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# The **Designer's Guide** to **HIGH POINT MARKET**

April 6-10, 2019

**On Display:** Plant Seven's New Exhibits

**Trending:** Beguiling Product Debuts

**It Takes Two:** This Season's Top Collaborations

**The Schedule:** 100+ Can't-Miss Events

BUSINESS OF HOME  
by **EDITOR AT LARGE**



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And here.  
And here.



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Temple Furniture  
Thayer Coggin  
Theodore Alexander  
Thibaut  
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Younger  
Universal

Visit the Crypton patio, an outdoor oasis and hammock garden. April 6th – April 8th.  
Off the walkway btwn. Transportation Terminal & Showplace Bldg. #cryptonpatio

[cryptonhome.com/hpmkt](https://cryptonhome.com/hpmkt)





# MARKET REPORT

Showroom grand openings and can't-miss art exhibitions are shaping this spring's High Point Market. Here's the news to know before heading to the show.

BY MEL STUDACH

Home accessories designer Dana Gibson.  
LEFT: Glacier Two-Tier Ring chandelier by Hammerton.

### Fair First-Timers

Global design perspectives make their way to Market with Spanish furniture and lighting maker Colección Alexandra and Indonesian woodworking atelier Lily Koo among the eight new exhibitors debuting in InterHall at the IHFC building (210 E. Commerce Ave., IH202 and IH196). A few blocks west, The Suites at Market Square (200 W. Commerce Ave.) welcomes artisan lighting studio Hammerton (G7020), color-happy home accessories designer Dana Gibson (G7041), and Houston-based fine artist Austin Allen James (G6020) as newcomers to its Salon section.

### On the Move

The latest map of downtown High Point has a brand-new piece of architecture in the Hamilton Wrenn Design District: The Markor Art Center (122 N. Hamilton St.), which hosts its ribbon cutting this Market, featuring permanent tenants Caracole and A.R.T. Furniture. As if a 10-year anniversary isn't enough reason to celebrate, home accessories brand Made Goods is opening a 28,000-square-foot showroom at The Bank on Wrenn (203 N. Wrenn St.), a former treasury recently redeveloped in an homage to its midcentury pedigree. Inside IHFC, Loloi Rugs (D320) and Jamie Young Co. (D223) are making moves within the Design wing, while upholstery resource Nathan Anthony Furniture debuts its first permanent showroom in the building (IH602).

### Currently on Display

High Point's newest innovation and inspiration center, Plant Seven (410 W. English Rd.), is debuting two art exhibits just

in time for Spring Market. Curated by Leyden Lewis on behalf of the Black Artists + Designers Guild, "Beyond the Mask: Storytelling in Black Art + Design" showcases the influence of black identity and aesthetic on design. The gallery, which features textile and ceramic works tracing back to the precolonial African empire, dispels the myths and stereotypes historically used to undervalue black culture in art and design. Neighboring exhibit "Terra Incognita: 21st-Century Ceramics" surveys the material and construction innovations that are advancing the pottery craft. The show's curator, *Metropolis* managing editor Lila Allen, gathers ceramics from across the U.S. that embody new ideas in form, glaze and ornamentation. Both exhibitions will be on display through September 30th.

### Studies Show

High Point Market ranks as North Carolina's largest economic event, according to a 2018 study conducted by the Duke University Global Value Chains Center and the University of North Carolina at Chapel Hill. The report, which analyzed visitor spending and exhibitor rents, among other economic activities, found that the semiannual show contributes \$6.73 billion annually, as well as 42,427 jobs, and \$202 million in tax revenue at state and local levels. "Keeping High Point Market competitive and strong is an important priority in North Carolina," says Doug Bassett, president of Vaughan-Bassett Furniture and chairman of the government relations committee for the High Point Market Authority board of directors. "This economic engine must continue to grow, prosper and thrive for the success of our state." ■

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# SETTING THE SCENE

Courtney McLeod, New York-based founder of Right Meets Left Interior Design, crafts an exuberant living room just for *BOH* that spotlights some of the top products debuting at High Point this spring. Her layered mix of styles and materials is a fitting tribute to the varied medley of new designs at the ready for Market attendees. Inspiration, here we come.

1. Bobby Berk's *Bauer* cabinet, from his debut collection for **A.R.T. Furniture**, features cane-accented doors and a graphite stain with subtle metallic cerusing. (Markor Art Center, 122 N. Hamilton St.)
2. A subtle walnut base grounds **Verellen's** expansive *Hamilton* sectional, which is designed and made to order from the company's home base in High Point. (515 S. Hamilton St.)
3. Inspired by designer Rawan Alsahsah's residential products in the Middle East and Europe, the *Aria* chair's contemporary form and luxe combination of materials exemplifies the 12-piece collection **Rawan Isaac** is bringing to Market for its High Point debut. (IHFC, IH201)
4. Intricate hand-twined wires and an antique brass finish make the *Alambre Wire Work* coffee table from **Modern Day Accents** a striking centerpiece—yet thanks to an airy design, it still allows the rug to shine. (Suites at Market Square, M8016)
5. Feather-like embroidered velvet appliqué in a wash of pale pink hues punctuate the linen-cotton *Clouds* pillow from **Kevin O'Brien Studio**. (Suites at Market Square, Salon, G6017)
6. With its hand-rubbed gold finish and alluring green and blue hues, the color-blocked *Rothko* occasional table is the show-stopping result of a collaboration between furniture maker **vanCollier** and **Wendy Concannon Photography**. (Suites at Market Square, Salon, G-6002)
7. Dallas-based designer Kelly O'Neal has been the creative force behind painting purveyor **Design Legacy** for more than two decades. In the painting "*Opposite Attraction*," he channels the look and feel of street art. (126 Virginia Pl.)
8. One of Florence Broadhurst's most iconic designs is resurrected as the alluring, large-scale hand-tufted wool *Japanese Floral* rug from **Brink & Campman**. (Selamat Designs, IHFC, IH004)



## Meet Courtney

A former private equity portfolio manager, New York designer and 2019 High Point Market Style Spotter Courtney McLeod combines a love of color and collecting with a nuanced approach to budgeting and client management in her daily practice.

**What inspired this space?** My starting point was the Brink & Campman rug, which is based on the iconic Japanese-inspired floral pattern designed by Florence Broadhurst. My goal was to design a colorful room with a well-considered mix of styles and periods.

**Who is your imaginary client?** I imagined a well-traveled and unabashedly glamorous client—a bit of an Auntie Mame character. In the back of my mind, I kept thinking, *What would Tony Duquette do?*

**What are you most looking forward to at Market?** I can't wait to discover new artisans and makers. I believe one of my greatest value-adds to my clients is introducing them to vendors and products they can't easily find elsewhere—and High Point Market is a great place to find those gems.





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Join Ray, Steele Marcoux Editor in Chief, and  
Hickory Chair as we celebrate the launch of the  
Ray Booth Collection.

**Saturday, April 6th**  
**Book Signing 2-4 pm • Cocktails and Hors d'oeuvres 4-6 pm**  
**Market Square - 3rd Floor - MS324**



# It Takes Two

Great creative partnerships are the product of great chemistry—a rare thing in life, art and business. We spoke to the names behind spring’s hottest collabs to find out how they met their match.

BY FRED NICOLAUS



← Sarah Richardson x Palliser

Canadian manufacturer Palliser is celebrating its 75th anniversary this year with its first-ever collaboration with an interior designer. Fittingly, it has tapped Canadian design star Sarah Richardson, the co-host and producer of eight HGTV lifestyle series. The resulting line is expansive, with four sub-collections, each a complete turnkey package including bedroom, dining and occasional pieces alongside made-to-order upholstery in over 55 fabrics and leathers. Richardson saw the mini-collections as a chance to explore different aspects of her aesthetic. Annex is a family-oriented line with a honey-hued palette; Boulevard is art-deco inspired and designed for urban dwellers; Vista is more luxe, with bold punches of red and tangerine; and Shore is a coastal collection full of handwoven rattan, linen-cast resin and brass. The designer says she leapt at the chance to work with her countrymen: “I was drawn to the fact that Palliser is a Canadian brand that supports our domestic economy.” Her small team designed the collection without much corporate intrusion, she tells *BOH*—plenty of creative freedom paired with plenty of hard work. “I will remember our trips to the factories in Indonesia and Winnipeg,” she says. “They were long and tiring, but they are what moved the collections forward to where we are.”



