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Designers' Guide to **LAS VEGAS MARKET**

July 29–August 2, 2018

The Season's Newly **Unveiled Showrooms**

How the **Housing Boom** Impacts Market

Bling-Blinging **Product Launches**

The Schedule: Top **Designer Events**

BUSINESS OF HOME
by **EDITOR AT LARGE**

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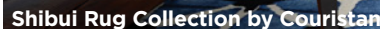
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Showroom openings and a sparkling new kitchen-bath concept are shaping this summer's Las Vegas Market. Here's our rundown on news to know before heading to the show. **BY MELISSA STUDACH**



The summer edition is ringing in the new with more than 20 showrooms making their debuts—whether it's first-timers or the newly relocated. Heritage carpet and rug maker Stark Carpet and Stark Studio Rugs (C123), cowhide specialists BS Trading Co. (B354), and glamour-infused furniture manufacturer Meridian (B745) are a few of the fresh facades popping up on the main showroom floors. Products from these and others will be on display in the inaugural Designer Showcases (A210), an initiative made up of 30 curated vignettes. More introductions await on the temporary show floors. Las Vegas Market's exclusive design showcase Salon West welcomes Mastour Fine Rugs Est. 1890 (C583) and whimsical decorative arts maker Sugarboo & Co. (C596J) to its West Coast roster featuring returning vendors like Oly Studio (C596D) and Mitchell Black (C582). Over in The Pavilions, family brand Taylor Linens (P2-604) shows off its hand-quilted bedding and tailored window treatments in its Market debut.

There's no such thing as an off season at the Las Vegas Design Center. It's angling to be even more of a destination for designers near and far any time of year. Many changes will be unfolding over the next six months—read our feature on page 5 for details on that end—but you can get an early fix of the resources to come at the newly debuted Kitchen & Bath Resource Center (A110). The year-round showroom concept features two floors of products from top brands like Currey & Company, ILVE and Walker Zanger.

President
Julia Noran Johnston

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THE BLING RING

Lustrous materials will give your Market experience a little shine this summer. Pan for gold (and silver and bronze...) with us as we uncover this season's top finds. **BY KATY B. OLSON**

1. **Quill Chandelier by Currey & Company**

With polished brass panels and top and bottom endpoints that are crafted to look like the nibs of a pen, the Quill Chandelier is indeed mighty—especially since the pieces come together to form a gleaming crown. [C398](#)

2. **Constellations Wallpaper by The Novogratz for Tempaper**

Shoot for the moon, as the old saying goes, and even if you miss, you'll land among the stars. The Novogratzes' imaginative Constellations print for Tempaper makes for a nice landing. The self-adhesive, removable wallpaper is designed to bring the great outdoors in. [C584](#)

3. **Rutland Sofa by Meva**

High-glitz velvet and a distinctly art deco-inspired influence join forces in this posh piece. [B162](#)

4. **Cairn Console Table by Phillips Collection**

Crafted of artisan-grade resin and finished by hand in silver leaf, this console draws its inspiration from nature—specifically, what the brand terms an elegant “cluster of organic stones.” [A202](#)

5. **Blue Margo Chair by Meridian Furniture**

All that glitters isn't necessarily gold—certain velvets, like the elegant gem-tone upholstery used in this chair, glisten in the light. [B745](#)

6. **Carlyle Campaign Dresser by Ave Home**

The small three-drawer dresser's recessed brass pulls and corresponding corner brackets deliver a subtle but unmistakable dose of shine. [C359](#)

7. **Adele Chaise by TOV Furniture**

The sensual silhouette and lush velvet upholstery play memorable roles in this chaise by TOV Furniture, but the matte gold base steals the show. [B658](#)



Residential Design is Booming in Las Vegas

A healthy housing market gives way to a year-round design center.

BY KATY B. OLSON



An interior by designer Michelle Workman

It's admittedly a work-in-progress, so don't mind any stray debris: A brand new kitchen and bath center, designer offices and open-all-year hours of operation are either en route to or already set up at the Las Vegas Design Center. While Market may bring the big names and bright lights, it unfolds just a handful of days each year; the secret sauce for some is the Center. Composed of the first two floors at World Market Center, it's open weekdays all year long and spans 100 brands and about two dozen showrooms (Christopher Guy, Global Views, Four Hands, Kravet, Vanguard, Visual Comfort, et. al.) It's now undergoing a reimagination that designers will witness firsthand this Market.

