



AmericasMart®Atlanta

Fall Design Week

September 25-29, 2017

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**FOR IMMEDIATE RELEASE**

**DESIGN COMMUNITY GATHERS AT  
AMERICASMART® ATLANTA FOR FALL DESIGN WEEK  
September 25 – 29, 2017**

**ATLANTA – September 13, 2017** – AmericasMart® Atlanta is the epicenter of Southeastern interior design as it stages its second annual Fall Design Week, September 25 – 29, 2017. Developed with the interior designer in mind, Fall Design Week connects buyers with leading trends and tastemakers through educational events, exciting networking opportunities and access to hundreds of showrooms and thousands of lines.

“Fall Design Week is another step in AmericasMart’s ongoing evolution and positioning as a key resource for interior designers,” says Jenny Heinzen York, AmericasMart vice president of Home. “In extension to our robust Open-Year-Round lineup, Fall Design Week adds hundreds more lines to the buying mix, and our emphasis on business education and CEU sessions makes this week a must-not-miss for the design community.”

In addition to home décor, home accents, rug, gardens and casual furniture showrooms open for the Market, designers and retailers will have the opportunity to source from select Gift showrooms including Wolf Gourmet, Primitives By Kathy and Kalalou, plus Open Year Round showrooms including Creative Co-Op, Appelman Schauben and Daniel Richards.

Designers are treated to a week of must-attend educational and networking opportunities, kicking off with a **September Soirée** celebrating the launch of the new Georgia Chapter of the **Interior Design Society** on Monday, September 25.

**Nicole Ruffing**, designer account executive at **The Sherwin-Williams Company** kicks off the programming on Tuesday, September 26 with the **Sherwin-Williams Colormix® Forecast 2018** and a discussion of the colors that will impact design trends for the coming year. Next, digital

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influencer and marketing expert **Mark McDonough** of the “**Tastefully Inspired**” blog shares “**Five Things You Need to Be Doing to Grow Your Social Media.**” Tuesday closes out with **LuAnn Nigara** of “**A Well-Designed Business™**” podcast moderating a panel discussion “**Talking Tech for Designers! The Newest Digital Tools and Tips You Must Have in Your Creative Arsenal**” with **McDonough**, **Sarah Daniele** of **Mydoma Inc.** and **Sandra Funk** of **House of Funk**.

Programming on Wednesday, September 27 begins with **Elizabeth Ralls**, editor-in-chief of “**Atlanta Homes & Lifestyles**” in an intimate Q&A with **Will Meyer** of renowned New York City-based design boutique **Meyer Davis** and his client, chef and mega-restaurateur **Ford Fry**. Later, marketing guru **Fred Berns**, author of “**Sell Yourself! 501 Ways to Get Them to Buy From You,**” shares the tools designers need to transform their current online bios—or craft new ones—to spotlight their “special-ness” in “**Create a Killer Bio: Promote the Star That You Are.**” Berns returns with **Amy Flurry**, author of “**Recipe for Press,**” and **Linda Weinstein** of **One Room Challenge™** for a panel discussion, “**Pitch Perfect: The Keys to Securing Great Press, Brand Collaborations and Buzz,**” moderated by **Vicki Bolick** of “**The Ace of Space**” blog.

Designers get a jumpstart on 2018 and pinpoint which colors, materials and styles are influencing the next wave of home and design in “**The Business of Trend: Global Insights in Home Décor**” presented by **Michelle Lamb**, editorial director of **The Trend Curve** on Thursday September 28, followed by a two-and-a-half-hour workshop “**Styling Photo Shoots Like a Pro + Insider Tips to Get Published!**” presented by **Annette Joseph**, author of “**Picture Perfect Parties**” and photographer **Christina Wedge**.

