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AT DALLAS MARKET CENTER

MEET OUR
'DREAM HOME'
TEAM



Designers'
Guide

JANUARY 2019



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WTC 190



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JUNE
19 - 25, 2019

DISCOVER THE LARGEST
OPEN-DAILY DESIGN CENTER IN
NORTH AMERICA.

DALLAS
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A man and three women are posed in a lush green farm setting. The man is sitting on a brown leather armchair in the foreground, wearing a blue and white plaid shirt and blue jeans. Behind him, three women are riding white horses, all wearing dark blue riding jackets and light-colored breeches. In the background, there is a large white barn, a smaller white shed, and a white fence. The scene is set against a backdrop of rolling green hills and trees. Modern furniture, including a brown leather armchair, a wooden coffee table, and a side table with a lamp, is placed on a white rug in the foreground.

HOME IS WHERE THE HEART IS.

Above - Mac Cooper, CEO Uttermost,
with three daughters.

REVELATION

by UTTERMOST

HIGH POINT
IHFC C.447

DALLAS
10021 WTG

ATLANTA
MM12E2A

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B-420

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SURYA | WTC 560

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PENINSULA HOME | IHDC 1D112



OLLIER DISTRIBUTORS | WTC 10085-2B

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ZUO | IHDC 1D102

COVER PHOTO L to R: Emily Johnston Larkin, Morgan Farrow,
Javier Burkle, Denise McGaha, Brent Willmott

HEY DESIGNERS!

What's your favorite reason to shop at a lighting showroom?

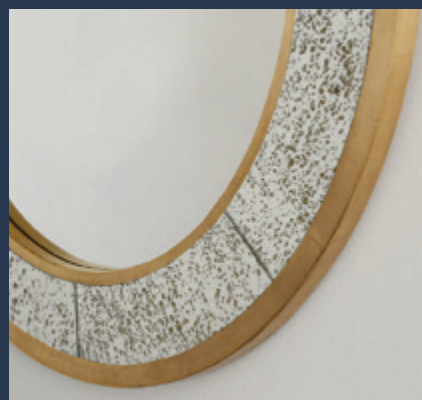
I love to see the scale, finish and how a fixture actually emits light, in person.



Unless I see it in a showroom, I can never be sure if a fixture casts a shadow or if it looks good from every angle.



There's nothing like getting solid advice from a seasoned lighting expert who knows these products inside and out.



I like to bring my swatches in and find coordinating items for a project.



Find beautifully crafted fixtures and mirrors at an authorized lighting showroom near you!

Love what you see? Partner with our area rep and enjoy the perks of shopping locally at a lighting showroom near you.

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Dallas Market Center
3931 Trade Mart



CINDY MORRIS,
PRESIDENT & CEO
DALLAS MARKET CENTER

WHAT'S YOUR STYLE?

It's something we are all asked, and that you surely ask your clients, time and again in many ways, shapes and forms: *What's your style?* The answers then set your imaginations alight and begin the creative process, which culminates in designs that express so much more than mere words can say.

Talk about a loaded question.

For an interior designer, style is a promise, fulfilled. The rooms you create help their inhabitants show the world (or dinner guests, maybe) who they are in heart, soul and mind. Just like a painter brushing color on canvas, you're an artist. Consider Dallas Market Center your palette.

The World Trade Center, Trade Mart and Interior Home + Design Center include 1.5 million square feet of design resources, showcasing hundreds of covetable brands, open to you every day. From traditional to contemporary, rustic to refined, the design personalities expressed by our showrooms represent infinite answers to the all-important question of style. And we don't stop there when it comes to supporting you and your business.

This Designers' Guide includes must-have industry intel, plus a key to our design neighborhoods and details about upcoming events. Need to take your Instagram game to the next level? Find an exhibitor in the IHDC? We've got you covered. Plus, we're kicking off your year at Total Home & Gift Market, January 16 – 22, when Dallas Market Center comes alive with countless product launches and exciting introductions. It's a market not to be missed, and we'll see you there.

But first, our Designers' Guide cover story invites you to explore a dream home of five rooms from a group of trendsetting interior designers. Each has a distinctive *style*, answering our question of the day in an unmistakably unique way.

A handwritten signature in black ink that reads "Cindy Morris".



