths can lead to an adventurous career in design," said Katie Miner, General Manager at ADAC. "Beyond the concept of design, the week centers on finding inspiration, being mindful, and designing a more beautiful life in every aspect, which ultimately allows you to become more comfortable in your home. In addition, with a high number of female participants, we're looking forward to celebrating women designers, entrepreneurs, and creatives of all kinds."

Programming throughout the three-day event will bring together some of the industry's most beloved names. Attendees can look forward to hearing from designer **Charlotte Moss** (Charlotte Moss, LLC) on finding beauty and inspiration, and why it's important; *House Beautiful* Editor in Chief **Sophie Donelson** on a first look at five ideas driving the home of tomorrow; and designers **Nina Campbell**, **Suzanne Kasler**, and **Carolyn Roehm** on their private worlds, from their storied careers to what's next for the celebrated tastemakers.

Here are nine of over 20 events to expect at this fall's market:

- **Tuesday, September 25th at 10:00 AM – THE POWER OF PATTERN | Susanna Salk with Leslie Newsom Rascoe**
Showing some of her favorite images from her latest book, *The Power of Pattern: Interiors and Inspiration: A Resource Guide*, Susanna Salk reveals how wallpaper and fabric designs can be used to elevate and personalize every room. Susanna sits down with *MILIEU's* Design Director, Leslie Newsom Rascoe, to explore how pattern – whether floral, geometric or iconic – can be as instrumental as any accessory to a room's overall impact and reflection of its owner's unique style.
- **Tuesday, September 25th at 1:00 PM – BEAUTY... A LIFE IN PURSUIT | Charlotte Moss with Margot Shaw**
"*I am going to make everything around me beautiful – that will be my life.*" Elsie de Wolfe. For 34 years, Charlotte Moss has considered her career a privilege, a blessing, and a challenge. Throughout it all, she has remained committed to making everything in her path as beautiful, inspiring, and accessible as possible. Beginning with rearranging her parents' furniture and learning how to garden with her grandmother to a career in decorating, Charlotte's quest for beauty is legendary. In conversation with *FLOWER Magazine* Editor in Chief, Margot Shaw, Charlotte reveals what inspires her in her constant pursuit of beauty and why it is important.
- **Tuesday, September 25th at 4:00 PM – CLASSICAL CONCEPTS IN THE NEW SOUTH | Stanley Dixon, Jeffrey Dungan & Ken Pursley with Peter Lyden & Haskell Harris**
Join *Garden & Gun* for a discussion on classical and Southern architecture, blended with the modern design of the New South. Moderated by *Garden & Gun's* Style Director, Haskell Harris, and the Institute of Classical Architecture & Art's President, Peter Lyden, the discussion features perspectives from three Southeast Architect of the Year Award winners: Stanley Dixon of D. Stanley Dixon Architect in Atlanta, Georgia; Jeffrey Dungan of Jeffrey Dungan Architects in Birmingham, Alabama; and Ken Pursley of Pursley Dixon Architecture in Charlotte, North Carolina.
- **Wednesday, September 26th at 10:00 AM – HOW TO LIVE TOMORROW | Sophie Donelson**
The conversation around the trends in home design too often focuses on colors, furniture styles, and technologies. But the future of how we live beautifully and happily is told through homes that reflect our desires told and untold – and products are just one element. *House Beautiful* Editor in Chief, Sophie Donelson, presents a first look at the five ideas driving the home of tomorrow with critical take-aways for designers seeking business innovations for today.
- **Wednesday, September 26th at 1:00 PM – WHO INSPIRES YOU? | Alexa Hampton with Jennifer Boles**
Join Kravet Inc. for an exclusive discussion celebrating the release of *Inspired Design: The 100 Most Important Interior Designers of the Past 100 Years*. Led by author Jennifer Boles, this discussion spotlights the iconic trailblazers who paved the way for modern-day interior design. Jennifer sits down with designer Alexa Hampton to find out: who inspires you? Where do your ideas come from? Learn what it's like working with the many inspiring designers Alexa has crossed paths with, and what it's like to be among the youngest designers name-dropped in this book vetted by the design community.

