

# ADAC

BE AT THE  
CENTER OF IT ALL





# DISCOVER ADAC

ADAC is a community-focused, nationally-recognized leader in the world of interior design and home fashion, built over 50 years ago by renowned architect and developer, John Portman.

The ADAC campus consists of 550,000 square feet, with over 60 showrooms offering 1,200 of the industry's finest product lines including furniture, fabric, rugs, lighting, accessories, floor and wall coverings, antiques, fine art and framing, kitchens, bath, tile and stone, and home theater and automation products. ADAC is also home to some of the country's top interior design, architectural and building firms, as well as ASID and IIDA regional offices.

Conveniently located in the prestigious Peachtree Hills neighborhood of Buckhead, ADAC serves as the essential one-stop shopping resource for interior designers, architects, specifiers and builders primarily from an extensive 10-state region including: Georgia, Florida, Tennessee, South Carolina, Alabama, North Carolina, Mississippi, Louisiana, Kentucky and Virginia.

Visit [adacatlanta.com](http://adacatlanta.com) to learn more.



“

All of what ADAC does with the designers and with the showrooms is really exciting. Everyone is now looking to Atlanta as a major influence in design and what is happening.

”

SUZANNE KASLER  
SUZANNE KASLER INTERIORS





## DECADES OF INDUSTRY LEADERSHIP

1961



### ADAC OPENS AS A DESIGN CENTER TO THE TRADE

Envisioned as a dedicated resource for designers in the Southeast, ADAC was one of renowned architect John Portman's first business ventures.

1970 - 1986



### ADAC EXPANDS TO 5 STORIES & ADDS ADAC WEST

To keep up with designers' growing demands for luxury furnishings, fabrics, and accents, ADAC greatly expands the size of the main structure and acquires two adjacent buildings.

2012



### ADAC OPENS ITS DOORS TO THE PUBLIC

In a successful effort to make high-end interior design more accessible to everyone, ADAC now invites designers and consumers alike to explore the Center.

TODAY



### ADAC IS BIGGER & BETTER THAN EVER

Today ADAC is proud to have grown to over 500,000 square feet with 60+ showrooms and 25 professional design offices. The Center is home to a resurgence of excitement.



“

ADAC is simply the best design center in America; you can feel an exciting sense of creativity as soon as you walk in the doors.

TIMOTHY CORRIGAN  
LOS ANGELES-BASED  
INTERIOR DESIGNER & AUTHOR

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MARIETTA

## CONVENIENTLY LOCATED

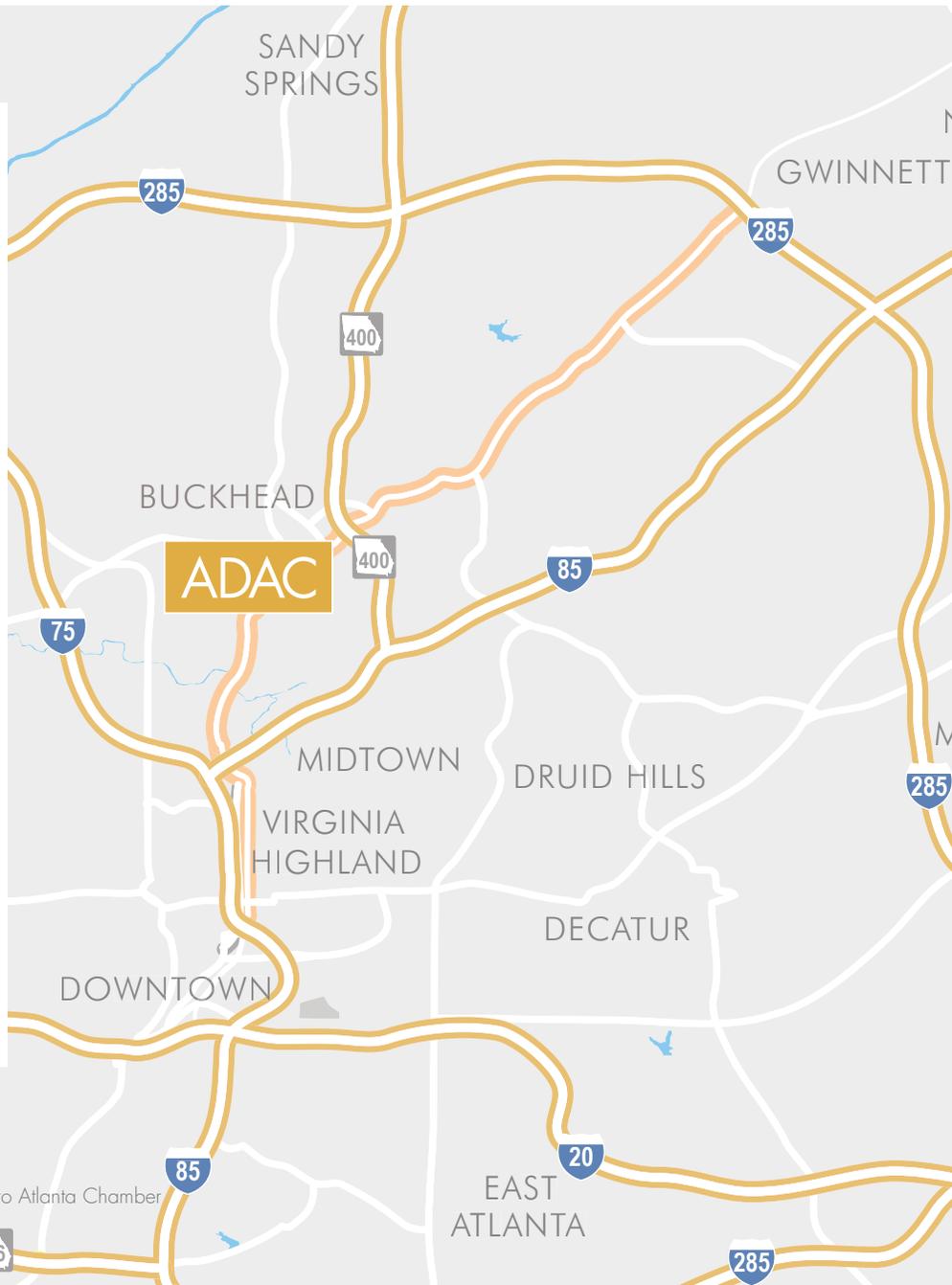
Atlanta is recognized as an international gateway and the economic engine of the Southeast.