It's a fitting moment for a revamp. The *Las Vegas Review-Journal* reports that home prices in the city are escalating at nearly the quickest rate in the country. Builders are bringing in record numbers as well as the highest volume of sales in the last decade, and the median price of previously owned single family homes (a.k.a., the largest segment of the market) is on the rise by 16 percent over last year. The Las Vegas Metro area has done "a complete 180" since the design center first opened at the beginning of the recession, says Cain Brodie, marketing director of International Market Centers. And that, he says, is translating into an influx of designers.

→ New Resources

More designers means a demand for more resources. One of the more obvious ones that had been missing from the Las Vegas Design Center was a kitchen and bath effort. Informed by designer feedback, The Kitchen & Bath Resource Center opens in August with a distinctly local bent: the center is debuting vignettes created by designers who work regionally and nationally, using resources from a number of local area kitchen and bath distributors. On-hand descriptions will alert potential clients to the name and location of different products and services used in the vignettes.

→ Priority Access

Access in the off season—i.e., those 200-something days of the year when many showrooms go dark—is a compelling issue for Joanne Tatem, owner of Urban Chic Home Furnishings, who also manages Vanguard, Eastern Accents, Charleston Forge and MT Company. Tatem and Lee Hershberg, vice president of gift and home leasing at International Market Centers, are working to keep more doors open; Tatem is producing a four-line vendor styled as the Urban Chic showcase opening this Market on the second floor of Building A, which will feature a number of lines, including Interlude Home, Art and Frame Source, Loloi Rugs and Howard Elliott. (The last two previously had a Market-only presence.) The



West Coast-turned-Southern designer **Michelle Workman** continues to shop Vegas—both on and off season. She shares her tips:

RESIMERCIAL OPTIONS

Zuo Mod and Sunpan are Workman's picks for projects that blend the best elements of both commercial and residential design.

FAVORITE FINDS

Workman is the first to admit her partiality. "My very favorite is, of course, Dillon-Wells since they carry my Facet Collection for French Heritage, but I also love going to Phillips Collection. They are always fashion-forward and easy to work with."

OFF-SEASON VISITS

"If you don't call ahead, you may find that the showroom you expected to be open may be closed. But the convenience of having a design center when you need it can't be beat." Call showrooms in advance and let them know you're coming, she suggests. "A good number of showrooms will open in the off-market if you schedule a visit with them, even if they are not usually open."

showcase will remain open year-round. "We're building as much of a one-stop shop for designers as possible," affirms Tatem. "It's definitely a work-in-progress, but we're getting there."

→ Product Placement

"It became clear we needed to get another three to five, medium to high end, transitional type case goods and upholstery companies with a versatility of fabric and product selection," says Hershberg, who started quizzing local designers over a year ago on what they wanted in the Design Center. "They didn't need the 20,000, 30,000, 50,000 square footage of High Point—just a 3,000 to 4,000 square foot footprint, enough to enable designers and their clients to sit-test and touch product." Occasionally the footprint is even smaller: a new Designer Showcase program lets manufacturers who don't have a yearlong presence in the design center proper participate in 100 to 200 square foot shoppable showcases that are open all year. "The requirement is that their showrooms stay fully furnished," he says. Designers can bring their clients to the unmanned showcase; the client picks out what she likes from, say, Arteriors, Oly and Bungalow 5. "We will escort them to the showroom, turn the lights on, open it up—just like a homeowner or client would shop or research product remotely, it allows them to do it in the physical space of the manufacturer. See it, sit in it, touch it, get scale physically."

→ Designers First

Underlying the initiatives is an effort to remind designers that they're a priority. In 2009, the LVDC's consumer access policy, similar to that of most design centers in the U.S., had meant more liberal admission for non-designer visitors. Today, the center is still open to consumers but upon entering, they're badged as such, receive an orientation, and are introduced to an on-call designer. While they can buy product at sample sales, they are required to buy any other product via a designer. (Most of the off-Market showrooms welcome designers visiting with clients. Designers, Tatem explains, should "know that they'll never disclose their designer-discounted price unless they ask us to. Call ahead and let them know, 'This is the information I want my clients to have or don't want them to have.'") Creature comforts like pop-up dining concepts will appear during this Market, while designer offices and daily-operating restaurants will open by the end of the year.

