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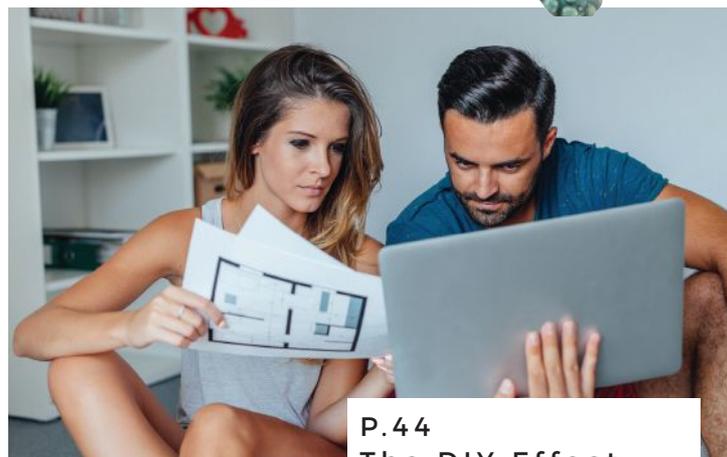
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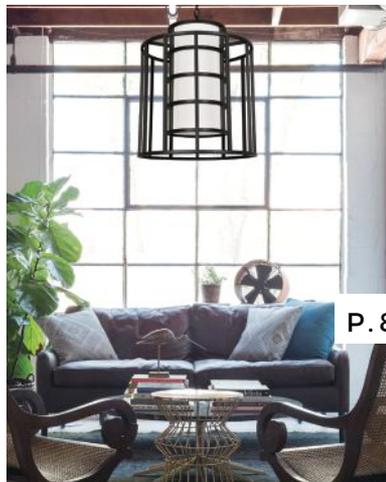
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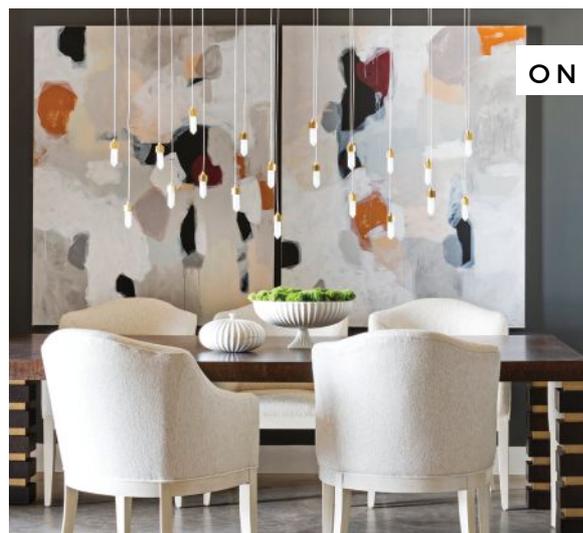
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ON THE COVER

Ashley Childers creates livable luxury at her company Emporium Home. Case in point: Here, each of the 20 quartz drops on the new Leo fixture is set off with a Satin Brass collar, bringing drama to a dining room. The scene is finished off with Flute footed bowl and short lidded vessel. See Emporium Home in the Design Directions showroom in Dallas, WTC 11000. www.emporiumhome.com

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from the editor

VOLUME 1 . ISSUE 6

SPRING TREND REPORT

Another successful High Point Market is in the books. I had several people tell me that from a product standpoint, this was the best edition they had been to in quite some time — the introductions were *that* notable. Companies took risks to get out of their own comfort zones and to stand out from the fray, which makes my job all the more fun.

It's undeniable that small space living is truly having an impact as product intros meant for apartments and condos and other tiny abodes were everywhere you looked. Dining tables shrunk into small rounds perfect for city dwellers. Petite drink/martini tables — ones that can be moved easily and have a miniature footprint — were plentiful and in an array of styles. Even entertainment consoles were slimmed down with a low profile but still long enough to accommodate huge flat screen TVs.

Several companies debuted more contemporary collections than they normally would, featuring simpler and more relaxed silhouettes, smoother lines and neutral color schemes for a broader appeal. On the other end of the spectrum, neotraditional styles also added a modern twist to traditional silhouettes for the same amount of sophistication.

When it came to finishes, warmer tones still reigned supreme. Brushed brasses, antique gold and gold leafing were around every corner, but I did see a few notable introductions in pewter and antique nickel. Saturated pastels — particularly lavender, robin's egg blue and pink — were hot, hot, hot, and that really sumptuous burnt orange shade that reminds you of fall and changing leaves poked its head out of a few showrooms as well.

Beyond product scoping, I learned some stuff too. One afternoon I sat in

I had several people tell me that from a product standpoint, this was the best edition they had been to in quite some time.

on a seminar from Robin Wilson, interior designer and owner of Robin Wilson Home, plus expert on healthy homes and clean design (which in this case does not refer to minimalist). Sustainability and wellness is definitely not a passing trend, especially with Millennial influence on the rise. Non-toxic materials, eco-friendly products and vintage,

refurbished items are viewed as preferable by a rising number of consumers, and Wilson discussed the dichotomy that this presents in our industry, where manufacturers want you to buy, buy, buy. The takeaway? By investing in producing and purchasing quality products that stand the test of time — and are thus not easily disposable — both sides can win.

Now, it's time to switch gears as we head to the Dallas Total Home & Gift Market and Lightovation — check out our previews on page 28 to see products and event highlights. If you're going, don't forget about our Showroom of the Year Awards ceremony on June 21 at 6 p.m. honoring six outstanding lighting showrooms. See you there! **LD**



Nicole

NICOLE BOWLING
Editor-in-Chief

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design notebook

BY BRIAN PATRICK FLYNN



LIGHTS! CAMERA! DESIGN!

Producer-turned-interior-designer Brian Patrick Flynn knows what it takes to get good design on TV, and now he's creating it himself. Discover the inspirations behind Flynn's new collection for Crystorama.