← Richard Mishaaan x Theodore Alexander

Most collections go through at least one round of vetting—but Richard Mishaaan’s new line for Theodore Alexander went through three. After getting the green light from one CEO, the company made a change at the top, and the designer was invited to pitch again for the new boss ... and then again for a new creative director. All three loved it. “The end result was worth the wait, and for each presentation I refined ideas and things got better,” says Mishaaan. The collection itself is big, bold and ambitious—a whirlwind tour through the designer’s influences, among them, Asian, Scandinavian, neoclassical and midcentury design. Standouts include a hand-carved, lacquered chinoiserie decorative chest; a series of four gold-trim vases that nod to The Greenbrier; and the Henning series, unembellished pieces in a wire-brushed cerused finish. The collection is designed to have crossover appeal for both retail and trade customers, part of a larger strategic push by Theodore Alexander to conquer both markets. For Mishaaan, it was an opportunity to “press the envelope on new silhouettes, brilliant wood and paint finishes, textile selections and artisanal attention to detail.” He’s also pleased that there’s a do-good knock-on effect. “One of the collections we produced is an updated version of chinoiserie cabinets and tables. The panels are hand-painted, and I think that those techniques are priceless,” he says. “That they are also creating jobs for the local women who paint them from home thrills me to no end.”



↑ Mark D. Sikes x Annie Selke

Mark D. Sikes’s newest line of rugs, bedding and accessories for Annie Selke is a journey from coast to coast. From the East: stripes, checks and florals; from the West: batiks, ikats and embroideries. The collection comes on the heels of Selke’s announcement of a new set of trade-friendly changes—her company now offers free shipping to all comers, and has pulled out of most e-commerce partnerships. Sikes was already a fan: “I have been both an admirer and customer of Annie Selke for many years,” he says. “Collaborating with her has been an honor and so much fun. I can’t wait to use these pieces in my clients’ homes, as well as my own.”



↑ Patina Vie x Castelle

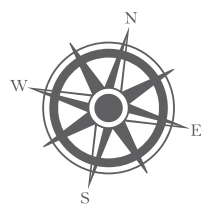
Patina Vie is the brainchild of Sarah Willett, a vintage-obsessed product designer. Though her company maintains its studio in rural Wisconsin and retains a boutique feel, Willett has global reach; she’s already worked with everyone from Disney to Karastan. Last summer, she opened a new flagship store in Ripon, Wisconsin (population: 7,800). Now, she’s debuting a line of outdoor furniture with Castelle. Her inspiration? “Al fresco gatherings. Barefoot evenings. Warm golden light,” Willett muses. The collaboration was cemented after Castelle visited her farm. “I knew it was kismet when we bonded over IPAs at the local tavern,” she says. “Some manufacturers would not have appreciated our vision, but Castelle embraced all that is Patina Vie. What more could I ask for?”



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**APRIL 5-11, 2019**





↑ **Alexa Hampton x Theodore Alexander**

Interior designer Alexa Hampton’s new line with Theodore Alexander is so voluminous, it demands over 4,000 square feet of space to be shown properly. The collection is made up of more than 120 pieces ranging from seating to mirrors to tables to beds. Hampton saw the collaboration as an opportunity to take advantage of her partner’s manufacturing capabilities and go wild. “No material was out of reach, no finish too complicated, and no metalwork too fine,” she says. “I’ve felt a bit like a kid in a candy shop.”



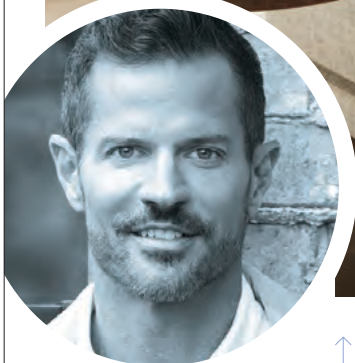
← **Goop x Tempaper**

The new collaboration between the removable wallpaper company and the lifestyle brand started with a chance encounter in a catalog. “We noticed that Gwyneth Paltrow used one of our chinoiserie prints as a backdrop in Goop’s CB2 furniture launch and couldn’t resist reaching out about a potential partnership,” says Julia Au, CEO and co-founder of Tempaper. “Gwyneth’s aesthetic and style complemented our chinoiserie pattern so well, why not re-create the style with her?” Why not indeed? The resulting pattern is a riff on classic chinoiserie, featuring a tossed, organic repeat instead of a ground-up design. The palette, a millennial-friendly pale pink accented by white and gray, is intended for bedrooms, powder rooms and living areas. What was it like to work with modern lifestyle royalty? “We took a phone call and hit the ground running,” says Au. “Collaborating with the Goop team has been such an enjoyable experience.”



← **Carrier and Company x Century**

Husband-and-wife duo Jesse Carrier and Mara Miller consider their new collection with Century to be a mission statement of sorts: “We realized that this furniture line would begin to truly define our aesthetic and our brand,” they say. No pressure then! The pair drew on the luxurious-but-practical look they’ve developed over a 15-year, award-winning collaborative career to create this line of more than 50 pieces of bedroom, dining and occasional furniture and upholstery. A few highlights: the Gracie sofa, inspired by prewar Manhattan glamour; the bronze-finished Jacques bed; and the Eve mirror, its name a clever reference to the serpentine metal frame. Carrier and Miller told *BOH* that they were initially connected to Century by a matchmaker of sorts—their licensing agent. Once the partnership had been forged, they brought the company into their world. “We invited them to our office to see how we work, and had a presentation planned to explain our philosophy and our approach to the collection with a few examples of ideas. We then gave them a tour of a few local projects so they could see firsthand how our work looks and feels.”



↑ **Ray Booth x Hickory Chair**

Interior designer Ray Booth has come full circle. An Alabama native, he began his career as an intern at McAlpine before moving to New York to work for John Saladino and Clodagh—then returned back to the South to work for McAlpine again, this time as a partner. Now he’s debuting his inaugural collection with Hickory Chair, an expansive line that includes pieces for the bedroom, dining room and living room. Aesthetically, the collection is anchored more by the “feeling of home” than flashy style. It’s also a showcase for the Hickory workroom’s technical prowess, featuring blind biscuit-tufting, weltless trim on pillows and cushions, and finely tailored top-stitching. “My hope is that this new collection will be a source of continued inspiration that challenges us to rethink our expectations of home and how we interact with our furnishings,” says Booth.



← **Frank Ponterio x Arteriors**

Frank Ponterio’s debut collection for Arteriors speaks to the veteran Chicago designer’s range and fluency with materials. Using everything from rope to vellum to a pair of brass knuckles (yes, you read that right), he creates a unified, sophisticated collection of 29 SKUs that includes mirrors, accessories, lighting and a pair of cocktail tables. The crown jewel is surely the Salotto cabinet, which is both a nod to the designer’s Italian heritage (it’s inspired by bronze doors at Villa Necchi in Milan) and a sharp modern marvel. The most memorable aspect of the collaboration? “I’ll remember everything that I learned about doing something at this scale,” says Ponterio. “Working with a very large team in multiple countries, and how seamlessly it all came together in the end—it’s exciting to see how closely the finished products resembled my original sketches.”





↑ **Ryan Korban**  
x **EJ Victor**

A statement of fact, not an opinion: Ryan Korban is cool. The young designer cut his teeth in the world of fashion retail, designing boutiques for Fivestory and Aquazzura; collabs with Balenciaga, Alexander Wang and Kanye West came later. He brings a couture mindset to residential design, leaning heavily on custom pieces, exquisite detailing and an intoxicatingly hip mix of austerity and sex appeal. Korban's new collection for EJ Victor conjures up similar spirits (the press release refers to his love of "romance and brutalism"). The line, 40 SKUs that range from seating to beds to lighting, will feature re-creations of pieces he has designed for fashion houses, as well as an exclusive custom fabric collab with Dedar Milano.



PHOTOGRAPHY: COURTESY OF BRANDS

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Mitchell and Bob will talk with Kaitlin about how they grew their business into a global network of retail showrooms and why, with their customization capabilities, client friendly environment, and to-the-trade program, it has become a must stop for many interior designers and their clients.