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Designers' Guide

TOTAL HOME & GIFT MARKET
JANUARY 16-22, 2019

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DMC MEDIA

EDITOR-IN-CHIEF | DIANE FALVEY
DFALVEY@DALLASMARKECENTER.COM
CONTENT DIRECTOR | LISA PETTY
LPETTY@DALLASMARKECENTER.COM
MARKETING CONTENT COORDINATOR | MADISON ALBEE
LEAD STYLIST | MOLLY JOHNSON

SALES

VP, MEDIA SALES | GREG JOSELOVE
GJOSELOVE@DALLASMARKECENTER.COM (214) 760-2890
DIRECTOR, MEDIA SALES | VICTOR ARMENDARIZ
VARMEDARIZ@DALLASMARKECENTER.COM (214) 655-7693
DIRECTOR, HOME & GIFT | KIM LAWHORN
KLAWHORN@DALLASMARKECENTER.COM (214) 655-7655

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PRINTER

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2100 STEMMONS FREEWAY
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Email: tjferrie@me.com 805/276-5655 www.tjferrie.com 

HOME TEAM DESIGNING THE DREAM

By Lisa Petty

Dashing the words *dream home* across a journal page, virtual vignettes danced before our eyes. Would the collection of irresistible interiors we envisioned express luxury and glamour? Layers of stylish sophistication? Perhaps classic with-a-twist? Well, yes. And then some.

To bring our vision to life, only the ultimate team would do. The result is five rooms by five design stars, each with a unique perspective. The group boasts prestigious press, industry honors and covetable client lists – not to mention, talent for days. Who better to design the home of our dreams?





"First impressions are everything, and this entry feels light, bright and fun! The combination of burl wood and bold modern art makes such a statement." —Morgan Farrow



Photo by Stephen Karlisch

Morgan Farrow Interiors | @morganfarrowinteriors



"This kitchen is designed to entertain. It mixes finishes, as well as high-end materials and very budget-friendly elements, for a timeless look that can be enjoyed for years." —Brent Willmott



Photos by Miriam Hill, Shoot2Sell

Total 360° Interiors | @total360interiors



"Blending soft furnishings and brass finishes invites family and friends without feeling 'fussy.' To center this living room, I custom designed a carved mantel in Nero Marble." —Denise McGaha



Photo by Stephen Karlisch

Denise McGaha Interiors | @denisemcgaha



"A dining room should be one of the most welcoming rooms in a home. I've layered art, flowers, runners and china to create an atmosphere that guests never want to leave." —Javier Burkle



Photo by Jennings Ross

Burkle Creative | @javierburkle



"This elegant and calming retreat unites traditional furnishings with modern accents. It's the ideal place to unwind at the end of a long day." —Emily Johnston Larkin



EJ Interiors | @ejinteriors



NOW TRENDING: LUSH LIFE

By Lisa Petty

Who cares what the calendar—or the weather report—has to say. We crave that fresh, vibrant, outdoor vibe in chilly months just as much as in the summer. Today's most stylish homes indulge the senses by showcasing nature-inspired elements indoors all year round. How can you master such season-defying design?



Photo by Dabito

Just ask our *Spark* cover star, Justina Blakeney. The founder of the brand, shop and blog, Jungalow® and the best-selling author of *The New Bohemians* and *The New Bohemians Handbook*, she cultivates a lush garden of interior inspiration for her two million online followers (and counting).

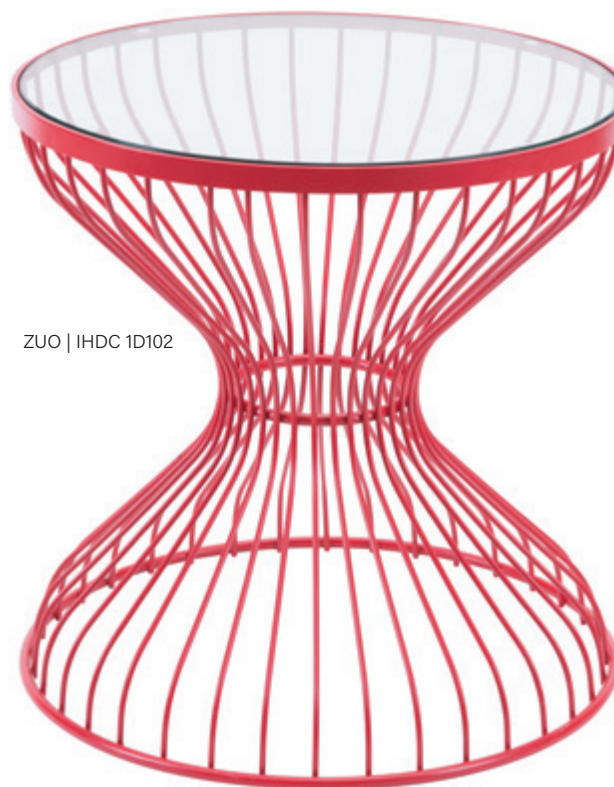
"Bringing the outdoors in is so compelling because of the feeling of vastness and openness that being outside provides," says Blakeney. On these pages, find her tips and images galore to guide the creation of your own indoor oasis.