'60S CALLING
You're not supposed to ask parents if they have a favorite child, but as the creator of these fixtures, I admit that the Truax [my mom's maiden name] is my favorite. I'm a huge fan of Mid-Century Modern lighting, but I'm also a traditionalist at heart, so I decided to create enormous globe fixtures that combine the single look of a '60s globe pendant with the more elaborate look of a traditional chandelier. The larger options offer a decorative banding in the center which masks the seams of the acrylic top and bottom.



DESIGN WITH TEETH

The Hulton is the most architectural of the styles and it's all about perpendicular lines.

Hulton is my paternal grandmother's maiden name and I've always found it striking and strong. I came up with the idea after my younger sister went on a shark diving trip in Namibia, and it took quite a bit of engineering to get right. It's offered in a black finish and also comes with a central pure white fabric shade in gorgeous light output.

ASIAN INFLUENCES

The Hurley is the most classic and traditional of my light fixtures. I got the idea for the design when I found bright red, remarkably oversized pagoda-style lanterns at an antique market in Los Angeles. The scale was so enormous that they were unlike anything I'd seen before. Hurley also happens to be the name of my older sister's dog, who also happens to be named after my maternal grandmother's side of the family.





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BUILDING CONFIDENCE THROUGH ONLINE APPOINTMENT BOOKS

In our April edition of *Millennial Home*, David Munczinski, CEO of software company Brickwork, told us that one of the best ways to pull Millennials off their phones and into stores was to offer personal appointments with sales associates. But customers of all age groups can benefit from appointments. Personal appointments create an experience. Plus, by providing sales associates with information before the appointment, associates can better answer specific questions and show customers exactly what they're interested in. Customers, in turn, feel more confident in their purchase.

If you don't offer prescheduled appointments, consider it — it's easier than you think, especially with the online tools available. Here's what you need to know.

SHOWROOMS SEE RESULTS

Both Kate Bailey, Director of Showrooms at Ferguson Bath, Kitchen and Lighting Gallery, and Doug Van Der Weide, design, development and training at WaterPlace in Crown Point, IN, said they see an even split between the number of walk-in versus appointment customers.

"Oftentimes, the walk-in customer enjoys getting inspired on their first visit and then schedules a time to return and work the details of their project when they're ready to start making decisions," Bailey adds.

Van Der Weide says consultations with WaterPlace designers take up to two hours. Customers feel more prepared to come to the showroom after speaking with a designer over the phone first, and they know what to expect and what to bring to their appointment.

Designers also can better answer specific questions to make sure that what customers are

getting coordinates with what will fit their homes and what their contractors need. It saves time and ends most guesswork.

"You don't want to spend two hours showing them contemporary fixtures when they have a Victorian home," he says.

ONLINE APPOINTMENT BOOKS SETUP

At Ferguson, customers can schedule appointments either over the phone or online by submitting a short form, which then sends the form to the closest showroom based on the submitted information. An associate then calls the customer to get more information and schedule an appointment.

WaterPlace uses a similar model. Their submission form acts as an info@waterplace.net email address. The forms go to one inbox and are assigned to designers using software called Teamup.

Showrooms can also use third-party software to make their scheduling easier. Sarang Verma, co-founder of the online scheduling software Appointy, says all business owners need to use Appointy is an internet connection and a computer. The customizable software allows

users to design the Appointy widget to fit their website and customize their submission forms. The software also has a scheduling feature that makes it easy for employees to monitor their appointments.

"Appointy has evolved over the years with tons of customer feedback," Verma says. "While the evolution continues, we can confidently say that Appointy represents one of the most intuitive and user-friendly interfaces in the market."

Whether you choose to build your own system or use software such as Appointy, offering the option to schedule appointments may become even more crucial as the retail landscape changes. With advances in virtual and augmented reality, getting customers into your showroom might get harder. Offering appointments creates an experience and allows your employees' knowledge to shine.

"The main value to using automated scheduling is to be able to save time coordinating every appointment," Verma says. "Some clients tell us that they save up to two hours every day." **LD**

By Alison Martin

SCHEDULE A TIME TO SEE YOUR DREAM COME TO LIFE.

To ensure that you have the best experience at WaterPlace, we invite you to set up a personal walkthrough of our showroom and to a conversation of what your dream bath or kitchen is. So much goes into making vision come to life, so here is a list of information needed. In the "Your Dream" section, please answer the following questions. This will make your experience that much more smooth and memorable.

- Desired Style
- Dimensions of your kitchen or bath
- Remodel/ New Construction
- Budget? If you have one great! If not, that's ok! We can help you with that too, when you come in.

Please fill your contact details below:

Name	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>
Your Dream	<input type="text"/>

Simple and intuitive, WaterPlace's scheduling submission form explains exactly what homeowners need to write in the Your Dream box. More details means a better appointment.



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WHY WEBSITE ACCESSIBILITY MATTERS

When asked about the accessibility of your business, you might first think about your physical space — but don't forget the web. Web accessibility simply means making websites inclusive by designing them with all users in mind — especially visually impaired individuals. Making your website easy for visually impaired customers to navigate and understand is not only essential for them, but also for your SEO. We talked with web accessibility experts to learn more about how people with visual impairments navigate online, where retailers can improve and how website accessibility is good for business.

BASIC WEBSITE ACCESSIBILITY

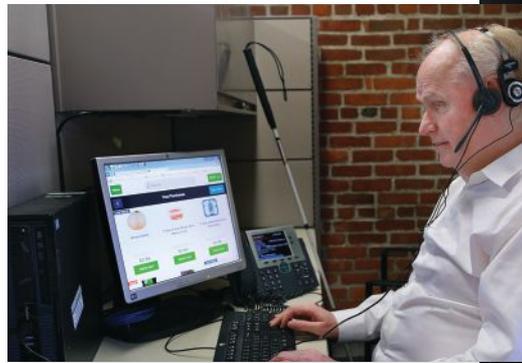
Visually impaired customers navigate online spaces in different ways. Marla Runyan, Director of Digital Accessibility of Perkins Access at the Perkins School for the Blind, says no two people access the web the same way. Those with no or low vision use a screen reader, which identifies and reads content from pages to the user. Those with low vision use screen magnification software, which enlarges text and graphics.