"A big misconception is that the center sells to the public," says Tatem. "We are constantly striving to make sure that we're focused on protecting the design trade. They need to know that it's *their* space, it's a safe space, and no one's going to go around them and sell directly to their customers."



Meet Cortney and Robert Novogratz on July 29 at Tempaper

SUNDAY, JULY 29

Expanding Your Design Firm With a Brick-and-Mortar

1 p.m. - 2 p.m. | Building C, Seminar Room, C174

In today's digital marketplace, consumers still want to see and feel home furnishings in person, but for designers, doing your homework is critical before opening a store. Join Lori Paranjape, Christopher Kennedy, Bobbi Jo Engelby and Susan Jamieson as they share the ins and outs of opening a shop, including how to combine online and in-store marketing strategies, create a unique customer experience, form design collectives, identify hidden costs, and more. Moderated by *Designers Today* editor in chief Jane Dagmi, with national media sponsor *Aspire Design* and *Home* magazine and co-sponsors *Designers Today* and IMC-Las Vegas Market. (0.1 CEU) *RSVP: aspiremetro.com/event/brick-and-mortar*

Pushing Creative Boundaries

2:30 p.m. - 3:30 p.m. | Building C, Seminar Room, C174

A dynamic panel that includes Angela Harris of TRIO Environments, Jason Phillips of Phillips Collection, Shane Mahan of Kitchell Custom Homes and Erik Peterson of PHX Architecture will discuss how new development, architecture and interior design are influencing product design, particularly in hospitality and mixed-use projects. Erika Heet of *Interiors* magazine will moderate. A special toast and after-party at Phillips Collection will follow. (0.1 CEU)

ANDYZ Awards Celebration

3 p.m. - 4:30 p.m.
Building A, Kitchen and Bath Resource Center

Join the celebration feting this year's ANDYZ Award winners. The top residential, commercial and hospitality design projects will be recognized across 10 categories, submitted by interior designers, architects and design students throughout the Western U.S.



Meet-and-Greet With Cortney and Robert Novogratz

3 p.m. - 6 p.m. | Tempaper, C584

Join celebrity husband-and-wife team Robert and Cortney Novogratz for light bites, exclusive giveaways, and a wallpaper raffle. Known for their popular TV shows, Bravo's *9 by Design* and HGTV's *Home by Novogratz*, the design duo will be celebrating the launch of their first collection of removable wallpaper for Tempaper, which features a series of 11 whimsical patterns, designed to add bold color and creativity to the everyday lifestyle.

Launch Party for Angela Harris

3:30 p.m. - 4:30 p.m. | Phillips Collection, A202

Designer Angela Harris will be on hand at this party celebrating her new line with Phillips Collection. Cocktails and hors d'oeuvres will be served.

Champagne With Christopher Guy

4 p.m. | Christopher Guy, A100

Meet the face behind the name—talk shop with Christopher Guy over a glass of bubbly. *RSVP: christopherguy.com.*

MONDAY, JULY 30

Brunch at Orient Express

10 a.m. - 12 p.m. | Orient Express, B600

Join the Orient Express team for a doughnut and mimosa bar while viewing the brand's new summer collection.

First Look: Summer 2018

10:30 a.m. - 11:30 a.m. | Building B, WorldView on Sixteen

Las Vegas Market's popular First Look program returns, spotlighting product introductions—ranging from furniture and decor to gifts, art, handmade, tabletop, housewares and so much more—in a fast-paced program for both retail and designer audiences. First Look curator and 20-year magazine editor Julie Smith Vincenti will share her trends forecast. Want even more of Market's summer product debuts? Be sure to follow #ViewOnVegas Instagram Takeover @LasVegasMarket. (0.1 CEU)

Captivating Design in Morocco: The New Artisan Frontier

11:30 a.m. - 12:30 p.m.
Pavilion 1, Seminar Room, North End of Pavilion 1

Last winter, a group of creatives joined *Home Accents Today* editor in chief Susan Dickenson for a design excursion to Morocco, where they viewed artisan sites and ancient and modern masterpieces of decor and design. Dickenson leads a discussion with this colorful and talented group of travelers, including designers Julia Buckingham, Aviva Stanoff, Madeline Buckingham Edelmann, Nancy Price and other industry insiders. (0.1 CEU)

