

DESIGNER EXPERIENCE

Late summer, Greensboro, NC: A group of designers, home furnishings retailers, and a few industry creatives gather for the inaugural Designer Experience. The idea — to experience a custom blend of North Carolina design and hospitality without the sweet frenzy of market. The result — 3 days of innovative ideas, marketing, furniture history, and relationship building. The DX, as we call it, was simply magical. That may sound trite, but it's true.



The lobby is abuzz.

DAY 1 THE PROXIMITY HOTEL IS OUR BASE



Dennis banter with sidekick of 30 years and the Proximity's in-house artist, Chip Holton.



Swiveling with Stephen. Chairs: Hooker Furniture.



Wearing Birks, khakis, and an impish smile, Dennis Quaintance, CEO and Chief Design Officer of Quaintance-Weaver Restaurants & Hotels, talks about the making of the Proximity, the country's first LEED Platinum hotel. His presentation *Ugly Isn't Sustainable*, is laced with phrases like collaborative design, creating with intention, and avoiding being inauthentic. Dennis is a unique hotelier.

Libby Langdon, in festive vermillion, entertains and inspires with humorous yet heartfelt anecdotes about her personal journey to fearlessness. She shares tips on planning, media relationships, video marketing, and brand storytelling.



I admire the way Dennis Quaintance approaches everything he does with a business mind, **but** is also always mindful of design. What he said — don't be too quick to discount an idea, but rather, let it percolate and discuss it amongst your team to see if it can lead to another, potentially successful idea — truly resonated.

— Stephen Shutts



A real good headshot can make a designer's day!

DESIGNER TAKEOVER!!!



Libby's mom, MaryAnn Luedtke, lives in High Point and is on hand to take pics, like this one.



A big thank you to **Worlds Away** for a totally fun roaming dinner.

DAY 2



Laura Michaels, former fashion designer, asks about placing patterns on directional fabrics.



Most designers had heard of Thayer Coggin but few had ever ventured to the High Point showroom and factory. We gathered for a tour and a mid-century design talk, both led by Phil Miller, VP Sales and Marketing.



Design Royalty: Melissa Galt, great granddaughter of Frank Lloyd Wright (seated) and Royale Wiggin, daughter of Thayer Coggin.



Seeing how there are so many little but important details that must come together to achieve one quality benchmade piece is very educational. Someone said they now have a better understanding of long lead times, and that they feel empowered to explain the process to their clients.

— Stephen Shutts



Jason Phillips among consoles.

Juan Hernandez, master carpenter, demonstrates how Phillips deluxes live edge furniture by adding butterfly joints to prevent cracking.

The Phillips Collection family is not just about reimagining felled trees as live-edge tables, they are about bolstering the communities from where the wood comes. They pay farmers to remove the behemoth trees. They built a student playground in Thailand. It's purposeful stuff like that, you get to discover at a small event like this. And then, there's authentic barbecue too!



Next stop, Artistica Home where President Robert Yount strolls us through centuries of fashion and furniture, connecting the dots in the context of monarchs and major style movements. From the rigidly ornate Elizabethan era to more feminized shapes in France to the history of using exquisite organic materials in furniture design, Robert was informative and witty.

The visual stimulation was off the charts with beautiful fabrics, materials, color, presentation everywhere we went. Each event lead to the next in a very coherent way with talented, knowledgeable professionals. I loved every minute of it!

— Nancie Wood



An Enchanting Evening at Revolution Mills



Instagram stories were blowing up.

Neil MacKenzie, Director of Marketing at Universal, welcomes designers. Universal and Crypton were evening co-sponsors.



Striking a pose in the Universal/Crypton vignette

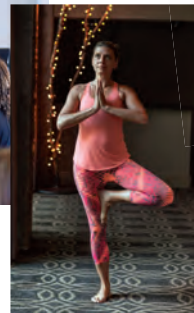


“One of the lectures highlighted a how-to on increasing your social media presence. I struggle with social media postings and found this to be invaluable.

— Jodie O'Connor



Namaste, Trim Queen!



PBM's digital marketing and social media execs led an interactive seminar.

DAY 3
Starts with yoga, ends with goats. In between there's social media!



Goat encounters, enlightening education, and farm-to-table goodness. A big bray goes out to Currey & Co. for sponsoring.



Jackie Von Tobel's *Designing with Light* provided a valuable reminder of the intricacies of lighting in design. She also delivered memorable do's and don'ts to help us avoid common mistakes and install lighting that enhances our work and provides optimal function for every room's purpose

— Melissa Galt