Photo by Jungalow



SURYA | WTC 560



ZUO | IHDC 1D102

JUSTINA'S TIPS

- Live plants are, by far, the easiest way to bring the outdoors in. Cultivate an indoor tree, or cascade greenery from the top shelf of an étagère.
- Maximize the size of doors, windows and skylights to give a feeling of continuity from outside. Let that fresh air in!
- Use mirrors to reflect natural light. Strategically placed mirrors can do wonders to open up a space.
- Layer colors and natural materials that conjure the feeling of being within nature.
- Choose art and decorative objects that exhibit botanical and nature-inspired motifs.



Photo by Dabito

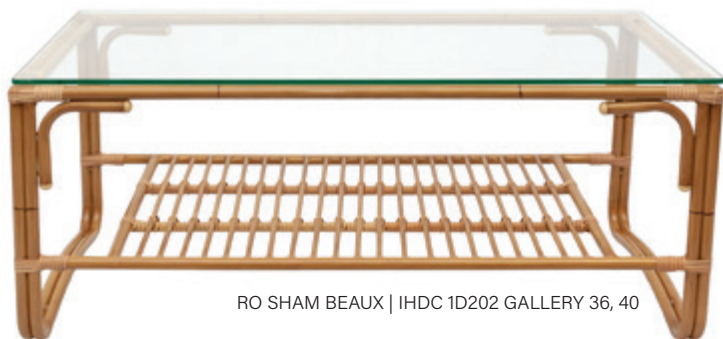




JUSTINA BLAKENEY COLLECTION, LOLOI | WTC 506



THE IMPORT COLLECTION | WTC 515



RO SHAM BEAUX | IHDC 1D202 GALLERY 36, 40

GET THE LOOK:

Ivy, Succulents, Rubber Plants & Palms

Rich Greens, Sky Blues, Earth Tones

Wicker & Rattan

Colorful Art & Accents

Ikat, Tie-Dye, Paisley

Fringe & Tassels



IMAX WORLDWIDE HOME | WTC 608



GLOBAL VIEWS | IHDC 1D209

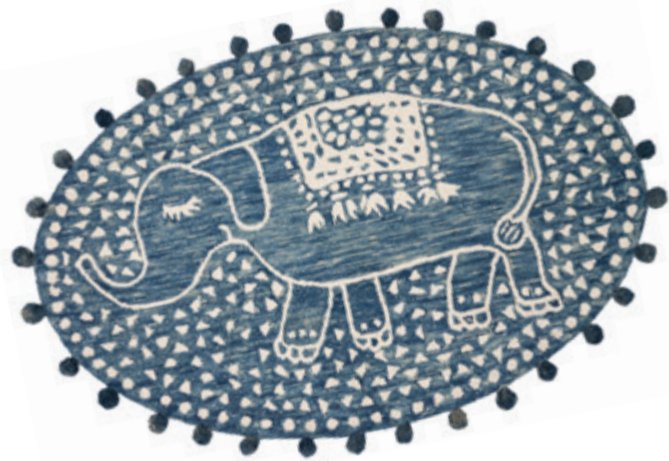


SURYA | WTC 560



WENDOVER ART | WTC 523

RO SHAM BEAUX | IHDC 1D202 GALLERY 36, 40



JUSTINA BLAKENEY COLLECTION, LOLOI | WTC 506



PENINSULA HOME | IHDC 1D112

Source the Loloi x Justina Blakeney Collection at Loloi (WTC – 506) and Jungalow by Justina Blakeney for Fabricut from Ethan and Associates (WTC – 11080) and Charles Ray and Associates (WTC – 9002). See the latest issue of DMC's *Spark* for more insights from Justina.