There are many fairly simple ways to make your site user-friendly for everyone. One key component is a layout that's intuitive and easy to navigate. Your content may be accessible, but a confusing menu can be a barrier.

How to Write ALT Tags

Patrick Delehanty, Digital Marketing Specialist at Marcel Digital, offers some tips on optimizing your SEO with ALT tags:

- ➡ Make sure you describe images as specifically as possible in your ALT tags.
- ➡ Create information-rich content in your ALT tags that uses keywords appropriately.
- ➡ Make sure you use proper product names in ALT tags.
- ➡ Don't stuff ALT tags with keywords, this could trigger spam filters in Google and also provide a negative user experience.
- ➡ Keep it relatively short (with screen readers you only get around 125 characters).



At Perkins Access, Director of Digital Accessibility Marla Runyan consults with clients to help them build more inclusive websites.

Be sure to have clear, readable text on your menu bars and avoid low contrast between your background and text.

Accessible form fields for transactions are critical to including more customers too. Properly labeling the fields on the back end of your site will ensure users with screen readers can get through every step of a transaction. Avoid pop-ups on your site. Runyan says a screen reader user won't know a pop-up is there, preventing them from interacting with it or closing it.

"There's a lot of that kind of interference to a process, where it isn't always seamless or very intuitive," Runyan says. "The outcome is that you end up excluding consumers from buying your products."

FOR SEO'S SAKE

Adding alternative text, or alt text, to the images on your site improves both web accessibility and your SEO. Alt text is a short description you write on the back end to accompany each image. A screen reader user relies on alt text to know what an image is, and in the absence of it, they'll likely just hear the meaningless string of numbers and letters that comprise the file name.

Writing strong alt text can also work wonders for your site's SEO, since Google uses it to understand the content of your image and the surrounding text. Including relevant alt text

helps your site rank higher in search results, which could lead to a traffic increase. Your website won't climb to the top spot in search query results overnight, but alt text will help. While Runyan says writing good alt text is just one aspect of web accessibility, it's certainly a crucial first step to removing barriers for the visually impaired.

Prioritizing web accessibility can be good for business. It'll give your site traffic a boost, and it allows more people to use your site. If someone with a disability is having trouble using it, they'll likely take their business elsewhere.

As Executive Director of Perkins Solutions at Perkins School for the Blind Luiza Aguiar points out, building your site with accessibility in mind makes it simpler for all visitors.

"In the strategy of making it accessible, you would also find that you're making it easier for your average user — not just the blind or the visually impaired user — to navigate your site," Aguiar says. "It's smart business."

In the age of socially conscious shopping, accessibility will ultimately help your company stand out from the crowd.

"Everybody wants to have a differentiator," Runyan says. "It's pretty cool to have a site that everyone can use, and that can set you apart." **LD**

By Katie Caron

VERONA Pendant - PD41305

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3 tips from the lighting doctor

BY RANDALL WHITEHEAD, IALD

WHAT'S THE MOST EFFECTIVE WAY TO ILLUMINATE A CLOSET?

TIP 1: Look at the time!

When you're getting dressed in the morning, often it's still dark, so you're depending on the illumination in your closet to make clothing selections. If the sun was out, we could walk over to the window to double check the color and see if two pieces of clothing work with each other. Before dawn, we don't have that choice. We're dependent on artificial light. If incandescent light is the only source in your closet, then the warmness of that illumination is shifting colors significantly. Whites will look yellow, blues will look green and reds will look orange. And it's almost impossible to tell the difference between navy blue and black under incandescent light. Once you're at the office, you realize that that purple shirt is really dark blue. You also may have on one black sock and one navy blue sock.

You may justify this by thinking you were just too sleepy when making your ensemble selections. Rest assured, it's the color temperature of the light that's undermining your fashion choices. My recommendation is to install a light source that's closer in color temperature to daylight. This can be anywhere from 4000K, which is a common color temperature used in office spaces, to 5000K, which is the color of the yellow sun mixed with the blue sky.



Randall Whitehead, IALD, is a professional lighting designer, author and recognized expert. Visit www.randallwhitehead.com for more information on his books, upcoming seminars and the latest lighting trends.

Now that I have you convinced to use a cool color temperature in your closets, I'm recommending that you also have a warm color temperature as well. The reason for this is that at night, you're more than likely going to be seen in incandescent-colored illumination, and should have the ability to pick out shades of clothing based on the illumination in which you will be seen. Theaters, restaurants and bars are not lit like office spaces. The rule of thumb is to dress for the light you will be seen in.

TIP 2: Hue and cry

For many years, before LEDs came into play, we would have an incandescent source on one switch or dimmer and an appropriately daylight-colored fluorescent with its own separate control. Back then we didn't know anything about CRI. We knew fluorescent light was awful, we just didn't know why specifically. We now know that fluorescents have a CRI of around 80, which is pretty underwhelming. You want something with a CRI of 90 or higher to get the clarity and color quality we need. We specify linear LEDs, mounted above the hanging rods, which allows you to dial in a color temperature anywhere between 2200K (the color of candlelight) and 5000K (the color of daylight). If you have a little bit of a budget issue, you can use a 4000K to 5000K linear LED above the clothing, augmented with incandescent or incandescent-colored LED on the ceiling. These would be on separate



You can create additional ambient light for a bedroom if closet doors are translucent, such as these shoji panels.