Sherwin-Williams Colormix Forecast 2019

1 p.m. - 2 p.m. | Building B, WorldView on Sixteen

Join Laurie Clark of Sherwin-Williams at the unveiling and presentation of Colormix Forecast 2019, a course that brings attendees on a visual journey with stimulating imagery and statistics and research supporting the 2019 trend forecast. Guests will receive the exclusive Sherwin-Williams Colormix Forecast 2019 brochure and limited-edition Fan Deck—which are only available here. (0.1 CEU)

Best of the West in Life and Style

2:30 p.m. - 3:30 p.m. | Building B, WorldView on Sixteen

West Coast lifestyle is the theme at this panel of tastemaking influencers and designers, including Jenny Komenda, Chelsea Shukov, Jamie Grobecker, Ryan Garvin, Kristen Forgione and Caitlin Wilson. They're on hand, along with REstyleSOURCE and guest moderator Jesse Bodine of Scout & Nimble, to dive into what's trending out West today. Insider tip: Best of the West Celebration to follow at 4 p.m., on the fifth floor of Building C. (0.1 CEU)



Currey & Company Party

3 p.m. - 5 p.m. | Currey & Company, C398

The drinks are on Currey! Don't forget to stop by before the party kicks off and leave your business card behind for a chance to win the Warner Drinks Table. The drawing will take place at 5 p.m.

Connecting the Interiors' Aesthetic to the Outdoors

4 p.m. - 5 p.m. | Casual Furniture Seminar Room, C1212

Bring the outdoors in—and vice versa—with Kerrie Kelly of Kerrie Kelly Design Lab, as she discusses how to integrate indoor design elements into your outdoor living areas to elevate the look and feel of your alfresco entertainment, lounge, dining and intimate seating areas. Cocktails and bites follow in the Feizy Rugs showroom, C180, starting at 5 p.m. (0.1 CEU)

Trend Forecasting

5 p.m. - 7 p.m. | Norwalk Furniture Showroom, A225

Jaye Anna Mize, VP of creative home interiors at Fashion Snoops, will share a look into the future of the consumer mindset by exploring 2019/2020 macro shifts, as well as the evolution between key product trends, in order to understand how today's consumer behavior validates design and trends at Spring Market.

TUESDAY, JULY 31

Indoors and Out

11:30 a.m. - 12:30 p.m. | OW Lee Company, C1301

Today's architects draw blueprints incorporating the all-important "fifth room"—also known as outdoor space—so interior designers must be prepared to design the home in its entirety. Drop in at the OW Lee Company showroom, where editors Jane Dagmi and Waynette Goodson ask top designers how they're bringing the natural world inside and create a true living experience outdoors. Complimentary lunch will follow the presentation. (0.1 CEU)

Ahead of the Curve

1 p.m. - 2:30 p.m. | Building B, WorldView on Sixteen

Las Vegas Market's signature Ahead of the Curve program returns with an exciting lineup: an intimate and engaging panel discussion with Amber Lewis of Los Angeles-based Amber Interiors, Brian Paquette of Seattle-based Brian Paquette Interiors, and Laura Umansky of Houston-based Laura U Interior Design. Kathryn Given, design and market editor for *Luxe Interiors + Design*, moderates as the designers share insights, recommendations and client experiences, and stick around for a Q&A session. The designers will each lead an intimate tour where they shop their favorite showrooms and post their picks to the Instagram takeover #ViewOnVegas, discussing their posts at the event. (0.15 CEU)

RSVP: LVMKT.com/events

Frank Lloyd Wright: American Icon, Architectural Master, Modern Dreamer

2 p.m. - 3 p.m. | Building C, Seminar Room, C174

Frank Lloyd Wright, a true American icon, highly influential architectural master and all-around modern dreamer, is the subject of this PPG presentation. Highlighting Wright's professional life, his influence on modern design and his body of work resulting from time at Taliesin West, his school and winter home, the presentation will also have a special focus on the color palette developed for there. Learn how Wright harnessed control of his projects across architecture, landscape design, lighting, textiles and furnishings, as well as about his key design styles and how his projects have continued to inspire designers of all stripes. Q&A to follow. (0.1 CEU and 0.1 AIA)

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