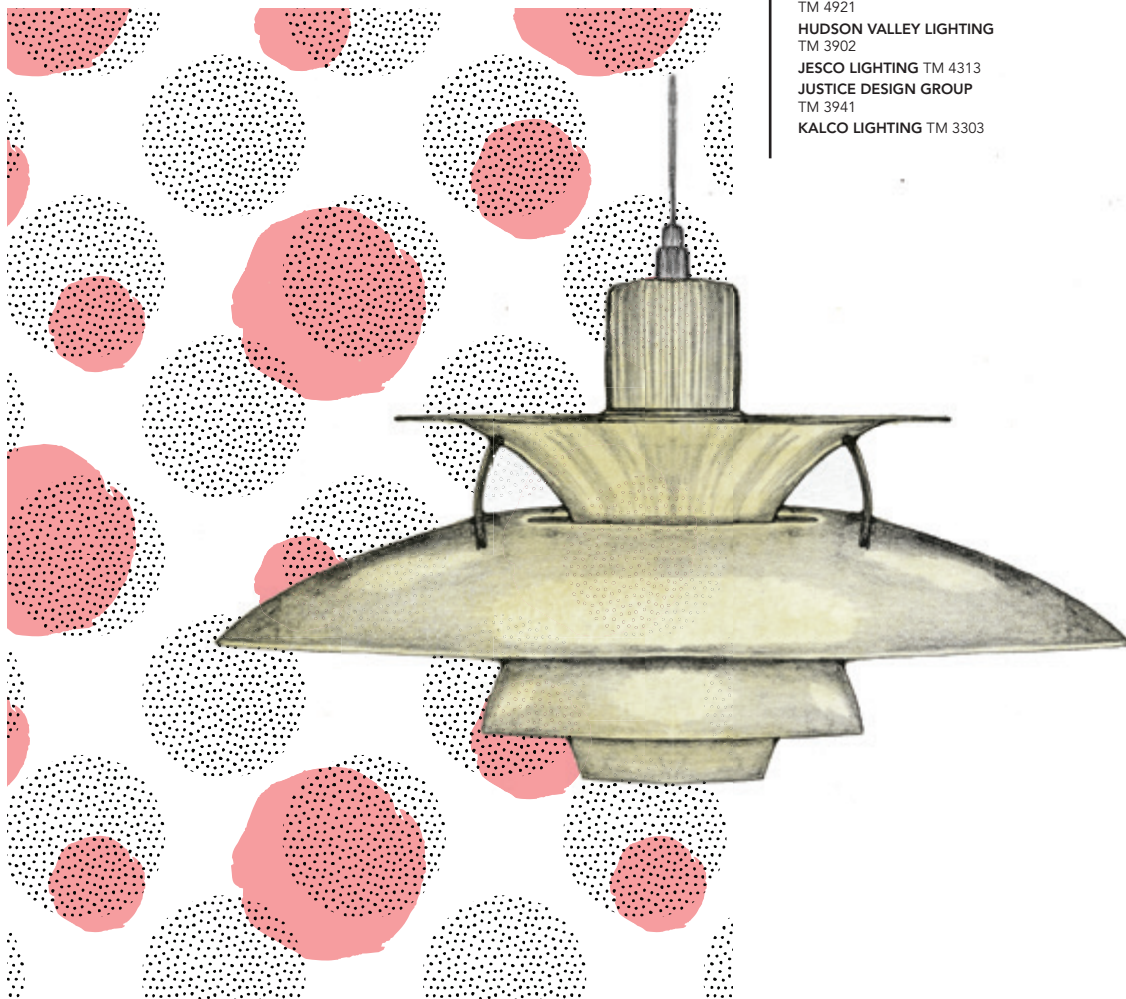
SHOP THE LARGEST RESIDENTIAL LIGHTING SHOW IN NORTH AMERICA.

These select Lightovation exhibitors on the Trade Mart's 3rd and 4th floors proudly serve the interior design community with all categories of interior and exterior lighting as well as ceiling fans.