- **Wednesday, September 26th at 3:00 PM – A DESIGNER’S UNEXPECTED JOURNEY | Marshall Watson**
Interior designer Marshall Watson invites you to join him on an adventure as he shares stories from the unexpected path that led him to a career in design. Showcasing dynamic images from his book, *The Art of Elegance*, as well as exclusive photos that have never been published before, Marshall weaves a visual journey through the distinctive houses he has designed and demonstrates how he uses warmth, light, peace, comfort, balance, and livability to create homes that are classic, timeless and most importantly, elegant. Following the talk, visit with Marshall during an in-showroom reception and book signing.
- **Thursday, September 27th at 10:00 AM – THE POWER OF STYLE | Nina Campbell, Suzanne Kasler, Carolyne Roehm with Clinton Smith**
Join celebrated tastemakers Nina Campbell, Suzanne Kasler, and Carolyne Roehm for an engaging, enlightening, and entertaining chat with *VERANDA* Editor in Chief, Clinton Smith. Known for their authentic voices and a passion for timeless design, this lauded group offers a peek into their private worlds — from their storied careers to what’s next on the horizon. Each is known for transcending the world of interior design with a 360-degree focus on lifestyle, which incorporates product design, garden design and outdoor living, elegant entertaining, book publishing, and even fashion design. Join us for this master class on All Things Style.
- **Thursday, September 27th at 1:00 PM – AFFLUENT ECLECTICISM: IT’S ALL IN THE MIX | Jamie Drake & Mary Douglas Drysdale with Jill Waage**
Join *Traditional Home* Editor in Chief, Jill Waage, along with panelists Jamie Drake and Mary Douglas Drysdale, for a dialog on the modernization of traditional design. As eclecticism grows ever stronger, how are the priorities, mindsets, and vocabulary changing around affluence? Are we at a tipping point between modern and classic in the mix? What’s rising and waning? Are antiques less — or even more — relevant to the next generation? Learn answers to these questions and more as you gain new perspectives from these powerhouses of design.
- **Thursday, September 27th at 3:00 PM – HOW STORYTELLING BUILDS LUXURY BRANDS | Gabriel Hendifar & David Kleinberg with Pamela Jaccarino**
Join Pamela Jaccarino, *Luxe Interiors + Design* Editor in Chief, as she sits down with David Kleinberg, Founder of the internationally-renowned interior design firm, David Kleinberg Design Associates, and Gabriel Hendifar, Creative Director and Co-founder of APPARATUS, a New York-based lighting, furniture, and object design studio, for an engaging conversation about creating environments that build a brand through storytelling. The designers discuss their early days, the challenges faced, and their inspirations that have proven successful along the way.

ADAC carries the fun into the evening on Tuesday, September 25, and Wednesday, September 26 with ADAC West Sip and Stroll and DISCOVER ADAC After Hours – two evenings of cocktail parties and pop-ups throughout the Center that make it the perfect time to catch up with friends, visit favorite showrooms, and explore everything new. To see the full DISCOVER ADAC lineup, flip through the event guide [here](#). **Registration opens Friday, August 10.**

Interviews will be available prior to and during the event. If interested in speaking with a guest speaker or the General Manager, Katie Miner, please email 360 Media, Inc. at info@360media.net or call 404-577-8686.

For more information on ADAC and this free event, visit the center’s [website](#) and follow along on [Facebook](#), [Twitter](#), and [Instagram](#) using the hashtag #DISCOVERADAC.

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. For upcoming events, visit www.adacatlanta.com/events.

Media Contact: Morgan Rabby | 360 Media, Inc. – info@360media.net or 404-577-8686

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