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# THE SCHEDULE

ONGOING

Chairish Recharge Lounge

APRIL 3 – 7, 9 a.m. – 6 p.m.  
214 Modern Vintage, 314 W. Russell Ave.  
Dare to take a break? Charge up and snag some snacks at the Chairish lounge at 214 Modern Vintage.

Universal To The Trade Designer’s Lounge

APRIL 5, 12 p.m. – 6 p.m.; APRIL 6 – 8, 9 a.m. – 6 p.m.  
Universal Furniture, 101 S. Hamilton St.  
In partnership with Moore & Giles, Design Manager and Crypton, Universal to the Trade hosts a lounge complete with refreshments, Wi-Fi, and workstations. On Saturday, Sunday and Monday, the space will also include a blow-dry bar and makeup touch-up service from 2 p.m. to 6 p.m.



Bubbly Brunch at Antique & Design Center

APRIL 6 – 7, 11 a.m. – 1 p.m. | Historic Market Square, Ground Floor (MSG-1-72 ADC)  
Bubbly, biscuits and other Southern brunch favorites are up for grabs at the Antique & Design Center.



The Crypton Patio at High Point Market

APRIL 6 – 8, 11 a.m. – 4 p.m. | Off the main walkway between the Transportation Terminal and Showplace  
A first-of-its-kind outdoor

oasis in the center of all the action, the Crypton Patio is the perfect place for al fresco meetings, dining and relaxation (there will be hammocks!) between your more serious-minded Market stops. Highlights include food trucks, local kombucha, aromatherapy, indoor and outdoor floral decor from Balsam Hill—and even a Pooch Pop Up on Saturday and Sunday (2 p.m. – 4 p.m.) for some puppy love and to support the work of Canine Companions for Independence.

Beyond the Mask: Storytelling in Black Art + Design

APRIL 6 – 9, 7:30 a.m. – 8:30 p.m.  
Plant Seven, 410 W. English Rd.  
From the consciousness of the Black Artists + Designers Guild, an assemblage established in 2018 to raise the visibility of black design practitioners, “Beyond the Mask” seeks to overturn the myths, stereotypes and romance language historically used to undervalue blackness in art and design. This exhibit is supported by High Point 365, Plant Seven, and *Aspire Design and Home* magazine. **RSVP:** [plantseven.com](http://plantseven.com)

Terra Incognita: 21st-Century Ceramics

Opening-night party: **FRIDAY, APRIL 5, 6 p.m. – 8 p.m.**  
Exhibition: **APRIL 6 – 10, 7:30 a.m. – 8:30 p.m.**  
Plant Seven, 410 W. English Rd.  
“Terra Incognita” explores how today’s ceramicists are advancing pottery through experimental approaches to materiality, form and surface. Comprising ceramics from across the U.S., the exhibition will showcase works that push the boundaries of surface ornamentation, glaze, clay body and construction. **RSVP:** [plantseven.com](http://plantseven.com)



Daily Lunch at Essentials for Living

APRIL 6 – 10, 12 p.m. – 1:30 p.m.  
Showplace, 1800 and 3148 Star International Furniture and Orient Express Furniture make their High Point debut under a new name: Essentials for Living. To welcome visitors, the showroom hosts a daily catered lunch—and the opportunity to meet its designer-focused team in the brand’s 11,000-square-foot showroom, which features both contemporary and transitional styles.

Behind-the-Scenes Factory Tour

APRIL 8 – 9, 9 a.m. – 6 p.m.  
O’Henry House, 308 Greenoak Dr., Archdale  
Calling all designers and design aficionados! Take a behind-the-scenes factory tour of family-owned upholstery company O’Henry House, just in time for the brand’s 30th anniversary. **RSVP:** [byron@cordero-consulting.com](mailto:byron@cordero-consulting.com)

GREENleaders Certified Sustainability Training Course

APRIL 9 – 10, 9:30 a.m. – 12:30 p.m.  
Suites at Market Square Seminar Room (SAMS T1014)  
Join the Sustainable Furnishings Council for this live class and become an expert in all things sustainability. A series of six courses will be offered: The Case for Sustainability, The Mind of the Consumer, Sourcing Green Products I and II, Designing Green Interiors, and Selling Green Solutions. (0.6 CEU total). **REGISTER:** [tiny.cc/sfc042019](http://tiny.cc/sfc042019)

THURSDAY, APRIL 4

Gaining Inspiration From Archival Designs

5:30 p.m. – 7 p.m. | **Bienenstock Furniture Library**  
Designers Libby Langdon and Gary Inman talk with Jane Dagmi, editor of *Designers Today*, about how archival resources inspire and shape their designs.

FRIDAY, APRIL 5

Preview Day at Currey & Company

8 a.m. – 6 p.m. | **IHFC, M110**  
Get an early start on market and be among the first to see more than 250 of Currey & Company’s new product introductions. Organic food from Elm Street Gardens (started by company founders Suzy and Robert Currey, and produced in their own garden) will be served.

Launch Projects Like a Boss

9 a.m. – 12 p.m.  
**High Point Theatre, Transportation Terminal**  
Business coach Kimberley Seldon shares her project management strategy in this intensive, three-hour training course. (0.3 CEU; \$295 per person) **RSVP:** [businessofdesign.com/events](http://businessofdesign.com/events)

Steelyard Designers Welcome Reception at The Point

12 p.m. – 5 p.m.  
**Commerce Ave., between S. Main St. and Wrenn St.**  
Stop by The Point for a warm welcome—complete with plenty of swag!—from the Steelyard team as they share their Market insights and designer-friendly resources to help you kick off your Spring High Point experience.



Birthday Cake at The Bank on Wrenn

3 p.m. | **The Bank on Wrenn**

Made Goods is celebrating its 10-year anniversary with cava and cake. Stop by each day for a different slice!

APRIL 4:

Carrot cake

APRIL 7:

Red velvet cake

APRIL 5:

Coconut cream cake

APRIL 8:

Lemon cake

APRIL 6:

Classic chocolate cake

APRIL 9:

German chocolate cake

Designer-Friendly Tips, Tricks and Tools for High Point Market

2 p.m. – 3 p.m. | **The Point, Commerce Ave., between S. Main St. and Wrenn St.**  
Join Steelyard’s designer experts to learn how to navigate Market’s many neighborhoods and find vendors that could complement your business. Networking to follow the panel.

C.R.E.A.T.E. a More Profitable Design Practice, With Melissa Galt

3 p.m. – 4 p.m. | **Universal Furniture Showroom, 101 S. Hamilton St.**  
Learn how to master your balance of education, history, experience, personality and talent at this workshop with Melissa Galt. **RSVP:** [universalfurniture.com/marketevents](http://universalfurniture.com/marketevents)

ASID/Interior Designer Preview Happy Hour

4 p.m. – 6 p.m. | **American Leather, Showplace, 5000**  
ASID members and friends in the interior design community are invited to check out the American Leather showroom before Market opens. Drinks and snacks are included. **RSVP:** [rsvp@americanleather.com](mailto:rsvp@americanleather.com)