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ACCESS LIGHTING TM 3939
ADESSO - ADS360 TM 4906
AFX, INC. TM 4713
ALLEGRI CRYSTAL
BY KALCO LIGHTING TM 4915
ARTERIORES TM 3301
BIG ASS FANS TM 4830
BLACKJACK LIGHTING
TM 4432-12
CAL LIGHTING TM 4323
CORBETT LIGHTING TM 3902
CRYSTORAMA LIGHTING
TM 3503
CSL TM 3902
DAINOLITE LTD. TM 4303
DALS TM 3325
DESIGNERS FOUNTAIN
TM 4929
DWELED BY WAC LIGHTING
TM 3101
EGLO USA TM 4916
ELK LIGHTING TM 3606
EMERSON CEILING FANS
TM 3907
FANIMATION TM 4943
FARO BARCELONA TM
4432-07
FOCUS INDUSTRIES TM 4329
GOLDEN LIGHTING TM 4909
GS DESIGNS BY
GAMA SONIC TM 4525
HAMMERTON TM 4523
HUBBARDTON FORGE
TM 4921
HUDSON VALLEY LIGHTING
TM 3902
JESCO LIGHTING TM 4313
JUSTICE DESIGN GROUP
TM 3941
KALCO LIGHTING TM 3303

KICHLER LIGHTING LLC TM 4103
LEGRAND TM 4727
LITE SOURCE TM 3321
LUCAS + MCKEARN TM 4432-04-05
MODERN FORMS FANS TM 4808
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STONE LIGHTING TM 3383
SWAROVSKI TM 4926
THOMAS LIGHTING TM 3309
TROY LIGHTING TM 3902
ULEXTRA TM 4509
VARALUZ TM 4507
VAXCEL TM 3942
WAC LANDSCAPE LIGHTING
TM 3101
WAC LIGHTING TM 3101

JANUARY
16 - 20, 2019
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The largest open-daily interior design destination in the country brings you 1.5 million square feet of design and home resources - every day. Key areas are detailed here. Check your Directory or the DMC app for the most up-to-date information on new, relocated and expanded showrooms.



Global Views | IHDC 1D209

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The IHDC is home to the brands your clients crave, plus exiting new finds. Source stunning furniture, lighting, decorative accessories and art throughout 200,000 square feet, while enjoying amenities such as free valet parking and a fresh florist to complement our unique resources for residential and commercial projects.



Peninsula Home | IHDC 1D112



Zuo | IHDC 1D102



Visual Comfort & Co, Taylors | IHDC 1D111

SOURCE FROM SHOWROOMS & LINES INCLUDING:

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PENINSULA HOME COLLECTION | PHILLIPS COLLECTION | RALPH LAUREN HOME
RATANA | SHADOW CATCHERS | STUDIO | A HOME | TAYLORS | VISUAL COMFORT | ZUO



Spicher and Company | IHDC 1D202 Gallery 18

THE GALLERY AT IHDC

This 32,000-square-foot shared showroom space features a curated collection of furniture, lighting, décor and accents. The Gallery's selection represents a range of manufacturers who work directly with designers, as well as many customizable products. A dedicated DMC showroom manager ensures your seamless experience.



Ro Sham Beaux | IHDC 1D202 Gallery 36, 40



Beyond Borders Imports | IHDC 1D202 Gallery 84



Amity Home | IHDC 1D202 Gallery 88

FIND THESE MANUFACTURERS IN THE GALLERY:

1429MFG | AMITY HOME | ASSOULINE PUBLISHING | ATELIER HOME | AUSTIN ALLEN JAMES
BEYOND BORDERS IMPORTS | CLOUD9 DESIGN | FOURTEENTH COLONY LIGHTING | LANTERN & SCROLL
LEGEND OF ASIA | PEACOCK ALLEY | PORT 68 | RO SHAM BEAUX | ROBERTA SCHILLING COLLECTION
ROSE CASUAL | SBC-SELECTIONS BY CHAUMONT | SPICHER AND COMPANY



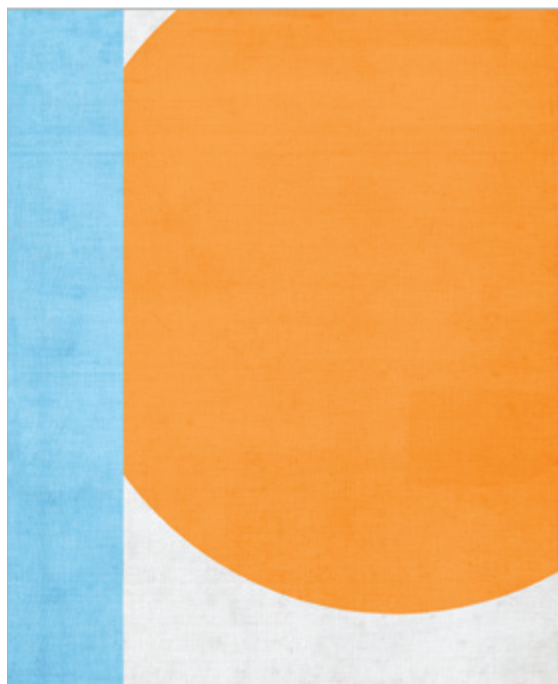
Feizy Rugs | WTC 102

DESIGN in the WORLD TRADE CENTER

Dallas Market Center's design resources extend throughout the World Trade Center. Showrooms welcome you on floors 1, 5, 6, 9, 10 and 11, each set to reveal classic, on-trend and seasonal products throughout multiple categories. Visit each floor to find the resources you need. Most WTC showrooms are open daily.