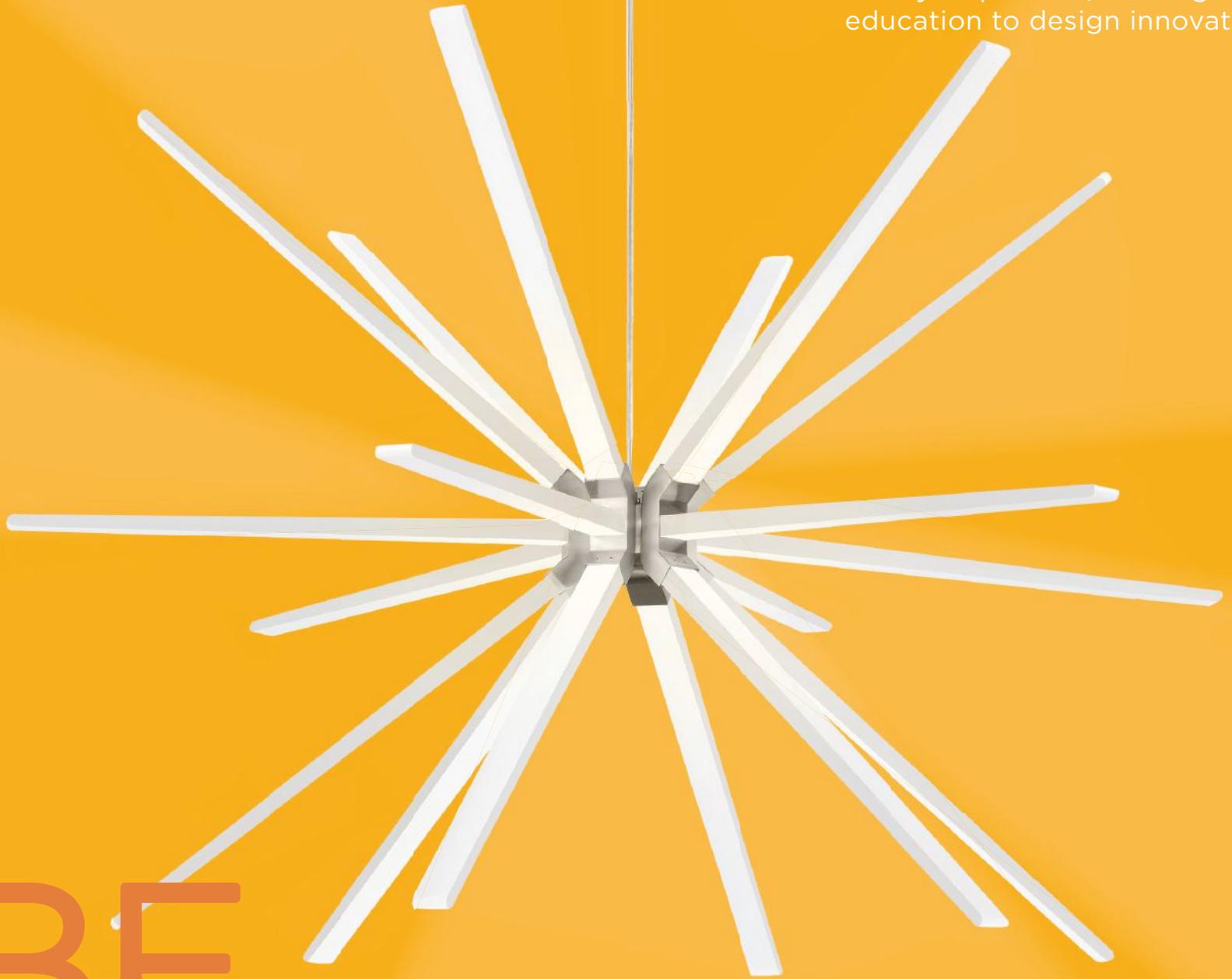
switches so that you would have the ability to dress for day or evening.

TIP 3: Location, location, location

Usually, there's a shelf above the hanging rods. The linear LED would be mounted along the front edge of the shelf, projecting light down and back towards the clothing. You can order an extruded aluminum channel that projects the light out at a 45-degree angle. Or you can use a 1-inch to 2.5-inch wood fascia at the front face of the shelf, mounting the LED linear illumination on the backside. A triangular wood trim on the backside of the fascia could be installed so that the LEDs could be aimed at a 45-degree angle. There are even hanging rods with LED lighting built right into them. Fancy-schmancy.

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INTERNATIONAL DESIGN

THE LANGUAGE OF DESIGN

BY PATTI CARPENTER

In my world as a Global Trend Ambassador for both AmericasMart Atlanta and Maison & Objet in Paris, I utilize the Language of Design as the method that mobilizes my movement around the globe. I now define trend via my own set of ever-evolving ABCs.

A is for Adventure these days: Enhanced experiences and emotion influence our product selections. Traveling to remote destinations to absorb the culture while being educated in its craft augments our understanding. **B is for Beautiful**, and beauty beyond the physical piece itself: the beauty that is found in sustainable materials, resourcefulness, vision and the exchange of ideas. **C is for Craftsmanship:** the touch of a hand, the unique qualities of a particular material, and the soul that an artist's touch brings to the products that will populate and add warmth to our environments.

Employing this Language of Design permits a more profound bond with each product. Meaning meets manufacturing, and trend emerges through transparency.

Working through the alphabet is not sequential. Tendencies emerge as the developments dictate. Trends that are top of mind at the moment are colorful, innovative, warm and inviting.



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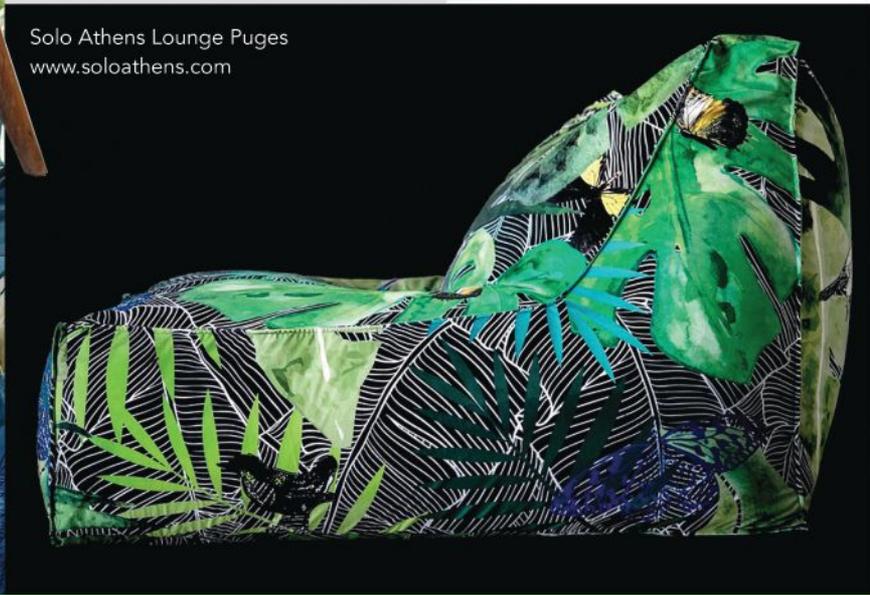
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Material by Fernando
Mastrangelo stool
www.m-material.com



