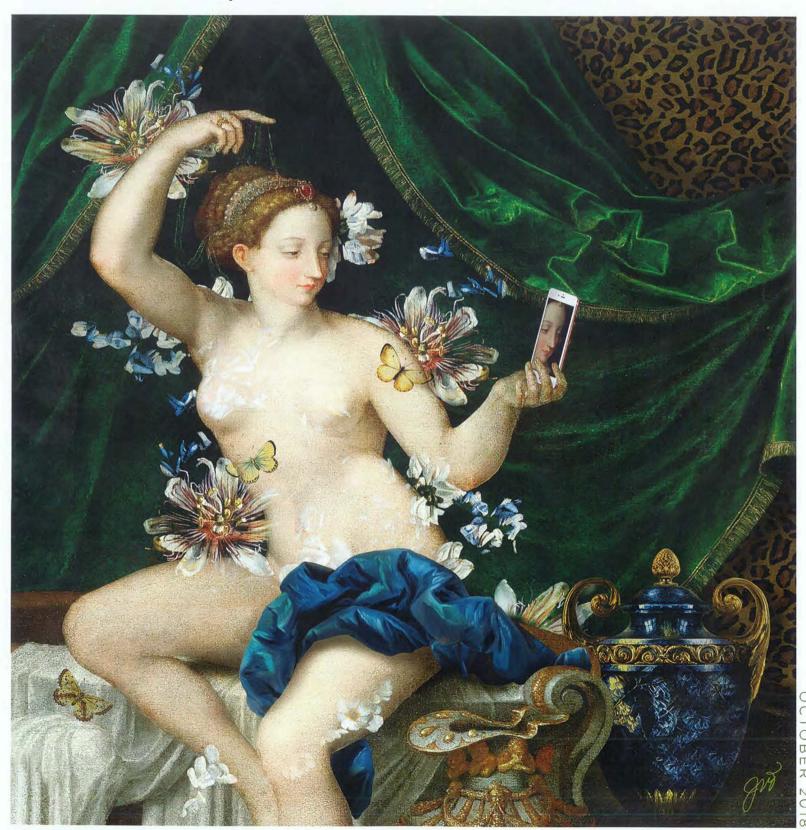
DESIGNERS &

style. substance. soul.



DESIGNER EXPERIENCE

The idea — to experience a custom blend of North That may sound trite, but it's true.



Swiveling with Stephen. Chairs: Hooker Furniture.

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

DESIGNER TAKEOVERIII



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



DAY 1 THE PROXIMITY HOTEL IS OUR BASE



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

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.

Ladmire 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

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

BUSINESS OF DESIGN GATHERINGS

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



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



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

DAY 3

Instagram stories were blowing up.



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

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