Surya | WTC 560



Wendover Art | WTC 523



Surya | WTC 560



The Import Collection | WTC 515



INSTYLE GALLERY | WTC 10085-09

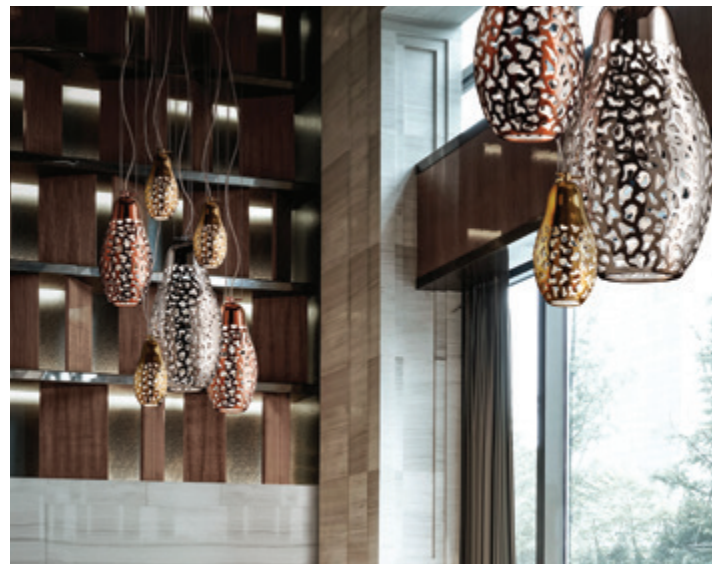
LIGHT + DESIGN ON TEN

Our 20,000-square-foot open-daily lighting center on the 10th floor of the World Trade Center was designed with you in mind. Showcasing the world's leading manufacturers of decorative residential lighting, Light + Design on Ten offers many customizable selections. This can't-miss destination also hosts exclusive design events.

LZF | WTC 10085-4A



OLLIER DISTRIBUTORS | WTC 10085-2B



EXPLORE THE FOLLOWING LINES AND MORE:

GALILEE LIGHTING | INSTYLE GALLERY | LZF LAMPS | OLLIER DISTRIBUTORS
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THE SCENE

AT DALLAS MARKET CENTER

DALLAS DESIGN WEEK, FALL 2018



Dine + Design / Colormix 2019 with Sherwin-Williams, Vignettes in WTC - 1 Atrium



Barry Dixon: Brunch with
Barry Dixon, Ethan and Associates



Ron Woodson, Jamie Rummerfield:
Cocktails with Woodson & Rummerfield,
Peninsula Home



Moll Anderson: Brunch & Book Signing
with Moll Anderson, Global Views



Jessica Otte, Jamie Laubhan-Oliver,
Michelle Nussbaumer, Molly Mathias:
All Press Is Good Press, Taylors



Rhonda Reinhart, Jan Showers,
Denise McGaha, Michelle Nussbaumer,
Shay Geyer: The Art of Design
Collaborations, Feizy



Denise McGaha, Marisa Ziman:
Cocktails with Woodson & Rummerfield,
Peninsula Home



Ashlynn Barton Bourque: Dine + Design /
Colormix 2019 with Sherwin-Williams



Ethan Gotcher, Barry Dixon, Shellee Peek,
Michael Bauer: Brunch with Barry Dixon,
Ethan and Associates



Kadee Coffman, Moll Anderson,
Tess Siebert: Brunch & Book Signing
with Moll Anderson, Global Views

MOLL ANDERSON'S NEXT-LEVEL INSTAGRAM TIPS

If a picture is worth a thousand words, your Instagram feed can write the story of your brand. Take it from trendsetting interior designer Moll Anderson, a *New York Times* best-selling author, Emmy-winning television personality and social media maven. Her Instagram account—@mollanderson—brings followers on an inspiring journey through her life and designs, one double-tap-worthy pic at a time.

