

FOR IMMEDIATE RELEASE

MARKET SQUARE & SUITES ANNOUNCES EVENT LINE-UP FOR OCTOBER HIGH POINT MARKET

HIGH POINT, N.C. (September 19, 2011) – Market Square & Suites today announced its October Market events line-up featuring a combination of social, networking and educational opportunities for market goers. Below is a schedule of these not-to-be-missed events hosted by Market Square & Suites.

SOCIAL EVENTS

Daily: Saturday, October 22 – Wednesday, October 26

Daily Sweets in the Suites at Market Square

2:30 – 4:30 PM

Suites at Market Square, SALON and Market Square

Our roaming servers will be passing out a delectable treat for that burst of energy to keep you moving through your afternoon at Market.

Daily Afternoon Receptions

4:30 – 6:30 PM

Suites at Market Square, SALON and Market Square

Swing by one of our reception areas located at the entrance of SMS, by the interior escalator of SMS and SALON and in front of the Factory Restaurant at Market Square and join us for complimentary beer, wine, and specialty drinks every afternoon.

Sunday, October 23

Mimosas & Brunch in Suites at Market Square

11 AM – 1 PM

Suites at Market Square

Come join us for Mimosas, Bloody Mary's and a bite of southern goodness while being serenaded by a sweet little Jazz duo.

The Belgian Flax and Linen Association Reception

Sunday, October 23

2:30 - 4:30 PM – Passed Belgian Chocolates

4:30 - 6:30 PM – Belgian-style Beer and wine

Bars stationed throughout Market Square & Suites

Enjoy Belgian-style refreshments, including Belgian chocolates from Leonidas and Neuhaus, Stella Artois beer, and wine at bars throughout Market Square & Suites.

David Easton Launch Celebration and Book Signing

3 – 4 PM

Safavieh Showroom, Market Square #120

Renowned architect and interior designer David Easton and rug maker Safavieh will introduce Easton's new Indian Sojourn collection of ikat carpets for Safavieh Couture with a celebration and book signing. The designer will sign copies of his latest book, "Timeless Elegance" at Safavieh's Market Square showroom, Suite 120. Wine and Indian-inspired refreshments will be served, and Easton will present the collection

with insights into his extensive studies of weaving crafts in Silk Road Cultures.

Market Square Courtyard Party

7 - 9 PM

Market Square Courtyard

Come and join us in the Market Square Courtyard for a relaxing evening under the stars, featuring live music, heavy hors d'oeuvres, beer and wine.

Monday, October 24

UPCYCLE Artistry Runway Show

7 PM - 9 PM

Market Square Courtyard

In conjunction with DSTRIPPED Magazine, ITMA, and Market Square & Suites, we're putting on a fashion show like no other! Designers from the apparel, footwear, jewelry, furniture and set design industries are coming together to show their creative solutions for discarded fabric Swatches. We'll also have live entertainment, food, beer and wine.

Tuesday, October 25

Market Square Courtyard Party

7 - 9 PM

Market Square Courtyard

Come and relax in the beauty of our Historic Market Square Courtyard. We'll have a DJ on hand to play your favorite tunes, complimentary food, beer & wine.

Wednesday, October 26

Courtyard Cookout

7 - 9 PM

Market Square Courtyard

Pull up a chair and kick back under the stars and join us for our traditional Market cookout. Connect with colleagues enjoy food, drinks and live entertainment on the last night of Market!

EDUCATIONAL EVENTS

Saturday, October 22

Breakfast in Bed with Leslie: Waking Up to the Power of Social Media

Leslie Carothers, The Kaleidoscope Partnership

Antique & Design Center at Market Square, Mezzanine Floor

10 - 11 AM

There's one topic currently befuzzling the minds of designers, retailers and manufacturers everywhere: How do you measure the return on investment (ROI) of social media? Chock full of insight, specific tips on how to measure a program's effectiveness, and real-world examples on how to connect the dots between sales, client acquisition and the kind of media exposure that leads to further financial opportunities. Complimentary breakfast served. Sponsored by Pandora de Balthazar

Modern-ique: Integrating Antiques and Artifacts with Modern Design for Today's Lifestyles

Julia Buckingham Edelmann, Buckingham Interiors & Design LLC
Antique & Design Center at Market Square, Mezzanine Floor
2 - 3 PM

Chicago Interior Design Firm, Buckingham Interiors & Design LLC, has a reputation for mixing styles and eras to create surprising, whimsical and unique environments. With an educated eye for only the best and most unique pieces, Edelmann sees aged objects as modern art. Join Edelmann for this engaging look at how she changes perspectives and provides clients with a new sense of history, time after time.
Sponsored by VandM.com