### IMPRESSIVE ATLANTA MARKET

- One of the fastest growing metro areas in the United States
- Home to Hartsfield-Jackson International Airport, the world's most traveled airport
- More than 80% of US consumers can be reached from Atlanta in a two hour flight or two truckload delivery days

### STRENGTH OF THE SOUTH

- 114+ million people call the South home
- Expected to account for 48% of the nation's population growth by 2020
- Accounts for over 50% of all housing starts in the United States
- Leads the nation in construction of larger homes
- #1 region for remodeling, household furnishings and household spending



SOURCES | Metro Atlanta: An Executive Profile by the Metro Atlanta Chamber & US Census Bureau Populations Report, 2010 Census

# LEADING THE NATION AS A TOP DESIGN CENTER

As the South's population continues to grow and its affluence increases, ADAC is perfectly situated to cater to a wide variety of designers, architects, trade professionals, and their clientele. Seen as the high-design hub for the industry, our 60+ showrooms benefit from traffic, sales, events and marketing communications that span across the Southeast and beyond.

## UNMATCHED REACH

Through signature events at ADAC, sponsored events throughout the community and region, and highly-collaborative relationships with media partners and showrooms, ADAC is redefining the role of a design center in the nation.

- National & Regional Advertising: Annual advertising with prominent shelter publications promotes ADAC's luxury brand, product offerings, and events.
- Annual ADAC Directory: The go-to resource for product lines and categories, and designer and showroom information, this printed book is distributed to over 10,000 trade professionals and consumers across our 10-state region. A digital version of the directory, posted on the ADAC website, provides instant access for all.
- Sponsored events in key Southeast cities bring the ADAC name and team directly to top designers and consumers in their own communities.
- Communication Strategies: ADAC's robust email, social media, database, and newsletters keep designers and consumers informed and engaged.





# YOU'RE INVITED TO BE AT THE CENTER OF IT ALL

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Today's design community is more diverse than ever before which allows ADAC the unique opportunity to provide specialized education about products, materials, and essential business practices to keep designers at the forefront of their profession.

## SIGNATURE EVENTS

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ADAC's open doors welcome trade professionals and consumers to more than 150 events each year. Guests enjoy exclusive product and book launches, keynote presentations by the industry's most notable icons, continuing education courses, monthly tours, trade discussions, and social and philanthropic events.

Additionally, ADAC offers two annual market weeks where guests are invited to enjoy multi-day, market-style event programming hosted by ADAC, our showrooms, and regional and national media partners.

### DESIGN ADAC

Co-sponsored each spring by VERANDA, this market kicks off the year in a way that only the strongest design community in the US can! Past presenters have included Mary McDonald, Aerin Lauder, Windsor Smith, and David Rockwell. DESIGN ADAC culminates with a 300-person gala where the names of the year's Southeast Designers and Architects of the Year Award recipients are revealed.

### DISCOVER ADAC

Our newer fall market, DISCOVER ADAC, brings together programming partnerships with the nation's top lifestyle and shelter publications such as *Architectural Digest*, *Traditional Home*, *MILIEU*, and *domino* magazines. Keynote presentations and showroom events, crafted to showcase the hottest topics and talents in the industry, draw crowds from cities across the Southeast and beyond.

## VALUED RESOURCE

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The diversity of ADAC's product offerings make it an essential resource for every interior design project. Since 1961, ADAC's showrooms have been valued partners for many of the nation's leading designers, as well as emerging talents. Our extensive marketing outreach throughout the entire Southeast, combined with the highly personalized level of service by the showrooms, and the quality of the programming on site, foster a culture of collaboration and loyalty that is unmatched within the industry. We welcome you to join us and to be at the center of it all.