During her Dallas Design Week appearance, Moll touched on social media tips—and we couldn't resist going back to the source for more brand-building gold. Read on to learn how to take your designer Insta-game to the next level, straight from the star herself.



Photos by Jeff Katz



Keep It Real & Relevant

As a designer, Instagram is your photo album to the world. It's important to post relevant design content, but people also appreciate seeing the real person behind the brand. Organically posting moments from my life allows my feed to blend my personal and business worlds naturally. I never want my account to feel like I am always selling.

Engage Your Audience

One of my favorite things to do on Instagram is to read comments and see how people are reacting to my posts. By engaging with your followers' comments, your true self shines through. I believe the interactions help my followers feel closer to me—and vice versa—because they know their questions will be answered and their comments are appreciated.

Be Authentic

When I meet people, I want them to feel that the person they have met and the @mollanderson account are one and the same. It's important that my community knows that I practice what I preach!

Post Daily (Except When You Don't)

Social media is such an amazing tool, allowing the world to connect through imagery and content. I believe daily posts keep your followers engaged, without oversaturating their feeds. At the same time, sometimes you need to just enjoy your dinner and set social media aside.

Plan Ahead

I like to plan at least a day ahead for an Instagram post, and then use Instagram stories to capture fun and spontaneous moments as they occur.

Learn to ❤️ Hashtags

They can be a pain sometimes, but hashtags provide a simple way for people to search Instagram for topics and join conversations. Make your life simpler by creating a list of your most commonly used hashtags and keep it at your fingertips.

Grow Followers Organically

Trying to raise your numbers shouldn't take over your life. Don't get competitive, and resist the temptation to purchase followers. Remember that social media continues to change all the time, so go with the flow and do not live and breathe by it.

Don't miss Moll's new book, *Change Your Home, Change Your Life with Color: What's Your Color Story?*, available via mollanderson.com.



DESIGN PHOTOGRAPHY FOR INSTAGRAM

IN 5 EASY STEPS



The go-to for top designers when it comes to capturing captivating images, photographer Stephen Karlisch shares simple tips for snapping perfect social pics of your designs.

1. For shooting a full room, think low and level. Keep overhead lights off and accent lights on their lowest dimmer setting (or turn them off).
2. For detail shots, go tight and vertical. Tightly cropped detail images get better results.
3. The best crop for Instagram is a 4 x 5 proportion. Stay consistent with angles and crops.
4. Every image will need some editing. I like to brighten, straighten and add a little contrast and saturation—but don't go crazy!
5. Group images with a color element and if you can, place objects in shots to pull in that color. Your grid should have a meaningful pattern.

Photo by Kristen Karlisch

FUTURE

MARKET DATES

JANUARY 2019	DATES
Dallas Total Home & Gift Market	January 16-22
Lightovation: Dallas International Lighting Show	January 16-20
Dallas Apparel & Accessories Market	January 23-26
Dallas Men's Show	January 26-28
FEBRUARY 2019	DATES
First Monday & Tuesday	February 4-5
MARCH 2019	DATES
First Monday & Tuesday	March 4-5
The One	March 24-26
Combined Apparel & Accessories and Total Home & Gift Markets	March 27-30
Dallas Western Market	March 27-30
Kidsworld	March 27-30
APRIL 2019	DATES
First Monday & Tuesday	April 1-2

DALLAS MARKET CENTER OPEN DAILY HOURS

DALLAS MARKET CENTER OFFERS YOU CONVENIENCE AND ACCESSIBILITY EVERY DAY, WHETHER YOU ARE SEARCHING FOR DESIGN IDEAS OR SOURCING PRODUCT. DISCOVER UNLIMITED INSPIRATION. EXPLORE SHOWROOMS AT YOUR LEISURE. UNCOVER INDUSTRY INNOVATIONS. BROWSE MORE THAN 3,800 OPEN-DAILY PRODUCT LINES. SELECT SHOWROOMS OPEN MONDAY-FRIDAY, 8AM-5PM.

MAY 2019	DATES
First Monday & Tuesday	May 6-7
JUNE 2019	DATES
Dallas Apparel & Accessories Market	June 5-8
Dallas Total Home & Gift Market	June 19-25
Lightovation: Dallas International Lighting Show	June 19-22

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& C O M P A N Y

curreyandcompany.com/fall2018

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