

Designer ExperieNCe Agenda

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Headline Sponsor: **High Point Market Authority**

Wednesday, August 22 – Friday, August 24, 2018

WEDNESDAY, AUGUST 22nd

1:00 – 2:00 pm

Registration

Welcome Desk

2:00 – 2:15 pm

Welcome – Jane Dagmi, Susan Dickenson & Waynette Goodson

Weaver Room

2:15 – 3:45 pm

ExperieNCe 1: The Proximity Hotel

Weaver Room

Tour & CEU – *Sponsored by Hooker Furniture*

Dennis Quaintance & Nancy King Quaintance

CEU 1: *Ugly Ain't Sustainable! History, Lessons & Inspiration of the First LEED Platinum Certified Hotel in the U.S.*

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted standard for the design, construction and operation of high performance green buildings. LEED-certified buildings have reduced operating costs, produced healthier and more productive occupants and conserved our natural resources. This course takes a look at the environmental and inspirational lessons that can be learned for sustainable built environments through a case study of the Proximity Hotel, the nation's First Platinum LEED Certified Hotel. We'll examine the six key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, indoor environmental quality and innovation in design; discuss the critical steps that were taken to meet each of the performance benchmarks and assess the outcomes.

3:45 – 4:00 pm

Break

Weaver Room

4:00 – 5:30 pm

ExperieNCe 2: A Conversation with Libby Langdon

Weaver Room

Join an intimate talk with Libby as she shares her wild, wacky path into the world of interior design and her experience in commercial and residential design, writing a book, working in makeover TV and print media, as well as designing her own lines of home product collections. She offers the insight on how she made these things happen for herself, and direct ways you can focus and hone your marketing goals to grow your business. Libby will answer your questions with tips and tactics you can really use in a fast-paced and informative Q&A discussion.

5:30 – 6:00 pm

Free Time - *Check in to rooms*

5:30 – 7:00 pm

Complimentary Headshots

White Oak Room

Need an updated headshot? Take advantage of our professional photographer to update your personal portfolio.

6:00 – 9:00 pm

An Evening at the Proximity

White Oak Room & Social Lobby

Cocktails, Dinner, Music and Art – *Sponsored by Worlds Away*

THURSDAY, AUGUST 23rd

7:00 – 8:00 am

Yoga

Weaver I

7:30 – 8:30 am

Continental Breakfast

Weaver II

8:30 – 9:00 am

Load Bus/Travel Time

9:00 – 11:00 am

ExperieNCe 3: Thayer Coggin

Tour & CEU – *Sponsored by Thayer Coggin*

CEU 2: *Mid-Century Modern – Concept to Creation*

"Midcentury Modern" was coined by author Cara Greenberg as the title for her 1984 book. Today, over three decades later, Mid-Century Modern still remains one of the most popular, collectible, and dynamic styles of international design. This presentation will walk you through this period in architecture and interior design. We'll focus on its hallmarks, motifs and defining materials. We'll explore the dominant color palette and the textiles, and along the way we'll discover the iconic designers that are still inspiring designers today.

11:00 – 11:30 am Load Bus/Travel Time

11:30 am – 1:30 pm

ExperieNCe 4: Phillips Collection

Tour, Lunch & CEU – *Sponsored by Phillips Collection*

CEU 3: Wood Trends - The Journey from Forest to Furniture

Bringing the “outdoors in” is not only on-trend, but a sustainable best practice in design. This course takes you on a journey into the latest trends in wood furniture and finishes. Stay ahead of the curve by gaining insights into how to source and specify wood furniture that is not only sustainable but crafted responsibly. We’ll break down the differences in wood species, help you wrap your head around live edge wood, and give you strategies to communicate your wood concepts into reality successfully. Plus get a sneak peek into what’s in store for the future.

1:30 – 2:00 pm

Load Bus/Travel Time

2:00 – 4:00 pm

ExperieNCe 5: Artistica Home

Tour & CEU – *Sponsored by Lexington Home Brands*

CEU 4: The Art of Design – Classic Forms, Exotic Materials and Modern Applications

This course links the past and the present of furniture design through a lively discussion that explores the impact of classic forms, exotic materials and modern applications on the development of today’s furniture. This look at the evolution of design movements begins with a short history of furniture and fashion from the Elizabethan through Victorian eras. Next, we’ll explore the impact of the Industrial Revolution and examine a rundown of the explosion of art, jewelry, architecture and furniture that followed the Industrial Revolution through the advent of mid-century modern in the post WWII years. Each decorative decade highlights the progression of design and includes information about the origin, use and modern sourcing of exotic materials from around the world. To make sense of this compendium of historical references, we’ll compare and contrast the influences on today’s furniture with images of classic furniture styles to modern silhouettes.

4:00 – 4:15 pm

Narrated Windshield Tour of High Point Market

Sponsored by High Point Market Authority

4:15 – 5:00 pm

Load Bus/Travel Time

5:00 – 8:00 pm

Cocktails & Dinner

The Colonnade at Revolution Mill

Sponsored by Universal Furniture & Crypton

8:00 – 8:30 pm

Load Bus/Travel Time – Return to hotel

FRIDAY, AUGUST 24th

7:00 – 8:00 am

Yoga

Revolution

7:30 – 8:30 am

Continental Breakfast – *Check out of rooms by 10:30 am*

Weaver II

8:30 – 10:30 am

ExperieNCe 6: Leveraging Social Media & Digital Marketing for Designers

Weaver I

Today, more than ever, your prospective clients – as well as editors looking for the next great designer – turn to social media for inspiration, news and purchasing. Understanding each platform – their audience, features, tools and benefits – is crucial to social media success. In this session, we dive into the abyss, share some tips, techniques, and tools, and leave plenty of time for your Q&A.

10:30 – 11:30 am

Load Bus/Travel Time

11:30 am – 1:30 pm

ExperieNCe 7: An Afternoon at the Dairy

Goat Lady Dairy

Tour, Lunch & CEU – *Sponsored by Currey & Company*

CEU 5: Designing with Light

Selecting beautiful light fixtures is only half the battle when it comes to creating a winning lighting plan for your client’s home. There are many critical choices and decisions that must be made which will impact the project’s beauty, functionality and safety. We’ll explore how to best assess your project’s aesthetic, functional and safety requirements; define and differentiate between the four main types of fixtures and their purpose; and discuss the importance of layering light to create total lighting solutions for each space. Finally, we’ll illustrate common home lighting scenarios and solutions to challenges room by room to gain a full understanding of the importance of a well-lit home.

1:30 – 2:30 pm

Load Bus/Travel Time – Return to hotel and airport