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CF230	Veloce	CF766	4th Avenue
CF244	44" Curva	CF772	52" Monterey II
CF252	52" Curva	CF773	42" Monterey II
CF320	Keane	CF776	Monterey Lumina
CF430	Highrise	CF784	Carrera
CF440	Braddock	CF790	Crofton
CF442	42" Bella	CF830	Monaco
CF4501	Crown Select	CF850	Summerhaven
CF452	52" Bella	CF880	Amhurst
CF4801	Premium Select	CF901	Prima
CF4900	Southtowne	CF905	Prima Snugger
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CF5100	Penbrooke Select	CF935	Zurich
CF542	42" Veranda	CF990	Highgrove
CF552	52" Veranda		
CF590	Volta		
CF610	Welland		
CF621	Batalie Breeze		
CF630	Rockpointe		
CF652	52" Summer Night		
CF654	Sea Breeze		
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CF700	Builder		
CF702	29" Northwind		
CF710	42" Pro Series II		
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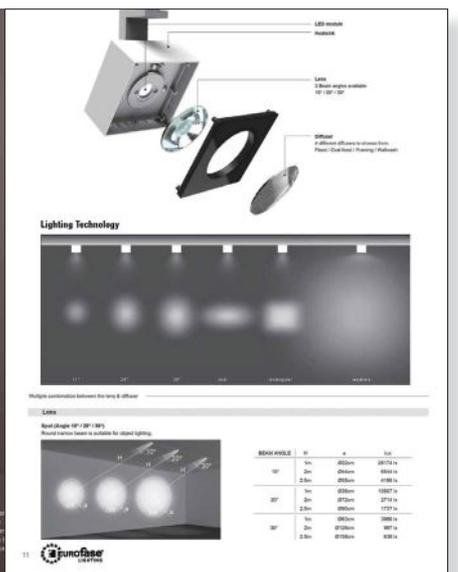
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Wasara Maru plates | www.wasara.jp



Leblon Delienne Star Wars x Zaha Hadid sculpture
leblon-delienne.com



Paola C Vanity Collection
www.paolac.com



Haymann Marie lamp | www.haymanneditions.fr

Aldo Bakker Pot
www.aldobakker.com



Ligne Roset Prado sofa
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www.ockdesigns.com



Paola Paronetto pendants
www.paola-paronetto.com



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www.benoitaverly.com

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DALLAS MARKET PREVIEW

TOTAL HOME & GIFT

June 21-27

CAPEL RUGS

A flat woven in India of 100 percent polyester, the Cosmic Collection consists of five designs: Abstract in grey/purple and natural; Patchwork in silver/black and blue/gray; Star in onyx and sapphire; Kirman in red, navy and beige; and Cobblestone in charcoal and mocha. WTC 11013. www.capelrugs.com



SURYA

The Scotia pouf is woven with a knife edge in a neutral palette of grays, denim and cream. Measures 18 inches square. WTC 560. www.surya.com

CURREY & CO.

A large-scale hanging lantern, Purebred chandelier combines coastal and rustic looks. The natural abaca skin frames the four lights. WTC 10000. www.curreycodealers.com



PHILLIPS COLLECTION

Quartz Geode, sourced from Morocco, is straight from cave to living room. Measures 14 inches by 14 inches by 11 inches. IHDC 1D106. www.phillipscollection.com



IMAX

The Laken cabinet features a lime-washed mango wood cabinet top and brass-finished metal stand. Hand-carved detailing and a whitewashed interior with a fixed shelf complete the look. Stands 49 inches high. WTC 6250. www.imaxcorp.com





GLOBAL VIEWS

Fresh, springy shades of shimmering Solar and Aquamarine contrast beautifully on the Quad pillow, and the silky texture of the fabric says "luxe." WTC 608. www.globalviews.com



MOE'S HOME COLLECTION

The Monument bookshelf is crafted from solid walnut that would've otherwise been discarded. This large display unit has multiple compartments in various shapes and sizes that allow for an impressive visual display. Measures 80 inches wide. WTC 582. www.moeshomecollection.com



INTERIOR HOME + DESIGN CENTER PHASE ONE GRAND OPENING

The 220,000-square-foot marketplace serving interior designers and retailers will open its first phase on June 21. The Interior Home + Design Center is the centerpiece of a long-range strategic initiative to provide enhanced value to home decor companies by serving market-time attendees, as well as the growing number of customers conducting business at Dallas Market Center each week.

JUNE 21

An opening reception will take place at 5:30 p.m. Invited guests will enjoy music, light bites, a dessert bar, signature cocktails and champagne. Individual showrooms inside the Interior Home + Design Center will also hold special events, creating a progressive party throughout the marketplace. Sponsored by Elle Decor.

A pop-up interactive exhibit of innovative products and home technology courtesy of Cur8 will open on Wednesday, June 21 as well, and will be available for review throughout market. The exhibit in 1F446 will showcase tomorrow's design — smart, healthy, socially responsible products brought together by Cur8 for retailers and interior designers. The cur8.com marketplace will debut online this summer as a comprehensive destination for "what's next" in design.

JUNE 22

A day of education geared toward retailers and interior designers seeking insights and inspiration. Among the events:

- **10:00 a.m.** Podcast recording session and live video social media broadcast from award-winning designer, author and podcast host of Million Dollar Decorating, James Swan, who will interview special guest Greg O'Neal, Chief Collaboration Officer for Cur8.
- **2:00 p.m.** Swan will moderate a special panel of celebrity interior design experts. "Three Divas of Design" will include Michelle Nussbaumer, Nancy Price and Robin Baron.