The final day of Fall Design Week, Friday, September 29, is jam-packed with programming. The team from trailblazing **Imagine Media Consulting** leads two must-see social media discussions. Co-founders CEO **Shantel Khleif** and COO **Margot Dukes** present “**Social Media Marketing for Interior Designers and Retailers**” followed by “**Social Media Marketing in a Pay-to-Play World**” presented by Community Success Manager **Carolyn Whalen** and Digital Media Coordinator **Devyn Lamon**. The millennial marketing conversation continues with a panel discussion “**What Millennials Want: Connecting with Today's Most Influential Consumer**” moderated by **Nicole Bowling**, editor-in-chief of “**Lighting & Decor Magazine**” and “**Millennial Home,**” featuring **Gen Sohr** of **Pencil & Paper Co.** and consumer trend expert **Pam Danziger**.

## FALL DESIGN WEEK 2017 3/8

Buyers are invited to take a deep-dive into AmericasMart's latest Vignette Exhibition, "**The Great Reset: Redefining How We Live, Design and Do Business,**" with two tours lead by the designers. A curated showroom tour exploring the designers' favorite products at AmericasMart is led by Vicki Bolick on Tuesday, September 26 and Gen Sohr on Friday, September 29.

Buyers are also able to get a complimentary professional headshot taken by photographer Heather Fulbright, Tuesday – Thursday of Fall Design Week.

For more information about Fall Design Week, visit [www.AmericasMart.com/September](http://www.AmericasMart.com/September). A full list of Market programming, including CEU designations, is below.

### **FALL DESIGN WEEK PROGRAMMING**

#### **Monday, September 25**

September Soirée

Building 1, Floor 14, Vignette Gallery, 14-D-9

4:00 PM

Join us as we celebrate the launch of the new IDS Georgia Chapter. Enjoy cocktails, light bites and network with other interior designers and creatives. RSVP recommended at [AmericasMart.com/Soirée](http://AmericasMart.com/Soirée).

#### **Tuesday, September 26 – Thursday, September 28**

Complimentary Headshot Days

Featuring Sessions with Heather Fulbright, Portrait Photographer

Building 1, Floor 1, Event Hall

9:00 AM – 4:00 PM

Available Tuesday through Thursday of Fall Design Week, get a professional headshot taken by photographer Heather Fulbright to use on social media, your website and maybe your next magazine feature! The package includes a 15-minute portrait session, a selection of proofs and one retouched image, delivered as both a high-res image and web-ready version. Headshots are complimentary for designers! Registration required; learn more at [AmericasMart.com/Headshots](http://AmericasMart.com/Headshots).

#### **Tuesday, September 26**

Sherwin-Williams Colormix® Forecast 2018

Presented by Nicole Ruffing, Designer Account Executive at The Sherwin-Williams Company

Building 1, Floor 1, Event Hall

10:00 AM

0.1 CEU

From vivid blue and digital green to high-def yellow and rusty auburn, the Sherwin-Williams Colormix® Forecast 2018 exhibits three unique color palettes that draw from emerging global trends. Join Nicole Ruffing of The Sherwin-Williams Company to learn more about this collection that predicts the colors that will drive conversation and inspiration for the coming year, offering new perspectives on societal influences and their impact on color and design trends.

FALL DESIGN WEEK 2017 4/8

Redefine Design Tour: Explore New Shifts in Lifestyle Trends with Vicki Bolick

Presented by Vicki Bolick, "The Ace of Space"

Building 1, Floor 14, Vignette Gallery, 14-D-9

11:00 AM

0.15 CEU

Get ready to embrace 2018—a year of monumental shifts impacting design, retail and industry practices. In AmericasMart's newly celebrated Vignette Exhibition, "The Great Reset: Redefining How We Live, Design and Do Business," top design influencers have their lens on the changing retail and design landscape. Join Vicki Bolick of "The Ace of Space" as she shares the inspiration behind designing her vignette and her favorite looks and products at AmericasMart. A curated showroom tour exploring the design floors will follow, and conclude with light bites and champagne in the Designer Workspace. RSVP required at [AmericasMart.com/TuesdayTour](http://AmericasMart.com/TuesdayTour).