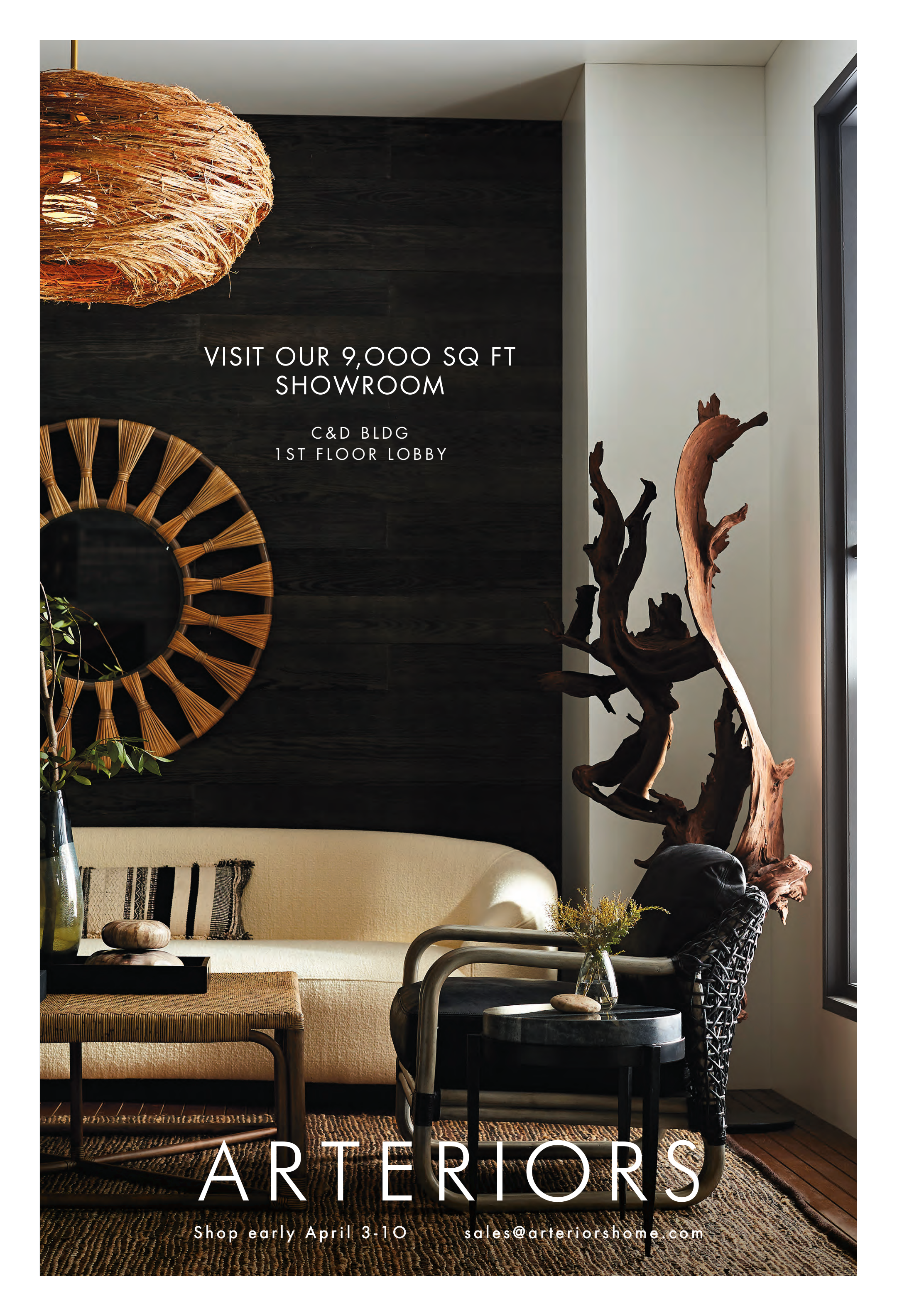
WithIt President’s Reception

6 p.m. – 7:30 p.m. | **Palliser Furniture, 220 Elm St., 400**  
Meet Sarah Richardson of HGTV’s *Sarah Off the Grid* and see her newest collection with Palliser at WithIt’s networking reception. The organization develops opportunities for professional women in the home and furnishings industries; guests are welcome. **RSVP:** [withit.org/eventregistrationgeneral.aspx?event\\_id=438](http://withit.org/eventregistrationgeneral.aspx?event_id=438)

Celebration of A.R.T.

6 p.m. – 9 p.m.  
**Markor Art Center (MAC) Building, 122 N. Hamilton St.**  
Join A.R.T. Furniture and Caracole for an evening celebrating the arts and the new Markor Art Center, with live entertainment, food and cocktails.





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SATURDAY, APRIL 6



**Caracole Champagne Brunch**

8 a.m. – 10 a.m. | 122-C N. Hamilton St.

*Elle Decor* hosts a trade-only Champagne brunch to celebrate the launch of the new Caracole showroom and collection.

RSVP: [trade@caracole.com](mailto:trade@caracole.com)



**BOH in Conversation With Mitchell Gold and Bob Williams**

8:30 a.m. – 10 a.m. | Mitchell Gold + Bob Williams, 319 E. Grimes Ave.



Join *Business of Home*'s Kaitlin Petersen as she sits down with Mitchell Gold and Bob Williams. In a rare joint panel appearance together, the duo will talk about how they grew their furniture business from a private-label manufacturing operation into a global network of 30 retail stores, why creating a meaningful community and an ethical work-

place is just as important to them as building a brand, and the inspiration behind their newest collection debuting at High Point Market. Plus, don't miss the limited opportunity to preview the Mitchell Gold + Bob Williams fall 2019 collection at its "closed to the public" showroom. *RSVP strictly enforced: [designerbreakfast2019.eventbrite.com](https://designerbreakfast2019.eventbrite.com)*

**Systemizing Your Business for Sanity and Scale**

9 a.m. – 11 a.m. | Universal Furniture, 101 S. Hamilton St.

Join Gail Doby and Kathleen DiPaolo to find out how to make your interior design business more efficient, so you are working less and making more money. Learn how to easily train your employees to deliver outstanding service and how to delegate effectively so you are out of the weeds. *RSVP: [universalfurniture.com/marketevents](https://universalfurniture.com/marketevents)*

**How to Network Like a Rockstar**

10 a.m. | Zuo, IHFC, G582

Do networking events and conferences make you nervous? Parties full of strangers scare you? If walking into a room full of new people makes you a bundle of nerves, this talk provides 10 tools for navigating networking.

**Impactful Presentations That Get Your Clients to Say Yes Every Time**

10 a.m. – 11 a.m. | Alden Parkes Seminar Room, 200 N. Hamilton St., Suite 110

First impressions count. Learn how to create a dramatic presentation that will win over your clients with designer Elle Cole, who will share her tips for presenting that will have your clients lining up to sign on the dotted line. (0.1 CEU)

**Brunch Debut of the Mally Skok x Dowel Collection**

10 a.m. – 12 p.m. | IHFC, IH502

Join Dowel Furniture co-founders Joanne Lee and Ray Hallare as they debut their new licensed furniture collection, The Well-Traveled Home, with South African-born interior and textile designer Mally Skok. This new collection features nine designs, inspired by a lifetime of family travels and Skok's constant search to uncover vintage treasures and designs. Co-hosted with Chairish, featuring its Print Shop collection.



**Curating Trend-Proof Interiors Using Timeless Design Elements**

11 a.m. – 12 p.m. | New Growth Designs, 422 N. Hamilton St.

A discussions of designers' best uses of florals in interior design, with panelists David Ecton and Lance Jackson of Parker Kennedy as well as Denise McGaha, Shayla Copas and Steve McKenzie. Co-hosted by New Growth and Mottahedeh.

**Style Spotters Trend Tours, Sponsored by Crypton**

IHFC, Green Wing, 11th Floor, Ballroom A

Enjoy a personal trip through some of the most stunning showrooms at Market each day, as two of High Point's 2019 Style Spotters guide you to their favorite places to shop a specific product category.

April 6, 10:15 a.m. – 11:30 a.m.

**Global Aesthetic:** Laura Thurman  
**Antiques and Reproductions:** Eric Haydel

April 7, 10:15 a.m. – 11:30 a.m.

**Artisan Makers:** Courtney McLeod  
**Hospitality:** Gary Inman

April 8, 10:15 a.m. – 11:30 a.m.

**Designer-Friendly Upholstery:** Kara Cox  
**Lighting Trends:** Erinn Valencich

**Favorites Tours and Breakfast**

April 9, 9 a.m. – 10 a.m.

High Point Market's 2019 Style Spotters offer expert insight into the leading looks and on-trend products from Spring Market. Fresh from their showroom explorations, they'll unveil the standout looks and colors, textures and patterns, materials and forms of the season—plus their inside perspectives on why these are the trends to keep your eye on in the months to come. Complimentary breakfast will be served.

April 9, 10:15 a.m. – 11:30 a.m.

After the event concludes, four Style Spotters will lead personal tours of their favorite Spring Market showrooms. Join Shayla Copas, Cynthia Ferguson, Benjamin Johnston or Shay Geyer for a tour of two of their favorite showrooms.

Full schedule and RSVP:

[highpointmarket.org/events/ss-trend-tours](https://highpointmarket.org/events/ss-trend-tours)

**The Evolution of Luxury**

11 a.m. – 12 p.m.

Made Goods, The Bank on Wrenn, 203 N. Wrenn St.