Sunday, October 23

Yearbook 2011/2012: Trend Forecast for the Antique and Home Décor Industries

Bill Indursky, VandM.com

Antique & Design Center at Market Square, Mezzanine Floor
2 - 3 PM

For an in-depth and up-to-the-minute analysis of where the antique and home décor industries are headed, look no further than Bill Indursky, co-founder of VandM.com. An award-winning designer, architect, realist painter and author of the upcoming book, *Emil Carlsen: The Complete Known Works*, Indursky rivets audiences with a fact-based forecast that is thought-provoking and provocative. Indursky will provide insights drawn from the shopping site the "Los Angeles Times" called "the best vintage shopping on the web," and Apartment Therapy dubbed a "dream source."
Sponsored by VandM.com

Passion and the Six P's of Successful Retailing

Suzi West, Collier West

Antique & Design Center at Market Square, Mezzanine Floor
3:30 - 4:30 PM

Retail Sherpa, stylist, designer and entrepreneur Suzi West has more than 17 years of retail experience in merchandising, marketing and managing with brands like Express, Aeropostale, NBC, Homage, Limited Brands and DSW. The force behind Columbus, Ohio-based Collier West, with its unique mix of vintage and antique furniture, home furnishings and décor, Suzi is a passionate leader with a record of building brands and environments that turn ideas into profitability. With a focus on the Six P's of marketing fundamentals, this session is appropriate for both the small business leader and large organization, breaking each practice into understandable and executable steps. Sponsored by VandM.com

You Don't Smell Potpourri in Here: Reinventing the Antiques Business

Moderator: Karen Luisana, founder of the Antique & Design Center at Market Square

Panelists: Hilary Eklund, Tandem Antiques; Breck Armstrong, Moss Studio; and David Drummond, David Drummond Antiques.

Antique & Design Center at Market Square, Mezzanine Floor
5 - 6 PM

Join Karen Luisana and a panel of experts for an insider's take on the evolution and revolution underway in today's antiques business. According to Luisana, people are tiring of disposable, mass-produced goods that don't last. Everywhere we look, we see that consumers are craving furnishings of real quality. More and more want to invest in pieces with a story behind them that will continue to increase in value over time, and they are gravitating toward the sustainable nature of antiques as well.
Sponsored by VandM.com

Monday, October 24

Discover the World of Belgian Linen

Dan Barsanti and Patricia Healing

Market Square #272

9:30-11 AM

Join Dan Barsanti and Patricia Healing, owners and principle designers of HEALING BARSANTI and HB HOME, for a discussion about their choice of Belgian Linen for a wide range of applications in their expanding businesses. Dan and Pat work with Belgian linen through their eponymous interior design firm; in their printed fabrics line (HB Luxe), their furniture line, and HB HOME Design Studios. Belgian-style refreshments will be served. Door prizes awarded. Sponsored by Libeco Home and Libeco-Lagae, Inc.

Understanding the Value of Antiques in Today's Market

David Lindquist, VandM.com

Antique & Design Center at Market Square, Mezzanine Floor

2 - 3 PM

Prepare yourself to speak intelligently about what is currently happening in the world of antiques, particularly the astonishing decline of antique prices, which is bringing antiques into sharp competition with modern reproductions and fine modern furniture. Convince your clients of the overall enduring value of investing their valuable design dollars in lasting objects. Presentation includes slides and actual objects drawn from the floor of the Antique & Design Center. Sponsored by VandM.com

Found Objects Repurposed for Modern Home Décor

Breck Armstrong, Moss Studios

Antique & Design Center at Market Square, Mezzanine Floor

3:30 - 4:30 PM

With a unique and ever-changing collection of industrial salvage, Breck Armstrong has gained a reputation for creating industrial modern furniture and home accessories. Today, his "objects with stories" are featured in an enviable list of the country's leading-edge home and style retailers. In this no-holds barred exploration of the category, the designer turns his practiced eye on the best of the industrial movement, how to incorporate the look into modern spaces, and reassuring clients about what they are buying. Sponsored by VandM.com

Tuesday, October 25

Entrepreneurship & Design: The Benefits of Local Sourcing

Clayton Oxford, Clayton Oxford Designs

Antique & Design Center at Market Square, Mezzanine Floor

2 - 3:15 PM

Lead times, delays, and headaches. Sound familiar? Designer and entrepreneur Clayton Oxford believes that when designers design from their local resources, furniture will be made in the U.S. again. Oxford believes design used to be driven by quantity, but now more than ever, it is driven by quality and value. Join him for a discussion on the anomaly of the small business importer and the forced switch to domestic production. Learn how a new sense of design guided by entrepreneurship and local materials will lead furniture production into the future, and gain inspiration

from Oxford's tenacious and naive endeavors to take on the archetype of today's furniture company. Sponsored by VandM.com

October High Point Market runs from October 22-27, 2011. For complete information about Market events, exhibitors, featured exhibits and more, visit marketsquareandsuites.com.

Market Square & Suites is a property of [International Market Centers, L.P.](http://imcenters.com) (IMC), the world's largest operator of premier showroom space for the furnishings, home décor and gift industries. International Market Centers owns and operates 11.5 million square feet of world-class exhibition space in High Point, N.C. and Las Vegas. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furnishings, home décor and gift industries. For more information on IMC, visit imcenters.com.

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