Five Things You Need to Be Doing to Grow Your Social Media

Led by Mark McDonough of "Tastefully Inspired"

Building 1, Floor 14, Vignette Gallery, 14-D-9

11:30 AM

0.1 CEU Pending

With over 20 years of marketing expertise growing brands and making them explode online, Mark has a thriving marketing business and is also the founder and editor of "Tastefully Inspired" blog. Mark's skills and experience blend a deep understanding of how the internet and social media work at the bits-and-bytes level in addition to extensive talent-promotion experience from his earlier years. In this workshop, you will take away five key strategies to grow your social media presence. Learn how to turn a "like" into a business opportunity. Create, hide, optimize and store your #hashtags the right way. Turn your phone into a professional video making machine. Track your social media traffic. And learn simple techniques to grow your email newsletter. RSVP required at [AmericasMart.com/TuesdaySocial](http://AmericasMart.com/TuesdaySocial).

Talking Tech for Designers! The Newest Digital Tools & Tips You Must Have in Your Creative Arsenal

Moderated by LuAnn Nigara, "A Well-Designed Business™" Podcast. Featuring Sarah Daniele of Mydoma Inc., Sandra Funk of House of Funk, and Mark McDonough of "Tastefully Inspired"

1:00 PM

Building 1, Floor 1, Event Hall

0.1 CEU

Time to get your digital savvy on point with your design savvy! Developments in mobile, online, video and virtual technologies have created a world of new opportunities for design professionals. Discover the best new apps and platforms in the market that will help you grow your design business. Whether your goal is to optimize project management or accounting functions, more easily source new products, or go under the hood of social media (can we turn "likes" into real contacts and business opportunities?)—don't miss this crash course for designers—without all the stuffy tech talk. Join LuAnn Nigara, host of A "Well-Designed Business™" Podcast, who will lead a thoughtful panel discussion with digital expert and brand-builder Mark McDonough of "Tastefully Inspired" blog, Sarah Daniele, co-founder & CEO of Mydoma Inc., an industry-leading project management and client collaboration software tool for interior designers, and Sandra Funk, principal designer of House of Funk, a full-service and online interior design firm with offices in NY and NJ.

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**Wednesday, September 27**

Hospitable Design: Creating Unforgettable Experiences Through Storytelling  
Moderated by Elizabeth Ralls, Editor-in-Chief of “Atlanta Homes & Lifestyles.” Featuring Will Meyer of Meyer Davis Studio and Ford Fry of Ford Fry Restaurants

10:00 AM

Building 1, Floor 1, Event Hall

0.1 CEU Pending

How do you bring a powerful but unique story to life in your hospitality design projects? Join Elizabeth Ralls, editor-in-chief of “Atlanta Homes & Lifestyles” magazine for an intimate Q&A with visionary Will Meyer of renowned New York City-based design boutique Meyer Davis, and his client, Atlanta-based chef and mega-restaurateur Ford Fry. This intriguing design duo will discuss their one-of-a-kind design projects—including St. Cecilia, for which Meyer Davis recently received the 2017 James Beard Foundation Award for Outstanding Restaurant Design. Combining Meyer Davis’ expertise in incorporating elements of space, form, texture and light with Ford’s knack for details and design storytelling, discover how this pair finds success in creating unforgettable spaces that are both buzzworthy, timeless, inspired, and groundbreaking. Meet and greet and book signing with Will Meyer to immediately follow at 11 a.m. AmericasMart will also raffle four tickets to the 2017 Serenbe Designer Showhouse, presented by “Atlanta Homes & Lifestyles.”

