

## **First-Ever Outdoor Design Days To Run Concurrently With AmericasMart's Fall Market and DISCOVER ADAC in September**

### ***"Three Shows in One" Dual-Venue Design Opportunity, September 18-21, in Atlanta***

**ATLANTA – June 8, 2023** – International Market Centers (IMC) will offer a triplicity of design sourcing opportunities in Atlanta this September, with the new Outdoor Design Days and Fall Market at AmericasMart Atlanta running concurrently with DISCOVER ADAC at the Atlanta Decorative Arts Center (ADAC). Together, these events offer buyers a "three-shows-in-one" dual-venue design opportunity: Fall Market and Outdoor Design Days run September 18-20, 2023, at AmericasMart Atlanta; and DISCOVER ADAC runs September 19-21, at ADAC.

"We are pleased to extend our existing design sourcing opportunities to encompass even more resources for retailers and designers with the introduction of Outdoor Design Days," said Bob Maricich, CEO of International Market Centers (IMC). "IMC is committed to growing the breadth and depth of product categories to help our buyers succeed."

Outdoor Design Days – an extension of Casual Market Atlanta launching at AmericasMart in July – provides an additional opportunity in September for buyers to visit AmericasMart's 50+ casual/outdoor furnishings showrooms. Outdoor Design Days also will offer CEU-accredited education hosted by the International Casual Furnishings Association (ICFA).

"We are excited to expand on the successful partnership between IMC and ICFA," said Jackie Hirschhaut, ICFA executive director. "Outdoor Design Days gives designers and retailers a second buying and educational opportunity to augment the inaugural Casual Market Atlanta in July."

This new, third addition to the sourcing opportunities available in Atlanta this September taps into the heightened consumer interest in decoration of outdoor spaces. In fact, an independent survey conducted by ICFA shows that 54 percent of Americans plan to purchase new furnishings and decor for decks, yards and patios this year, with consumers now spending an average of nine hours per week outdoors, up from seven hours per week in 2022.

All trade registrants for Outdoor Design Days, Fall Market and DISCOVER ADAC will have access to ADAC's 1,200 lines and 65+ high-design home décor, lifestyle and furniture showrooms in Buckhead and AmericasMart's 400+ Open Year-Round showrooms displaying nearly 2,000 lines in home décor, lifestyle, gift and apparel in Downtown Atlanta. Beyond exhibits, each of the three events will offer a series of complementary educational, inspirational and networking events. To facilitate travel between both locations, IMC will provide free shuttle buses between the two campuses on overlapping market days, Tuesday, September 19, and Wednesday, September 20.

Outdoor Design Days runs Monday, September 18, to Wednesday, September 20, 2023, from 10 a.m.- 4 p.m., in Building 1 of AmericasMart Atlanta. For more information, visit [CasualMarketAtlanta.com](https://www.americasmart.com/CasualMarketAtlanta.com).

Fall Market runs Monday, September 18, to Wednesday, September 20, 2023, from 10 a.m.- 4 p.m., in all three buildings at AmericasMart Atlanta. For more information, visit <https://www.americasmart.com/Markets/Fall-Market>.

DISCOVER ADAC runs Tuesday, September 19, through Thursday, September 21, 2023, from 9 a.m.-5 p.m., at ADAC. For more information, visit <https://adacatlanta.com/discover-adac>.

**About ADAC:** 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 for more than 60 years. The ADAC campus consists of 65+ showrooms and 25 design offices across more than 550,000 square feet. [www.adacatlanta.com](http://www.adacatlanta.com).

**About ICFA:** The International Casual Furnishings Association (ICFA), based in High Point, N.C., represents manufacturers, retailers, sales representatives and designers of outdoor furnishings plus suppliers to the industry. [www.icfanet.org](http://www.icfanet.org).

**About International Market Centers:** International Market Centers (IMC) serves as the center of commerce for the wholesale furniture, gift, home decor and apparel industries. IMC has more than 60 years of relationships and experience creating scalable business platforms for wholesale commerce. Our premium showroom spaces spanning more than 20 million square feet in Atlanta, Las Vegas, and High Point, N.C., paired with our digital tools, connect the wholesale industries we serve. [IMCenters.com](http://IMCenters.com).

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