Nick May from *The Chaise Lounge* hosts a panel with designers Michael Mitchell, Tyler Hill, Joni Vanderslice, Susan Jamieson and Made Goods' Oscar Yague as they define "luxury" and its future.



**The Art of Collecting**

11 a.m. – 12 p.m. | Currey & Company, IHFC, M110



Moderated by designer Gary Inman, The Art of Collecting is the final panel in a series focused on art, travel, culture and design. Collecting is one of the most universal and profound human pursuits. It is a form of self-expression and legacy-making that often begins in childhood and can lead to a lifetime of joy. A collection can be as simple as stamps or baseball cards, or as rare and priceless as museum-quality antiquities. Regardless of value, nothing quite rivals the thrill of the chase! This panel with Michelle Workman, Stacey Tiveron, Barry Dixon and Larry Laslo explores the personal passion for collecting, how designers build collections for their clients, and where they shop.

**Leather 101 With Moore & Giles**

11:30 a.m. – 12:30 p.m.

Universal Furniture, 101 S. Hamilton St.

Come hear from one of America's oldest leather companies as it talks about what's new in the world of leather for interior design. (0.1 CEU)

RSVP: [universalfurniture.com/marketevents](https://universalfurniture.com/marketevents)



**KEYNOTE: Lessons From A Well-Designed Business**

12 p.m. – 1 p.m. | High Point Theatre, Transportation Terminal

As host of the podcast *A Well-Designed Business*, LuAnn Nigara helps interior design professionals operate a profitable and productive business by providing useful and understandable insights through conversations with industry leaders. Join her as she shares lessons learned from her show, including critical topics for running an interior design business plus straight talk and actionable lessons to take back to your practice. Immediately after the session, Nigara will be available to sign copies of her newly released book, *The Things I Learned From a Well-Designed Business*. Boxed lunch provided. (0.1 CEU)

**TrendWatch: Spring 2019**

1:30 p.m. – 2:30 p.m.

Suites at Market Square Seminar Room (SAMS T1014)

IMC's popular TrendWatch program returns to High Point Market this spring with an inside look at leading trends shaping the home furnishings industry from trend forecaster, editor and curator Julie Smith Vincenti of Nine Muses Media. (0.1CEU)



**Modern European Style in the American Home**

2 p.m. – 3 p.m. | Universal Furniture, 101 S. Hamilton St.

Sleek yet simple, glamorous but still practical—modern European design has found favor in residences and businesses stateside.

Join Houston-based interior designer Nina Magon and editor in chief of *Luxe Interiors + Design* Pamela Jaccarino as they talk about how to bring continental design to the American home.

RSVP: [universalfurniture.com/marketevents](https://universalfurniture.com/marketevents)



**Booth Warming at Couture Lamps**

2 p.m. – 4 p.m.

Suites at Market Square, G7059

Join Couture Lamps, Mitchell Black and Taylor Burke Home for a "Booth Warming" soiree. See new product from each brand in the renovated space. Cocktails and appetizers included.



**Hickory Chair Book Signing and Launch Party**

2 p.m. – 6 p.m.

Market Square, 314

Join Hickory Chair for a very special two-hour book signing event featuring Ray Booth, author of *Evocative Interiors*; Susan Hable, author of *Shapes Today*; and Suzanne Kasler, author of *Sophisticated Simplicity*. Then at 4 p.m., *Veranda* editor in chief Steele Marcoux joins to celebrate the launch of the Ray Booth Collection with cocktails and hors d'oeuvres.



**KEYNOTE: Tales, Trivia and Trends with Thom, Carson and Michel**

2:30 p.m. – 3:30 p.m. | High Point Theatre, Transportation Terminal



Combine bigger-than-life personalities, three unique paths to design stardom and a mash-up of trend-tracking trivia and you have a keynote session like none other. Join journalist and tastemaker Clinton Smith as he zeroes in on the design prowess of Thom Filicia, Carson Kressley, and Michel Smith Boyd, channeling their industry expertise and putting their trend forecasting abilities to the ultimate test. Come prepared to play: Part presentation, part game show, this interactive experience encourages audience participation for a chance to win big!



Managing Your Clients and Your Ego

3 p.m. – 4 p.m. | Alden Parkes Seminar Room, 200 N. Hamilton St., Suite 110

When providing luxury design services for your clients, how do you balance their needs and yours? Join the “Showhouse in a Showroom” designers Rajni Alex, Jeremy Bauer, Jason Clifton, Shayla Copas, Lisa Kahn, Kerrie Kelly and Keia McSwain to discuss communication strategies for winning outcomes that get the portfolio piece you need while giving the client everything they want. Moderated by Jane Dagmi, editor in chief of *Designers Today*. (0.1 CEU)

Mixing Decades and Decor

3 p.m. – 4 p.m. | Panel: Noir, CFC Building, 114 Elm St. 4:30 p.m. – 6 p.m. | Cocktails: Noir, IHFC, IH002

Noir co-founders Georg Baehler and Stephanie Lu invite you to their expanded CFC showroom for a discussion about mixing and matching decor styles. Noir’s Greg Baugh and designers Kelli Ellis, Christopher Kennedy, Corey Damen Jenkins and Anne Sage share the latest trends in design and how to blend contrasting styles. Cocktail reception to follow.

Designer Mixer + Fun & Games

3 p.m. – 5 p.m. | Markor Art Center (MAC) Building, 122A N. Hamilton St., Floor 4

Join interior designer Bobby Berk and *Rue* editor in chief Kelli Lamb for cocktails, light bites, and fun and games. Featured guests include Brady Tolbert, Nina Magon, Lori Paranjape and Kathy Kuo.



Living Floral: Entertaining and Decorating With Flowers

3 p.m. – 5 p.m. | Currey & Company, IHFC, M110

Meet *Flower* magazine founder Margot Shaw and purchase a signed copy of her new book, *Living Floral*

(Rizzoli). Shaw presents portraits of tastemakers who share their joy of flowers at home. This inspirational and instructive book includes Charlotte Moss, Bunny Williams, P. Allen Smith and many more who show how to incorporate flowers in everyday home decor and present numerous ways to entertain with flair.

Moss Studio 30th-Anniversary Cocktail Party

3 p.m. – 5 p.m. | Codarus, IHFC, H220

The family-owned company, which recently launched its first textiles collection and started a quick-ship program for the brand’s most popular pieces, toasts three decades in business.

Morris & Co: 150 Years of Iconic British Design

3:30 p.m. – 4:30 p.m. | Suites at Market Square Seminar Room (SAMS T1014)

Join Morris & Co. for a discussion on the legacy of William Morris, the 19th-century British designer regarded as one of the most influential figures of the Arts and Crafts movement. Hosted by Eleanor Walton from Style Library, a panel of designers will share how Morris & Co has kept the brand’s heritage and legacy alive through the continuous reinvention of pattern and application. Reception to follow. (0.1 CEU)

English Garden Arrangements for Table and Home

4 p.m. – 5 p.m. | New Growth Designs, 422 N. Hamilton St.

Join Mottahedeh and New Growth Designs as Steve McKenzie demonstrates how to arrange English-style florals in non-traditional vessels.

Mill Collective Talks: Collaborative Community Design

4 p.m. – 5 p.m.

Mill Collective, Plant Seven, 410 W English Rd., Floor 1 Demand for social destinations is on the rise, creating new

interior design challenges. Join Everick Brown, Abacus Architects and Matt Booty of Enkle Designs, as they recap the makings of NÖ Studios, Milwaukee’s modern-day Beaux-Arts clubhouse founded by Oscar-winner John Ridley of *12 Years a Slave* and *American Crime*.

Designer Celebration

4 p.m. – 6 p.m.

Alden Parkes, 200 N. Hamilton St., Suite 110

The designers behind the Alden Parkes “Showhouse in a Showroom” and “Dining by Design” activations discuss the design concepts behind each of their spaces. Enjoy live music and hors d’oeuvres.

When Europe Meets Modern

4 p.m. – 6 p.m.

Burton James, 310 N. Hamilton St., Hamilton Court, S101

Burton James welcomes Jeanne Chung, trim expert Jana Platina Phipps, designer Lisa Mende and textile designer Todd Bowles for a forward-looking conversation about what’s new and next in European luxury.

Black Interior Designers Network Mixer

5 p.m. – 7 p.m. | The Point, Commerce Ave., between S. Main St. and Wrenn St.