Create a Killer Bio: Promote the Star That You Are

Led by Fred Berns, Author of “Sell Yourself! 501 Ways to Get Them to Buy From You”

11:30 AM

Building 1, Floor 14, Vignette Gallery, 14-D-9

0.1 CEU

You can’t get good clients with a bad bio. Are you ready to update the personal profile on your website, on Houzz, and in social media so it qualifies, rather than disqualifies you, from the clients and projects that you want and need? In this hands-on workshop with marketing guru Fred Berns, author of “Sell Yourself! 501 Ways to Get Them to Buy From You,” you will get the tools you need to transform your current online bio—or craft a new one—to spotlight your “special-ness.” Fred, the only business coach who specializes in writing promotional copy for interior design professionals, has a 25-year track record as an interior design industry speaker, coach and promotional copywriter. RSVP required at [AmericasMart.com/CreateBio](http://AmericasMart.com/CreateBio).

Pitch Perfect: The Keys to Securing Great Press, Brand Collaborations and Buzz

Moderated by Vicki Bolick, “The Ace of Space.” Featuring Fred Berns of Interior Design Business, Amy Flurry, Author of “Recipe for Press,” and Linda Weinstein of One Room Challenge™

1:00 PM

Building 1, Floor 1, Event Hall

0.1 CEU

Selling yourself is not the easiest (or most fun) part of your work. But it’s a necessary piece of the puzzle for designers looking to grow, secure brand partnerships, get published in national magazines, and for those dreaming up a licensing deal in the future. Even making an impact online requires some simple writing know-how that is easy to apply to your marketing. This all-star panel of publicity and brand experts will share valuable tricks of the trade on creating buzz and making the most important sale of all: YOU.

Don't miss powerful presentations followed by a panel discussion featuring Amy Flurry, editorial contributor to some of the most influential magazine titles and author of "Recipe for Press: Pitch Your Story, Create a Buzz" and the soon-to-be-released "Recipe for Press/Interior Designer Edition," Fred Berns, sought-after business coach to interior designers, whose advice will help you make an instant impact with insights from his book, "Sell Yourself! 501 Ways to Get Them to Buy From You," and Linda Weinstein, founder of One Room Challenge™, the widely anticipated online design bloggers event, who will help steer your pitch through PR channels to help secure desirable sponsorships and brand collaborations. This panel is moderated by award-winning design and lifestyle blogger Vicki Gladle Bolick of "The Ace of Space."

**Thursday, September 28**

The Business of Trend: Global Insights in Home Décor  
Presented by Michelle Lamb, Editorial Director of The Trend Curve  
10:00 AM  
Building 1, Floor 1, Event Hall  
0.1 CEU

Fresh from Maison&Objet, internationally known trend forecaster Michelle Lamb of The Trend Curve will give a firsthand look at some of the top trends in Europe and at home, providing insights into the looks that will shape U.S. retail and interiors in the year ahead. Learn how these trends behave and where you should put your money. Get a jumpstart on 2018 and pinpoint which colors, materials and styles are influencing the next wave of home and design.

Styling Photo Shoots Like a Pro + Insider Tips to Get Published!  
Presented by Annette Joseph, Author of "Picture Perfect Parties" and Photographer Christina Wedge  
1:00 PM  
Building 1, Floor 1, Event Hall  
0.25 CEU

This reservation only, two-and-a-half-hour workshop is a master class in styling and photography, teaching you the tricks of the trade both in styling your projects and photographing them. Annette Joseph is a photo stylist and entertaining expert, editor, producer and cookbook author who teaches style and photo workshops all over the world, including her newest location in Tuscany. Christina Wedge is a highly sought-after lifestyle and interiors photographer. This dynamic duo will take attendees through a hands-on demo of accessorizing, styling and photographing vignettes (tip: be ready by having your own DSLR camera or iPhone on hand!). Not only will you leave with new skills and techniques to capture your gorgeous spaces, but these editorial gurus will share advice on pitching and publishing imagery in both in social media and magazines. Don't miss this insider workshop to get your project maximum exposure! RSVP required at [AmericasMart.com/StylingWorkshop](http://AmericasMart.com/StylingWorkshop).