150  
ANNUAL EVENTS

SINCE OPENING TO  
THE PUBLIC IN 2012

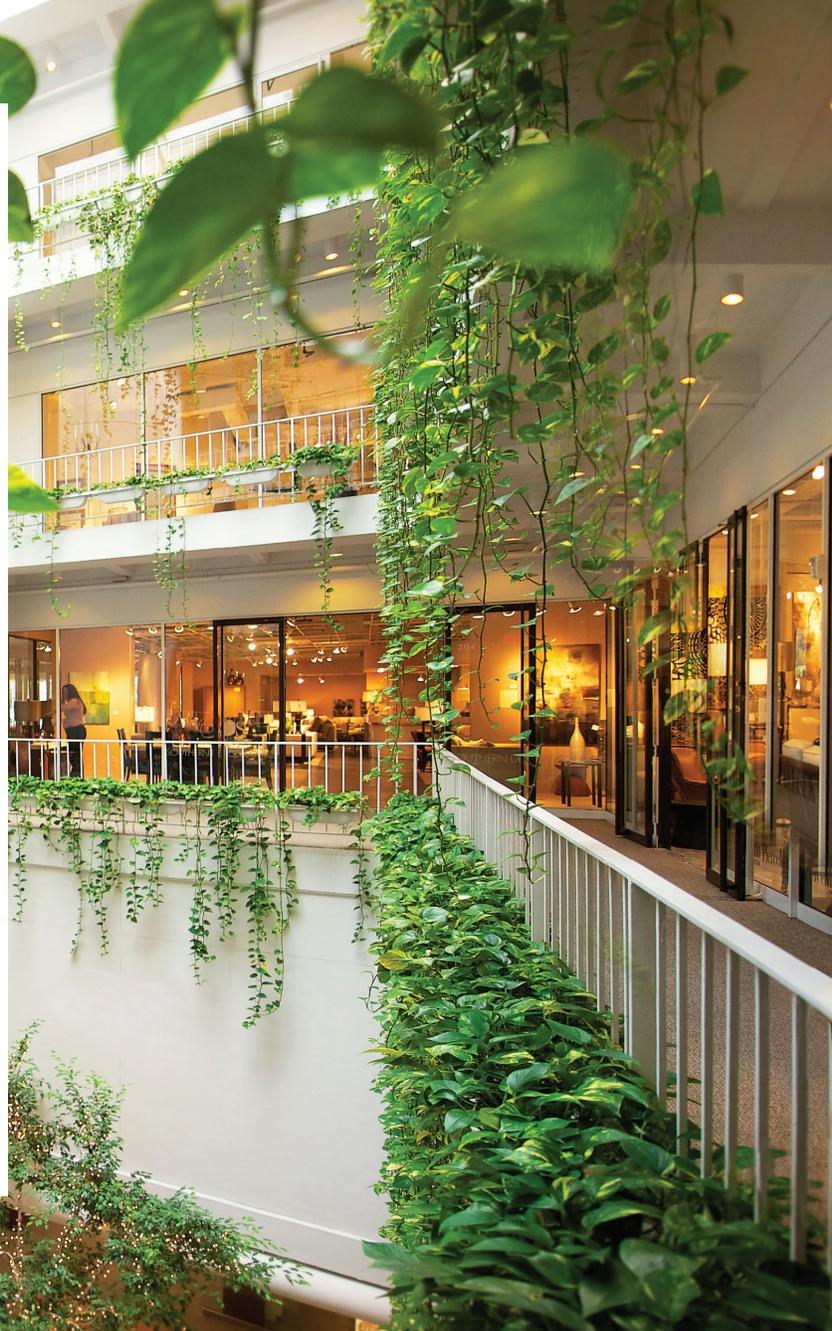


## TOP OF THE LINE AMENITIES

Just as we strive to create an unparalleled buyer experience, we also aim to please our showrooms and design professionals with conveniences that make doing business at ADAC more efficient and enjoyable.

### COMPLIMENTARY SERVICES

- Full-time receptionist and travel concierge
- Designer referral services
- Presentation Room - available for meetings, workshops, and signature events with theater style seating for up to 200
- Designer Lounge - available for meetings, events, and networking
- Event Space - 9,000 square foot space available for larger events
- The Hungry Peach - cafe serving breakfast and lunch daily
- KR SteakBar - restaurant and bar owned by nationally-acclaimed chef and restaurateur Kevin Rathbun featuring Italian steak cuisine
- Ample complimentary street level and covered parking
- Responsive on-site building management staff to oversee programs, operations and maintenance
- 24/7 building security
- On-site loading dock with UPS, FedEx, and US Postal drop boxes



## JOIN US!

Contact Kim Johnson, Director of Leasing, about ADAC showroom and office availability at 404.231.1720 or [kjohnson@adacatlanta.com](mailto:kjohnson@adacatlanta.com)

For general information, visit [adacatlanta.com](http://adacatlanta.com).

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