Join members of the BIDN as they mix and mingle. Enjoy complimentary drinks and hors d’oeuvres while developing and deepening vital business connections.

Stark Studio Rugs Spring Soiree

5 p.m. – 7 p.m. | Market Square Tower, 240

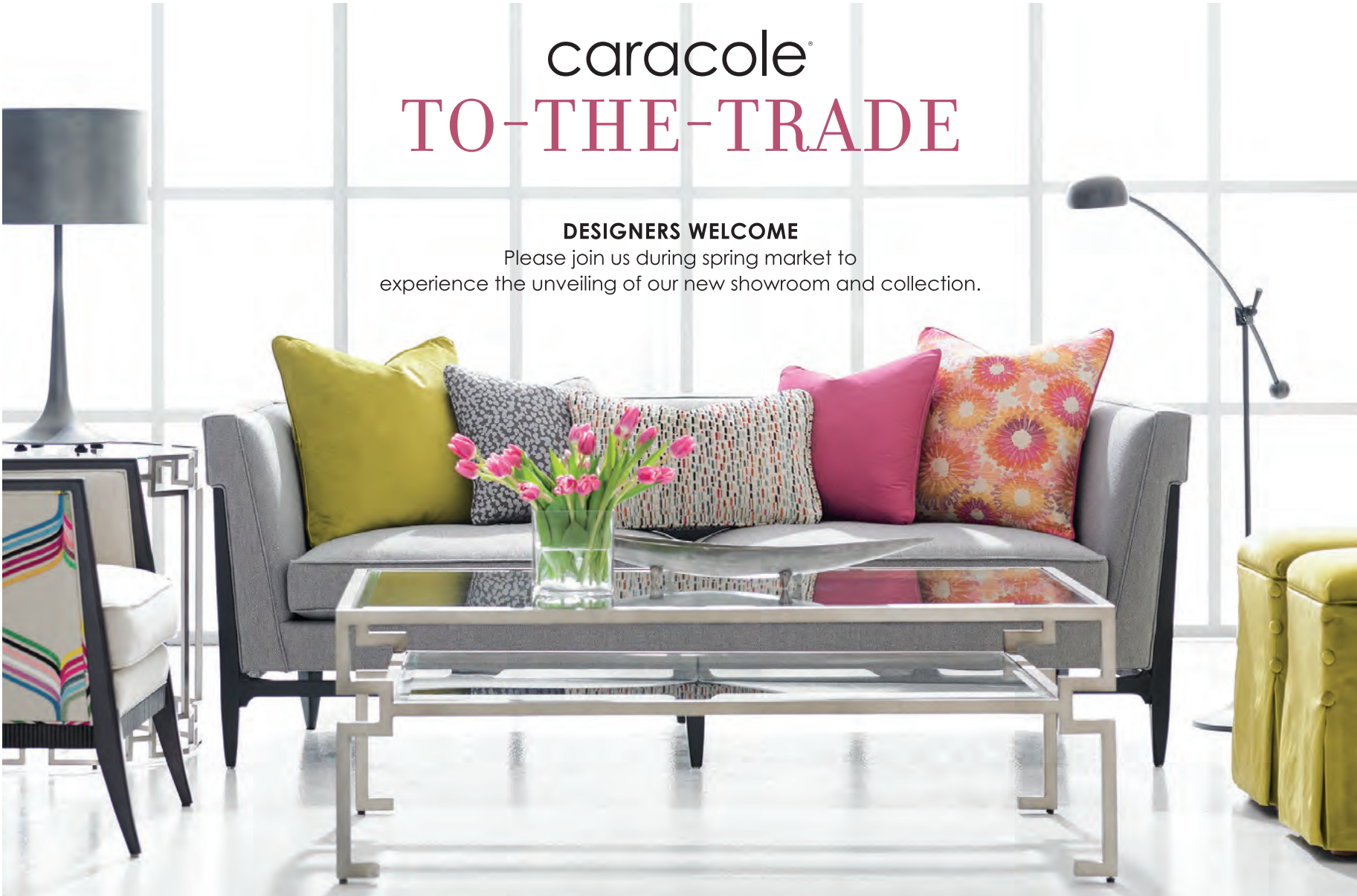
Stark Studio Rugs hosts a soiree to celebrate new products.

Ro Sham Beaux Grand-Opening

5 p.m. – 8 p.m. | 122 N. Main St.

Toast the debut of Ro Sham Beaux’s new showroom in High Point! The grand-opening party will feature live music, cocktails and heavy hors d’oeuvres.

PHOTOGRAPHY: COURTESY OF EVENT ORGANIZERS



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Abbyson Grand Opening Cocktail Party

5 p.m. – 10 p.m. | 300 E. Green Dr.

Join Abbyson for the grand opening of its new 50,000-square-foot building, which features the brand's debut collections, and sip on a glass or two at a cocktail reception in the Abby Wine lounge. *RSVP: [events@abbysonliving.com](mailto:events@abbysonliving.com)*



The World of Korban

5:30 p.m. – 7:30 p.m. | EJ Victor, 116 South Lindsay St.

Explore Ryan Korban's first furniture collection for EJ Victor over cocktails, hors d'oeuvres and authentic Appalachian music by The Harris Brothers & Edward Phifer. *RSVP: [info@ejvictor.com](mailto:info@ejvictor.com)*

SUNDAY, APRIL 7

WithIt Education Breakfast

7:30 a.m. – 9 a.m. | IHFC, Green Wing, International Ballroom, 11th Floor

Chat with luxury interior designer Michelle Workman about work/life balance, pivoting her career, and the challenges of her self-produced video following her move from L.A. to Chattanooga, Tennessee. TICKETS are \$25 for members, \$35 for guests, and include a full breakfast, program and networking. *TICKETS: [withit.org](http://withit.org)*

Designer Brunch With Bobby and Friends

9 a.m. – 11 a.m. | A.R.T. Furniture, Markor Art Center, 122 N. Hamilton St.

Enjoy brunch and a lively game with designers Bobby Berk, Justina Blakeney, Corey Damen Jenkins and Kelli Ellis, and *Rue* magazine editor in chief Kelli Lamb.

Pretty, Practical, Performance!

9:30 a.m. – 10:15 a.m. | 301 N. Hamilton St.

Join Vanguard and Inside Out over brunch to learn everything you ever wanted to know (and more!) about performance fabrics.

The Designers' State of the Industry

9:30 a.m. – 11:30 a.m. | Suites at Market Square Seminar Room (SAMS T1014)

Come along with interior design and business expert Gail Doby, co-founder of Gail Doby Coaching & Consulting, as she presents research explaining the current state of the design industry—a futurist's look at pragmatic business planning. Networking reception to follow. (0.2 CEU)

How to Profit Selling Wellness in the Furniture & Accessory Market

10 a.m. – 11 a.m. | Alden Parkes Seminar Room, 200 N. Hamilton St., Suite 110

Today's consumers buy beyond just what they need to live—they're also shopping for objects that make their lives holistically better. The most sought-after product is typically related to wellness. Why not market wellness in the furniture industry for greater sales and profit? Interior designer Mitzi Beach will teach attendees how to incorporate wellness for greater sales and profit. (0.1 CEU)

No More Negotiation: Own Your Authority, Protect Your Value, and Satisfy Your Clients

10 a.m. – 11 a.m.

High Point Theatre, Transportation Terminal

Who has more experience running a design firm, you or your clients? You, of course. So why would you allow clients to dictate terms that have an immediate and sometimes unpleasant effect on you and your team? In this session, Business of Design's Kimberley Seldon will teach you how to set and maintain clear and firm boundaries when it comes to fees, margins, work order and process. Learn which rules should be non-negotiable and how to anticipate challenging projects. (0.1 CEU)

Social Media Mavens: Adding Value – Influencers and Brands

11 a.m. – 12 p.m. | Universal Furniture, 101 S. Hamilton St.

Join Adam Japko of Esteem Media as he talks with interior designers Shayla Copas, Natalie Reddell and Lori Paranjape about the expanding world of influencer and brand partnerships. How do you connect with a brand? What's involved in a partnership? How do you explain your value to the brand? *RSVP: [universalfurniture.com/marketevents](http://universalfurniture.com/marketevents)*

Using Citrus and Porcelain to Showcase Southern Style

11 p.m. – 12 p.m. | New Growth Designs, 422 N. Hamilton St.