**Friday, September 29**

Social Media Marketing for Interior Designers & Retailers  
Presented by Shantel Khleif, CEO & Co-Founder of Imagine Media Consulting and Margot Dukes, COO & Co-Founder of Imagine Media Consulting  
10:00 AM  
Building 1, Floor 1, Event Hall  
0.1 CEU

FALL DESIGN WEEK 2017 7/8

Facebook, Instagram, Twitter, oh my! Learn from the Imagine Media Consulting founders on the importance of social media marketing and where to find your specific audience. If you're looking for Savvy Sally don't target an audience filled with Millennial Marys. Don't know where to start? We've got your back; let us help you take your brand to the next level.

Redefine Design Tour: Explore New Shifts in Lifestyle Trends with Gen Sohr  
Presented by Gen Soh of Pencil & Paper Co.

11:00 AM

Building 1, Floor 14, Vignette Gallery, 14-D-9

0.15 CEU

Get ready to embrace 2018—a year of monumental shifts impacting design, retail and industry practices. In AmericasMart's newly celebrated Vignette Exhibition, "The Great Reset: Redefining How We Live, Design and Do Business," top design influencers have their lens on the changing retail and design landscape. Join Gen Sohr of Pencil & Paper Co. as she shares the inspiration behind designing her vignette and her favorite looks and products at AmericasMart. A curated showroom tour exploring the design floors will follow, and conclude with light bites and champagne in the Designer Workspace. RSVP required at [AmericasMart.com/FridayTour](http://AmericasMart.com/FridayTour).

Social Media Marketing in a Pay-to-Play World

Presented by Carolyn Whalen, Community Success Manager at Imagine Media Consulting and Devyn Lamon, Digital Media Coordinator at Imagine Media Consulting

11:30 AM

Building 1, Floor 14, Vignette Gallery, 14-D-9

0.1 CEU

Consider a concept that de-clutters the way audiences consume your content. Don't let marketing dollars go to waste, instead learn from the social media rockstars at Imagine Media Consulting and enhance the strategy that your brand needs to pump up your social presence. Expand reach, enhance content and boost audience engagement with our tips! RSVP required at [AmericasMart.com/FridaySocial](http://AmericasMart.com/FridaySocial).

What Millennials Want: Connecting with Today's Most Influential Consumer

Moderated by Nicole Bowling, Editor-in-Chief of "Lighting & Decor Magazine" and "Millennial Home." Featuring Gen Sohr of Pencil & Paper Co. and Consumer Trend Expert Pam Danziger.

1:00 PM

Building 1, Floor 1, Event Hall

0.1 CEU

The millennial generation is the largest in U.S. history, one with distinct traits and growing spending power that will make it the most influential segment of the consumer market before we know it. When it comes to creating their homes, millennials have unique viewpoints on what products they want, how they want to purchase them, what they want to spend their money on and how they connect with brands (spoiler alert: it's not just online!) Join Nicole Bowling, editor-in-chief of "Lighting & Decor" and "Millennial Home," as she leads a conversation with several design thought leaders about what makes millennials tick. Panelists include Nashville-based interior designer Gen Sohr, owner of Pencil & Paper Co., consumer trend expert, author and Forbes.com contributor Pam Danziger, and Katelyn Rountree, a millennial designer at the award-winning Terracotta Design Build based in Atlanta.

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**ABOUT AMERICASMART**

AmericasMart Atlanta is the nation's only global wholesale marketplace housing the world's single-largest collection of home, gift, area rug and apparel merchandise. The largest of AmericasMart's 16 annual Markets and shows, The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market in January and July are the ignition switch for global retailing with buyers from every U.S. state and as many as 70 countries discovering product in more than 1,500 showrooms and more than 3,000 temporary exhibiting companies. ICON HONORS, the home and gift industry's most celebrated recognition program, is produced and staged annually by AmericasMart.

Located in downtown Atlanta, the AmericasMart complex contains more than 7.2 million square feet of space. It's a huge global stage on which manufacturers, designers and sales representatives unveil new lines, launch new designs and introduce new categories – all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas. For more information, please visit [www.AmericasMart.com](http://www.AmericasMart.com). Follow us @AmericasMartATL or @atlantaapparel.

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