AMBELLA

This Deco-inspired Chalice tub chair features square arms with a boxed loose seat cushion and knife-edge back pillow. The frame is accented with exposed beech wood outlining the base, bottom and outsides of arms. WTC 11080, IHDC 1D114, www.ambellahome.com



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DALLAS MARKET PREVIEW

LIGHTOVATION

June 21-24

FANIMATION

The popular mix-and-match 60-inch Spitfire fan will now have motors and light kits available in Galvanized (shown here) and Black finishes as well as a Black blade set. The fan's three speeds are controlled by a hand-held remote as well as Fanimation's fanSync smart device control. TM 4943. www.fanimation.com

GOLDEN LIGHTING

Asha is offered in an array of silhouettes. The collection features a satiny Pewter finish to complement the contoured hand-blown glass, which is fully enclosed and dipped in faceted crushed crystal gems. TM 4909. www.goldenlighting.com



LITE SOURCE

Faviola four-light pendant features an eye-catching pleated aluminum metal shade: The individually twisted aluminum strings are woven into an ellipsoid with intricate details. TM 4925. www.lite-source.com

MARKET CHOICE AWARDS

The fourth annual Market Choice Awards will recognize products in six categories including: Bath; Chandeliers/Pendants; Outdoor; Ceiling Fans; Portable Lamps; and Technology. This year's winners will be announced on Thursday, June 22, at Lightovation. New this year, anyone can vote and select their top picks online and via the Lightovation app just ahead of the June 21-24 market.



EUROFASE

Santana 18-light LED chandelier is dimmable with a 3000K color temperature and throws 900 lumens. Finished in black. TM 4002. www.eurofase.com

CRAFTMADE

The Satin Brass, orb-shaped Piltz Collection showcases bulbs housed within transparent glass spheres. Pendants, a semi-flush mount and bath vanity (shown here) are available. TM 4902. www.craftmade.com



KICHLER

Aberdeen features piastra glass while incorporating the natural look of wood through distressed antique gray and rust finishes. Complete with Olde Bronze™ arms, a pendant, linear and round chandelier are available. TM 4103. www.kichler.com

LIGHTOVATION SPEAKER SERIES: CONNECTED/SMART HOME

Thursday, June 22, Light + Technology space, TM 4804

This day of seminar programming is focused on new technologies and opportunities for lighting showrooms involving connected lighting and the smart home. Presented in partnership by Lightovation and the American Lighting Assn. with no registration required.

10-11 a.m. Your Customer Is Ready for the Smart Home

Lori Arnold, President/owner of Apex Realtors and Coldwell Banker sales associate

Coldwell Banker and CNET's groundbreaking consumer survey on smart home adoption and interest paints an encouraging picture of opportunity as lighting options in this space continue to grow. Find out who is buying smart home products, how they are controlling them and the most valued benefits of these technologies.

2-3 p.m. Lighting's Role in IoT

Beatrice Witzgall, CEO and founder of LumiFi

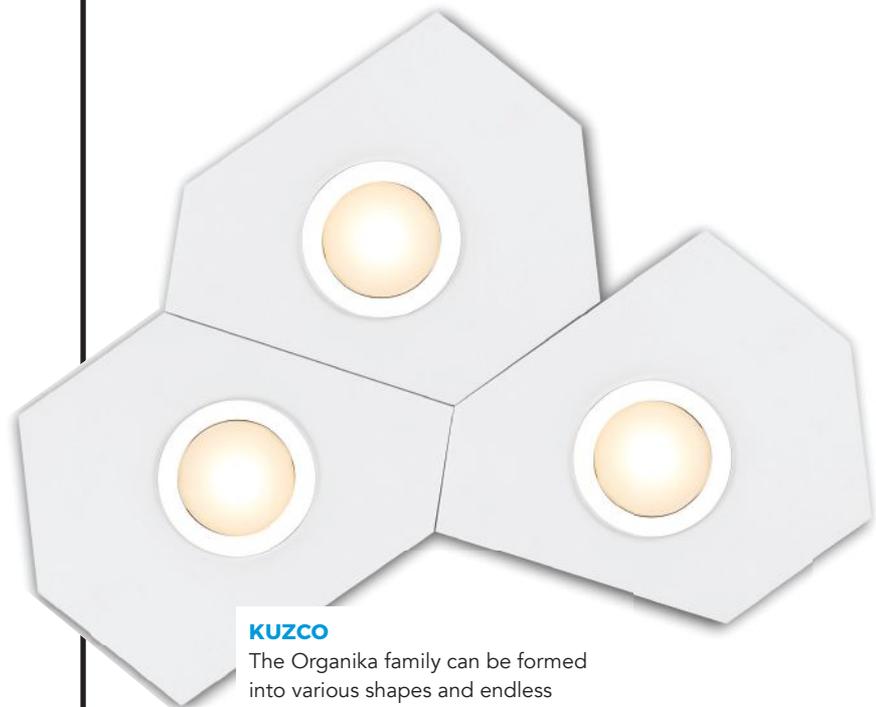
The Internet of Things (IoT) is becoming commonplace in the home, connecting a variety of everyday devices, including lighting. Mobile devices further shape and transform the way consumers interact with and experience lighting by enabling an unprecedented level of convenience, control and personalization. In this session, one of IoT's biggest innovators in the lighting industry will share insights on the benefits and cost efficiencies of smart and connected lighting in the home, as well as security considerations and other pitfalls in this new lighting landscape.

4-5 p.m. Panel Discussion: Collaboration and the Connected Home

This moderated panel discussion will provide guidelines for effective collaboration between lighting professionals, interior designers, and residential technologists, focusing on "how-to's" for incorporating emerging lighting trends into smart home solutions for customers.

5-6 p.m. Collaboration Mixer

Following a panel discussion encouraging related industries to work together to optimize solutions for consumers in the smart home space, this social event will provide a networking opportunity to facilitate those connections. Enjoy drinks and light hors d'oeuvres as you meet other professionals with interest in emerging technologies.