Come visit with David Ecton and Lance Jackson of Parker Kennedy Living as they combine Mottahedeh china and New Growth Designs fruit to demonstrate Southern style.



Celebrate Frank Ponterio's Debut Collection for Arteriors

11 a.m. – 2 p.m. | Commerce & Design Building, Floor 1

Join Arteriors and interior designer Frank Ponterio for an intimate brunch celebrating his new collection for Arteriors. Enjoy seasonal canapés, bubbly and a gelato bar as you take in the inspired lineup of lighting, accessories and furniture Ponterio is introducing this Market.

Designer Viewpoint Series: Tech Tools

12 p.m. – 1 p.m.

High Point Theatre, Transportation Terminal

Back by popular demand, this session will discuss the technology tools peer designers use to both make their businesses more productive and effectively manage clients. Interior designers Phyllis Harbinger, Corey Damen Jenkins, Darla Powell, Laura Thurman and Jarret Yoshida talk about their approaches to evaluating the best software options for their businesses. Complimentary boxed lunch provided. (0.1 CEU)

3 Mistakes That Cost You Clients and Cash

1 p.m. – 2 p.m. | Alden Parks Seminar Room, 200 N. Hamilton St., Suite 110

Join Melissa Galt for training that will put you in the driver's seat of your design practice so you get the projects you want with clients you love, and the compensation you deserve. Walk away ready to be confident, take control of the project, and create one-of-a-kind transformations. (0.1 CEU)

Annual BIDN Sunday Soiree

1 p.m. – 3 p.m. | Suites at Market Square, G7059

Mitchell Black hosts the semiannual Black Interior Designers Network Sunday Soiree. Join fellow black interior designers to network and discuss the ups and downs of navigating our interior design business. Mitchell Black, Couture Lamps and Taylor Burke Home will offer refreshments.

How to Incorporate Global Culture Into Modern Design

1:30 p.m. – 2:30 p.m.

Suites at Market Square Seminar Room (SAMS T1014)

Join Jamie Young and top designers Thom Filicia, Michelle Nussbaumer, Ron Woodson and Jaime Rummerfield for a lively panel moderated by Justina Blakeney on how travel informs design inspiration, including how to use authentic global influences in modern design projects. Cocktails and light bites to follow in the Jamie Young Company showroom. (0.1 CEU)

Panel Discussion: The Professional Gains of Designer Showhouses

2:30 p.m. – 3:30 p.m. | Surya, Showplace 4211

Designer Christopher Kennedy will lead the conversation with Chad James, Courtney McLeod, Scot Meacham Wood and Lisa Mende on secrets to showhouse success. Presented by *Aspire Design & Home* magazine.



KEYNOTE: Becoming Bobby Berk

3 p.m. – 4 p.m.

High Point Theatre, Transportation Terminal

Driven by a lifelong passion for design, Bobby Berk's career pursuits cover almost every facet of the home furnishings and design industry. Known more recently for his work on *Queer Eye* as the lovable go-to design expert, Berk began his career in retail and e-commerce before opening his own brick-and-mortar store and then establishing his design firm. His varied experiences, keen eye and innovative approach have allowed him to build a unique brand identity and establish himself as a leader in design amid a global market. Join him in a casual conversation with moderator Sophie Donelson about his successes, his lessons learned and his advice as he reveals the inside story behind the Bobby Berk brand.

Design Between the Lines: Old School vs. New School

3 p.m. – 4 p.m. | Loft at Plant Seven, 410 W. English Rd.

The International Society of Furniture Designers joins forces with WithIt for a panel discussion with both young and veteran furniture designers to explore process, trends and more. Moderated by podcast host John Conrad, the all-star panel of product design specialists features Catina Roscoe, president of ISFD and founder of Catina Unlimited Design; Aimee Kurzner, director of furniture, Currey & Company; Liz Moore, furniture designer with Otto and Moore; and 2018 Pinnacle Award-winning furniture designer Christopher Sandomenico of Caracole. Light refreshments will be served.

*RSVP: [plantseven.com](http://plantseven.com)*

Book Signing Party: Enduring Southern Homes, by Eric Ross

3 p.m. – 5 p.m. | Currey & Company, IHFC, M110

Meet Nashville interior designer Eric Ross and buy a signed copy of his new book, *Enduring Southern Homes*. For more than 20 years, Ross has infused fresh color and fabrics into time-honored design concepts to enhance interiors with a much more modern Southern style. Ross's newest tome not only showcases beautiful projects but also gives tips on how to create your own enduring home, regardless of where you live.

Common Ground: Finding Synergy Among Architects, Builders and Designers

4 p.m. – 5 p.m. | Universal Furniture, 101 S. Hamilton St.

How do designers, architects and custom builders leverage each other's expertise when building or renovating a home? *Furniture, Lighting & Decor* editor in chief Diane Falvey will lead a panel discussion about how to build ideal working relationships with partners and collaborators.

*RSVP: [universalfurniture.com/marketevents](http://universalfurniture.com/marketevents)*



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## The Emerson Collection





Storytelling for Selfies & Styling

4 p.m. – 5 p.m. | New Growth Designs, 422 N. Hamilton St.  
Join Mottahedeh and Boston designer Eric Haydel for a demonstration on storytelling with selfies and styling.

Champagne With Lillian August

4 p.m. – 6 p.m. | Westover Art Group, IHFC, C215  
A Champagne toast to designer Lillian August and the latest in her artwork collection.

Cocktails + New Product Launch at Brown Jordan

4 p.m. – 6 p.m. | IHFC, M111  
Experience Brown Jordan's newly redesigned showroom and celebrate the company's latest collections from Ann Marie Vering and Richard Frinier.



Colorful Conversations

4 p.m. – 6 p.m. | IHFC, M126  
Experience the artistry of the Italian marbling technique used to create exclusive Company C designs. Artist Jill Seale will showcase her creative process and speak to the audience while creating live works of art. Attendees will have the opportunity to create their own unique piece and refreshments will be served.

Parisian Party With Bernhardt

4:30 p.m. – 6:30 p.m. | IHFC, D601, IH404  
Bernhardt is celebrating the opening of its new Bistro with a French-inspired party. Attendees could win a trip for two to Paris for Paris Design Week; Bernhardt furniture; and other French-inspired gifts. Enjoy canapés and Champagne, an Eiffel Tower-inspired photo opp and live music.

Party With Jill Zarin

5 p.m. – 7 p.m. | Unique Loom, Suites at Market Square, MS290  
Unique Loom hosts a party with Jill Zarin in its showroom. Food, drinks and entertainment included.

MONDAY, APRIL 8

Leather 101: Interior Designer Breakfast With American Leather and Bison

8 a.m. – 9 a.m. | American Leather, Showplace, 5th Floor  
This breakfast event will offer an IDCEC-approved course for interior designers to learn more about designing with leather. Specific takeaways include: The history of leather making, how the tanning process works and how to distinguish between different types of leather. (0.1 CEU)

Design's Role in the Healthy Home Movement

9:30 a.m. – 10:30 a.m. | Surya, Showplace, 4100  
Hosted by Sherwin-Williams and Shane Jones, president of the Carolinas chapter of ASID, this course will focus on paint technologies you can specify to help improve the quality of your client's home. (0.1 CEU)

Instagram for Interior Designers: Rules, Tools and How to Work the 2019 Algorithm

9:30 a.m. – 10:30 a.m. | Wendy Concannon Photography, Suites at Market Square, G6006/6004  
Join social media guru and Design Influencers Conference emcee Stacy Kunstel of Dunes and Duchess as she presents the ins and outs of growing an Instagram following, working the rules of the new algorithm, and developing a brand identity that stands out on a platform with more than 1 billion users. Photographer Linda Holt will also weigh in on how to perfect your photography on your iPhone—from removing unsightly electrical plugs to improving lighting.

