## IMC illuminates High Point with new guide

International Market Centers is spotlighting its expansive fixedwire lighting resources through its new Illuminate High Point Market guide which showcases 17 participating lighting brands with images, special offers, events location and contact information.

"Growth in fixed-wire lighting resources and an increased interest in the impact of lighting on health and well-being has made High Point Market a key destination for retailers and designers to source in this category," said Dorothy Belshaw, IMC executive vice president, chief customer and marketing officer. "Through the Illuminate High Point Market guide, we are facilitating connections between buyers and brands looking to build new relationships within the lighting category."

The Illuminate High Point
Market guide will be available
in the lobbies of IMC's 17 High
Point properties as a "passport"
for buyers looking to find lighting
resources. It features these 17
participating companies:

Cal Lighting & Accessories – IHFC - H432, Hamilton, Floor 4 Currey & Co. – IHFC - M110,

Main, Floor 1

Crystorama – IHFC - H241, Hamilton, Floor 2

Elk Home – IHFC - C403, Commerce, Floor 4

Fine Art Handcrafted Lamps – IHFC - C229, Commerce, Floor 2 Finesse Lighting – Market Square - 288, Floor 2

FlowDecor – IHFC - IH612, Commerce, Floor 1

Hinkley Lighting – Market Square - 290, Floor 2

Hubbardton Forge – IHFC -IH211, Hamilton, Floor 1

Hudson Valley Lighting – Market Square - M70, M90, M97, M99, Mezzanine

Kalco Lighting – IHFC - H232, Hamilton, Floor 2

Koncept – IHFC - H431, Hamilton, Floor 4

Lite Source – IHFC - H437, Hamilton, Floor 4

Regina Andrew – IHFC IH006, Commerce, Floor 1

Robert Abbey – IHFC - W244, Wrenn, Floor 2

Schonbek – Suites At Market Square - M-1000A, M-1000B, Mezzanine

Varaluz – Market Square - 204, Floor 2

Some showrooms in the Illuminate High Point Market guide are planning education, special events or hospitality for buyers. Fine Art Handcrafted Lamps presents a CEU "Defining Luxury Lighting - Illuminating the Difference" exploring the importance of lighting and the impact it has on design today at 10:30 AM (registration is required at https://www.eventbrite.com/e/ceu-defining-luxury-lighting-illuminating-the-difference-tick-

ets-145110372029 ). Events include the "Elk Home Party at High Point Market" with live music and cocktails this afternoon from 3-6 p.m.; Finesse Lighting's "Spark and Shop Happy Hour" with 25% off coupons for orders placed during the event this evening from 5-6:30 p.m.; Hinkley Lighting's "100th Anniversary Happy Hour" with DJ, cocktails and hors d'oeuvres, also today, from 3-6 p.m. Additionally, Currey & Co. will serve a light breakfast, boxed lunches, appetizers and drinks throughout the market; Hubbardton Forge will host daily happy hours through Monday, April 4 beginning at 4 p.m.; and Lite Source will serve drinks and hors d'oeuvres throughout the market.

The Illuminate High Point Market guide comes as designers, retailers and consumers are taking more interest in the impact of lighting on people and the environment. Maria Mullen, CEO at Hubbardton Forge explained, "There's a real movement to understand how light affects health and mood and as that becomes more understood, lighting becomes more and more important. Everyone can admire a beautiful dining room chandelier or pendants over a kitchen island, but now they are starting to understand that the right color temperatures, the right light output and the change of light during



The new Silas pendant from Crystorama interlaces natural wood beads with jute rows, bringing an organic element to its environment.

the day and night have an impact on the body and the spirit." Additionally, time spent at home during the pandemic has made consumers reevaluate their home lighting, driving sales of new fixtures, according to Mullen.

IMC said it has rapidly expanded its fixed-wire lighting resources in High Point in the past year with 170+ showrooms, including Kalco Lighting, Lite Source and Schonbek, which debut at the 2022 Spring Market. •

## Fairfield sets second annual design challenge

BY ERICA CRAWFORD

Fairfield, a U.S. manufacturer of fine upholstered seating for the home, office and hospitality industry, has set its second annual Virtual Design Challenge for the April High Point Market, selecting seven interior designers to compete and create a winning showroom space that will be brought to life during October market.

The line-up of designers will create room designs, inspired by personally chosen movie titles, using Fairfield's case goods product lines and upholstery. Participants will design the virtual space using real time dimensions of Fairfield's High Point showroom. The designers selected collectively represent a diverse perspective of geographic regions, project scopes and design aesthetics.

The renderings will be on display in the showroom during the market this week, and a curated panel of judges will be tasked with selecting the winners. The first-place winner's rendering will come to life within the Fairfield showroom during October's High Point Market, and they will receive a \$5,000 Fairfield voucher. The second and third place winners will receive \$2,500 and \$1,500 vouchers.

Participants include:

- Joy Williams, Joyful Designs Studio
- Liz Goldberg, Carolyn Leona
- Billy Ceglia, Billy Ceglia Designs
- Elle Cole, Elle Cole Interiors
- Teddie and Courtney Garrigan, Coco & Dash
- Rachel Moriarty, Rachel Moriarty Interiors
- Justin Shaulis, Justin Shaulis Inc.