



For Immediate Release...

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PIERRE FREY, SCALAMANDRE, SIMPLY WIRED + HA MODERN ARE MAKING MOVES AT ADAC

ATLANTA: ADAC announces two new showrooms, one move and one expansion this spring. The latest news features **PIERRE FREY** and **Simply Wired** opening this summer, **Scalamandre** relocating in the center and **HA Modern** expanding its footprint and offerings. ADAC now features over 65 unique showrooms and design studios that are open Monday through Friday from 9 a.m. to 5 p.m.

“As design continues to evolve, we at ADAC need to continue to evolve with our offerings, events, and showrooms. We are finding that experiential shopping is so important right now. Designers and guests are looking for that sensory experience of seeing and touching when they come to shop,” said Katie Miner, ADAC General Manager. “Not only are we excited to add new resources to the center, having additions like Simply Wired which will have a decked-out model home in its showroom or HA Modern’s indoor transition to a fully built outdoor area inside allows visitors to immerse themselves into the actual experience. It is a gamechanger in visualizing what can happen in their own home.”

Below are details on the latest ADAC showroom and design studio news:

PIERRE FREY | Suite 308

This summer, PIERRE FREY will wrap up construction on a new showroom joining ADAC, slated to open this June. Pierre Frey, founded in Paris in 1935, designs, creates, and manufactures fabrics, wallcoverings, carpets and furniture in the purest French tradition, with extensive distribution worldwide. This will be Pierre Frey’s fourth corporate-owned showroom in the U.S. for the Maison Pierre Frey and the largest, allowing the company to show the full range of fabrics, wallpapers, furniture, carpets, and rugs. The company’s rich collection of over 7,000 items includes Pierre Frey designs as well as collections from the company’s other prestigious brands: Braquenie, Fadini Borghi, Boussac and Le Manach. “Our relationship with the Atlanta design community has always been strong. When we saw the opportunity to have our own showroom where we could show the full range of our products, we didn’t hesitate. We are thrilled to have our own space in one of the best design centers in the country,” says Fiona West, President of Pierre Frey in the United States. While doors will open in June, an official Grand Opening event with Mr. Patrick Frey in attendance will be timed for ADAC’s fall market DISCOVER ADAC. www.pierrefrey.com

Scalamandré | Suite 133

After 30 years at ADAC in its 4th floor showroom, Scalamandré has relocated to a 1st floor, 2,300-square-foot space to start fresh and create a brighter, sleeker environment to house its brands. “ADAC is the Southern super hub for interior designers and architects, and we wouldn’t want to be anywhere else! We are excited to share our new space and look forward to continuing our work with the many creatives that make this industry so wonderful. Stop by to say hello and to shop in our new space, Suite 133,” says Wayne Breeden, Atlanta Scalamandré Showroom Manager. www.scalamandre.com

Simply Wired | Suite 406

Having worked exclusively through referrals since 2014, ADAC is pleased to welcome Simply Wired to the campus. “We’re excited to share our knowledge of architectural lighting design and home automation systems with the luxury residential market and design community while also providing fixtures and control systems,” said Simply Wired’s Russel Feldman. “At 3,500 square feet our new ADAC facility is unlike any other in the southeast.” Designed to enhance project collaboration and hands-on design experience, the showroom will be fully stocked with product samples and literature and provides convenient areas to comfortably discuss project needs with potential clients. Other features include design tools, Lutron Controls & Palladiom Shades, Architectural Fixtures, Ketra Lighting, as well as architectural speakers and Josh Ai automation systems to create the perfect lighting, shading or automation system for any luxury home or business. Simply Wired’s model home experience will provide an immersive, luxurious experience of integrated lighting, audio, video and voice automation installed in a realistic home setting. Simply Wired will also provide the opportunity to host meetings, trainings, and design sessions after it opens this summer. www.simplywiredpro.com

HA Modern | Suite 413

“Our showroom has been so well received at ADAC by designers and clients over the past six years that it was a natural “YES” when we had the opportunity to expand,” shared HA Modern’s Tim Hobby. “We grabbed the adjacent space to showcase a broader depth of product from Minotti since the collections introduced each year get larger and larger. With its influence, the overall brand has a wide range of styles that really need to be shown so people can experience them first-hand.” In late 2021, HA Modern expanded into the adjacent 2,200-square-foot showroom. The addition was designed to evoke the feeling of complimentary interior and exterior spaces, so the interior vignettes have opposing outdoor vignettes. Accessed through a series of glass panels and wooden

paneled doors, HA Modern's outdoor area is displayed like a large, beautiful terrace with trees and plants. Minotti has increased its outdoor collection, so it was imperative for HA Modern to be able to show several large outdoor vignettes.

www.minotti.com, www.hamodern.com

ADAC is both a national and regional one-stop shopping resource for the best luxury products and brands, as well as a place for design enthusiasts to seek inspiration, ideas, and collaboration. In addition, signature industry presentations, celebrity and media events, educational programs, and networking opportunities are held throughout the year. Click [here](#) for upcoming events including DESIGN ADAC in late April.

Photos, interviews, and additional showroom information are available upon request.

ABOUT ADAC: Built more than 60 years ago by renowned architect and developer John Portman in the prestigious Buckhead community of Atlanta, ADAC is a community-focused, nationally recognized leader in the world of interior design and home fashion, serving as the essential one-stop shopping resource for interior designers, architects, and builders. In November 2018, ADAC was acquired by International Market Centers (IMC) and parent company Blackstone, the world's largest operator of premier showroom space for the furnishings, home décor and gift industries. The ADAC campus consists of ADAC and ADAC WEST with more than 550,000 square feet with over 65 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 products. Likewise, ADAC's extensive services include custom designs such as framing, electronic systems, faux finishing, and draperies. To learn more, visit www.adacatlanta.com. Follow along on [Facebook](#), [Twitter](#) and [Instagram](#).

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