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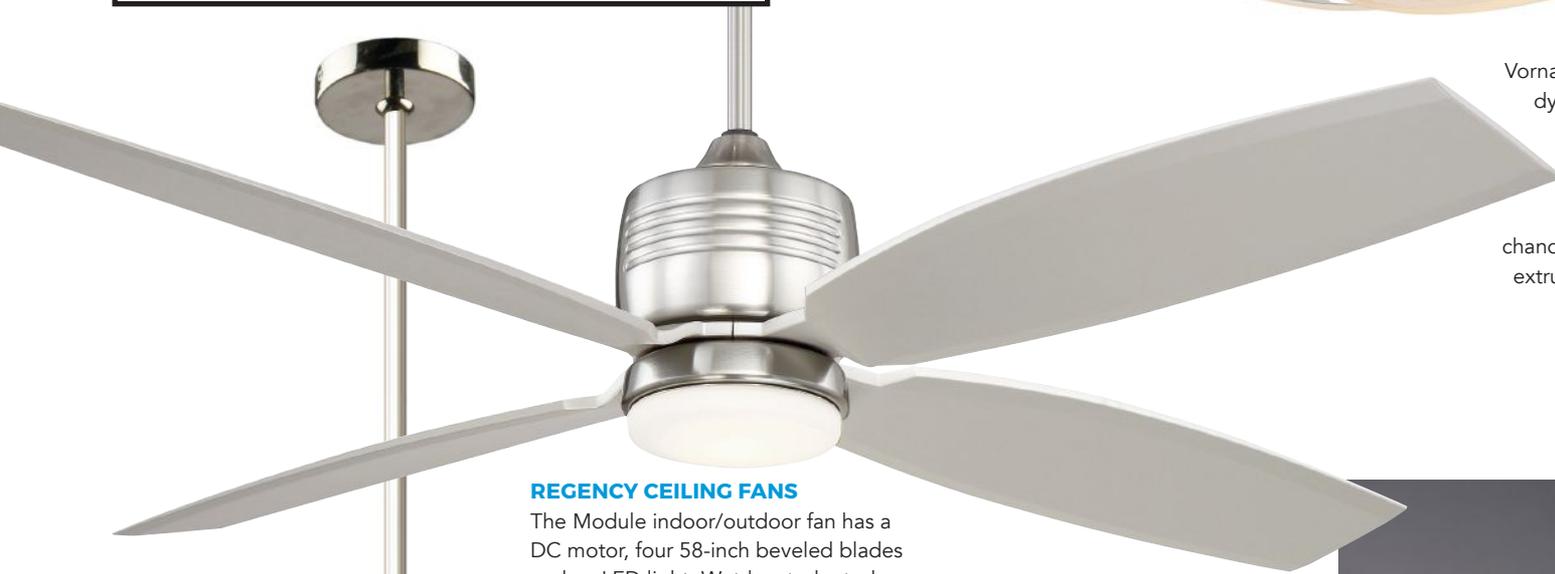
LIGHTOVATION

June 21-24



WAC LIGHTING

The handcrafted Vornado LED chandelier is a dynamic statement piece and free-flowing Mobius strip of light. Constructed of solid aluminum, the chandelier features a frosted extruded diffuser with even illumination. TM 3101. www.waclighting.com



REGENCY CEILING FANS

The Module indoor/outdoor fan has a DC motor, four 58-inch beveled blades and an LED light. Wet-located rated. TM 3915. www.regencyfan.com



ARTCRAFT

The Tribeca Collection 12-light chandelier adds character with Edison bulbs. Additional rods are included for easy height adjustment, and there's a built-in hangstraight for sloped ceilings. Also available in Matte Black and Satin Brass finishes. TM 3501. www.artcraftlighting.com

SHOWROOM OF THE YEAR: JUNE 21, 6 P.M.

Join us in the Loft 4 space on the Trade Mart's 4th floor to celebrate the six winners of the eighth annual Showroom of the Year Awards. All market attendees and exhibitors are welcome.

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CIRCLING BACK

Contemporary rustic styling with wood and metal gives the prevailing orb silhouette a new direction for the season ahead.

BY NICOLE BOWLING

Perry six-light pendant from Capital Lighting Fixture Co. warms up a room with Bronze and Oak finishes. It measures 28.5 inches high and 23 inches wide. www.capitallightingfixture.com

In Hinkley's Heywood pendant, globe-style vintage bulbs are a chic focal point, and the layers of wood, Weathered Zinc metal and rope create a dynamic look. www.hinkleylighting.com

In Kalco's Harper Collection, handpainted faux driftwood accents pair with a rustic Florence Gold finish to complete this coastal-inspired design. www.kalco.com



From Uttermost's Revelation line, Polaris fixture comes in a Distressed Textured Bronze finish featuring a stained washed wood center band, all surrounding an interior brushed nickel eight-light geometric star. www.uttermost.com



Quoizel's Fusion Collection pairs artisanal construction with industrial sophistication. A ribbon of metal overlaps the interior banded with richly stained wood. www.quoizel.com



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JUNE 21, 2017
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You're invited to the Wednesday, June 21 reception during Lightovation in Dallas for the announcement of the 2017 **Showroom of the Year Awards** winners.

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HOT AT HIGH POINT: DECORATIVE ACCESSORIES

At the spring market, three looks stole the show: crystal gems, seaside charms and 3-D geometrics.

BY ALISON MARTIN

CRYSTAL GEMS

Nature's bounty: These accessories star mineral crystals, polished fresh from the earth.



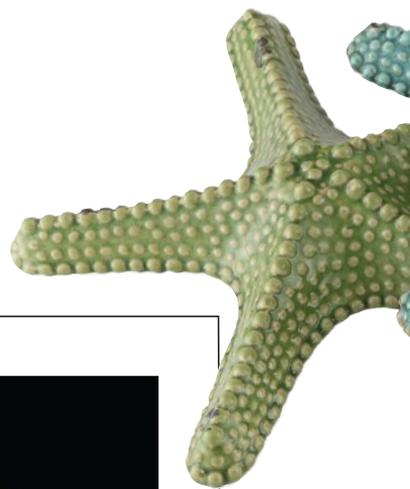
Handley Drive's Quartz Star sculpture takes inspiration from mid-century sputnik design. The marble base supports the brass fixture and quartz crystals. Available in three sizes. www.handleydrive.com



The Celestite Crystal Bloom from John-Richard appears from a cast brass branch and is mounted on a clear crystal cube. Measures 7.25 inches tall. www.johnrichard.com



Available in horizontal and vertical directions, the Spear picture frame from Emporium Home has a row of natural quartz crystals along the top. Finished in Satin Brass. www.emporiumhome.com



SEASIDE CHARMS

By the sea, oh how happy we'll be: Shells, starfish and ocean blue give these accessories a coastal feel.