The Nuts and Bolts of Editorial Photography 9:30 a.m. – 11 a.m. | Suites at Market Square Seminar Room (SAMS T1014)

Kathy Wall, president of The Media Matters, Lynn Terry of Hoffman Publications, stylist Frances Bailey and photographer Lincoln Barbour discuss art direction and consumer editorial photography. Learn what it takes to showcase your design projects and how to build a portfolio with the kind of photography that will get your work chosen for trade and consumer editorial reviews. Breakfast bites will be served. (0.1 CEU)



American Design: Preserving Our Past, Charting the Future

10 a.m. – 11 a.m. | Global Views, IHFC, D220  
Historically inspired entertainment is at its peak: Broadway's *Hamilton*, Starz's *Outlander*, and PBS's *Victoria* capture our imagination with their atmospheric historical settings. Williamsburg

and Global Views welcome moderator Marina Case and panelists Anthony Baratta, Young Huh, Ron Woodson, Jaime Rummerfield and Gary Inman as they consider the relevance of historic buildings and decor to today's interiors. Gain insights from how their design visions draw inspiration from America's past.

Getting Your Dreams in Print: How to Publish a Book

10 a.m. – 11 a.m. | Universal Furniture, 101 S. Hamilton St.  
Ever wanted to put your designs in print? Join *Designers Today* editor Jane Dagmi and designers Shayla Copas and Christopher Kennedy for a discussion on what it takes to publish a book in the world of interior design.  
RSVP: [universalfurniture.com/marketevents](http://universalfurniture.com/marketevents)

PHOTOGRAPHY: COURTESY OF EVENT ORGANIZERS



Introducing affordable luxury home furnishings. Nina Magon is a multi-award winning interior designer and Internationally Acclaimed CEO + Creative Director of Contour Interior Design, Inc. For more information visit [UniversalFurniture.com/NinaMagon](http://UniversalFurniture.com/NinaMagon)  
Showroom: 101 South Hamilton St.

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## EVENTS DIRECTORY | APRIL 4-10

### Living Your Ideal Lifestyle

10 a.m. – 11 a.m. | Alden Parkes Seminar Room, 200 N. Hamilton St., Suite 110

*Traditional Home* senior style editor Krissa Rossbund moderates a panel with designers MA Allen, Jean Liu and Libby Langdon that tackles how you can help your clients achieve the lifestyle they want to live. Q&A to follow. (0.1 CEU)

### How to Frame Your Silk Scarf

11 a.m. – 11:30 a.m. | Wexel Art Displays, Showplace, 2335

Gorgeous silk scarves are art pieces in their own right. Come for a framing and hanging demonstration with an Hermès silk scarf—and don't forget to drop your business card off for a chance to win the scarf at the end of the show!

### The Ins and Outs of Performance

11 a.m. – 12 p.m. | Century Furniture, 200 Steele St., 2nd Floor Atrium

How does your knowledge of performance textiles stack up against industry standards? Learn the ways you can achieve performance without sacrificing beauty from Patrick Shelton and the Inside Out team. (0.1 CEU)

### Trials and Tribulations of a Traveling Designer

11 a.m. – 12 p.m. | Universal Furniture, 101 S. Hamilton St.

Join Nick May of *The Chaise Lounge* podcast as he leads a discussion about succeeding as a traveling designer. Chad James, Nina Magon, Susan Jamieson and Benjamin Johnston will share lessons learned about managing business on-the-go, including executing long-distance projects, sourcing materials and product in remote areas, connecting with reliable contractors and craftspeople on location, showcasing your travels for increased social following, and ensuring that your local clients are satisfied while you're away. *RSVP: universalfurniture.com/marketevents*

### Design Using Color Theory to Create Healthful Lifestyle Settings

12 p.m. – 1 p.m. | Watermark Living, 205 S. Main St. reet

Learn about the benefits of integrating color and the selection and specification of performance fabrics in lifestyle designs from Sunbrella's experts. By the end of this CEU, participants will have a deeper understanding of how color influences emotions and behavior. (0.1 CEU) *RSVP: lrudd@laurieruddpr.com*

### Designer Viewpoint Series: Leveraging Social Media to Market Your Business

12 p.m. – 1 p.m.

High Point Theatre, Transportation Terminal

Led by Jennifer Quail of *i+D* magazine, this panel of social media leaders—Justina Blakeney, Bria Hammel, Lance Jackson and Courtney McLeod—will share their expertise leveraging social platforms to reach customers and build a brand. Complimentary boxed lunch provided. (0.1 CEU)

### Getting Your Work Out There: Real Talk About Publishing in the New Media Landscape

2 p.m. – 3 p.m. | The Point, Commerce Ave., between S. Main St. and Wrenn St.

Should you post that project on Instagram or hold out for a magazine feature? The rules of publishing are changing by the hour, and this session promises to get you up to speed and then some! Join journalist Sophie Donelson and interior designer Erin Gates, author of the New York Times best-seller *Elements of Style* as well as *Elements of Family Style* (April 2019), for a candid discussion about how best to publish your work in print, social and digital.

### Home Staging: How to Successfully and Strategically Add to Your Business

2:30 p.m. – 4 p.m. | Suites at Market Square Seminar Room (SAMS T1014)

Learn from home staging professional Jennie Norris, who explains why you should add staging to your business. Norris will also cover the definition and history of staging, the similarities and differences with a traditional design practice, and how to make the business model work for you. (0.1 CEU)

### Providing Custom Design Collaborations for Your Clients

3 p.m. – 4 p.m. | Zuo, IHFC, G582

Leading interior design experts share how to make your designs stand out without breaking your clients' budgets. *RSVP: zuomod.com/2019hp\_collaboration*

### Demystifying Performance in Design: Residential, Resimercial and Hospitality

5 p.m. – 7 p.m. | Norwalk Furniture, IHFC, M108

Designers Denise Wenacur, Jessica Duce and Gary Inman will share what role performance materials and textiles play in their current design projects in a panel moderated by trim expert Jana Platina Phipps.

### IFDA Selects Mixer and Awards Reception

5 p.m. – 7 p.m. | The Point, Commerce Ave., between S. Main St. and Wrenn St.

The International Furnishings and Design Association brings its popular exhibitor awards program, IFDA Selects, to Spring Market. Join this mixer as IFDA recognizes and celebrates exhibitors in 10 different categories.



### Third Night: Southern Soul

5 p.m. – 7 p.m. | Hickory White, 309 N. Hamilton St.

Hickory White celebrates Southern soul as part of the Hamilton Wrenn Design District's Third Night gala.

### Universal Furniture: In Good Company

5:30 p.m. – 9 p.m. | 101 S. Hamilton St.

Join Universal Furniture for its semiannual celebration of Market, featuring cocktails, hors d'oeuvres and live music from Lulu the Giant.

*RSVP: universalfurniture.com/marketevents*

TUESDAY, APRIL 9

### Loloi's 15th Anniversary

9 a.m. – 7 p.m. | IHFC, D320

Come celebrate and raise a glass to Loloi's anniversary during High Point Market. Enjoy a tour of all the latest branded and licensed collections, now on display in its newly expanded showroom. Be sure to stay for some happy-hour hors d'oeuvres and plenty of drinks.

### Lunch With Fabricut

11:30 a.m. – 1:30 p.m. | Market Square Tower, 403

Feeling a little worse for wear after long days spent totally on your feet? Need to relax and recharge? Take some much-needed downtime with a light lunch at the Fabricut showroom. Frosé and other refreshments will be served. While you're eating lunch, take in the latest collections from Fabricut, Trend, Stroheim, S. Harris and Vervain, including new fabrics, trimmings, wallcoverings and drapery hardware.

### You Are What You Wear: Building Your Brand With Personal Style

2 p.m. – 3 p.m. | The Point, Commerce Ave., between S. Main St. and Wrenn St.

As an interior designer, your personal style is closely tied to your business brand—which means that what you wear says as much about your brand as your logo does. Designer Traci Zeller and Whitley Adkins Hamlin, professional stylist and owner of The Queen City Style, share how you can curate a unique style that sends strategic, well-crafted messages about your brand, regardless of trends on the runway. You'll leave this discussion with actionable steps, practical tips, and a bevy of "stylist's guide" resources at every budget level to help you align your wardrobe with your brand to create on-brand outfits for client meetings, site visits, showroom appointments, headshots and events.

### Jackson Pollock Themed Paint Party

5:30 p.m. – 6 p.m. | 121 N. Hamilton St., S201

Come unwind with Paul Robinson Fine Art—the drinks will flow and the paint will spill! Large blank canvas and drinks provided, inspiration not included!



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