These Starfish Statues from Crestview Collection make a splash with a Ceramic Blue and Yellow finish. They measure almost 13 inches wide. www.crestviewcollection.com

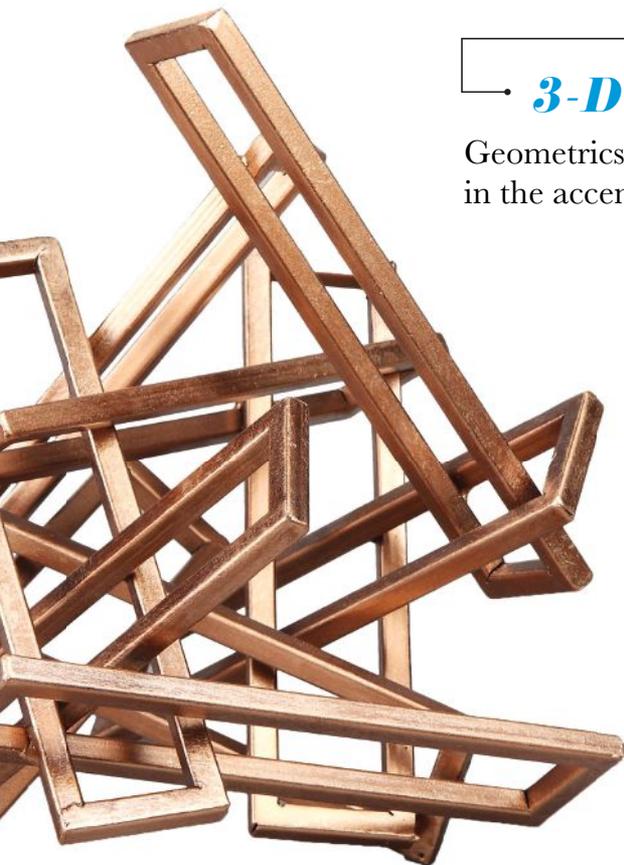
Natural shells adorn the Boardwalk shell jewelry box from Currey & Co. Just 10 inches tall, this box gives plenty of color and detail. www.curreycodealers.com



The Mermaid floral vase from Jamie Young polishes off any seaside decor. Shown here in blue ceramic, it's also available in white. www.jamieyoung.com

3-D GEOMETRICS

Geometrics are still trending, popping up in the accent category in 3-D fashion.



A collection of intersecting rectangles come together to form this contemporary Tangled Rectangles sculpture from Moe's Home Collection. Available in small and large sizes. www.moeshomecollection.com



This set of three Geo Shapes from Regina Andrew Design stand strong together or spread out over a room. Made of iron with a natural finish. www.reginaandrew.com



Designed by Billy Moon, the Venya sculpture from Uttermost reflects light through the mirrored center cube, surrounded by open iron cubes. Measures 24 inches high. www.uttermost.com

THE DIY EFFECT: HOW HOME IMPROVEMENT SHOWS IMPACT THE TRADE



While bringing attention to the idea of investing in your home, challenges arise when expectations are influenced.

BY NICOLE BOWLING

A ripe environment — recession and the rising popularity of reality TV — provided a perfect breeding ground for the explosion of home improvement shows that came onto the scene in the late 2000s. Can't afford to move or hire a professional to upgrade? DIY! The entertainment value drew people in, and there's an inspirational effect at work too.

But what is the reality of these "reality" home improvement shows, like HGTV's "Fixer Upper," "Property Brothers" and "Rehab Addict"? They've impacted our industry, both positively and negatively depending on who you ask. And since they're not going anywhere, what can be done to ensure these programs work in our industry's favor moving forward?

THE MARKET

It's true that today, homeowners are spending more on home improvement projects. According to the Home Advisor 2017 True Cost Report, they spent an average of roughly \$1,850 more on home improvement projects from February 2016 to February 2017 than the year prior.

But, in the recently released 2017 Houzz & Home survey of homeowners, it showed that they're turning to professional help more often — 87 percent of respondents hired a pro in 2016, up from 85 percent in 2015. According to Houzz, across all renovating homeowners, the growing demand for professional help is fueled by a greater need for specialty service providers, such as electricians and painters (48 percent in 2016 vs. 44 percent in 2015). However, the demand for

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THE DIY EFFECT



Montreal Lighting & Hardware played up its placement on “Design V.I.P.” by posting this snap of the office host Marie-Christine Lavoie transformed using lighting from its showroom.

Because there isn't much transparency about how much projects actually cost, how long they take and the problems that are bound to pop up along the way, the service that the professionals in our industry provide is discounted.

For instance: A new kitchen is pricey.

Appliances alone can start at \$15,000 or \$20,000, then there are materials and labor, making it easily \$50,000 for the project as a whole, which can take on average 8-12 weeks according to HouseLogic.com. On reality TV, it's common to hear of a \$10,000 budget and a week for a complete kitchen remodel.

“These shows have painted such a muddy, unclear picture of what the reality of renovation is, and it's time to clear that up,” says Shay Geyer, interior designer and President of IBB Design Fine Furnishings. “You have to have a professional on your side to help problem solve and ensure things run smoothly.”

For Ward, she wants people to know that interior design has always been a luxury service. “Expectations of high-quality design for low wages sets the client-designer relationship up for failure before it even begins,” she says. “I really want the public to understand that the phrase ‘budget designer’ is an oxymoron.”

And then there's this: What happens when DIY projects go wrong? Homeowners call in the professionals, of course.

Geyer says there are a lot of little details that people don't take into consideration — for instance, tile, and the need for trim pieces — and they don't realize until they're knee deep.

“I prefer not to take those calls because it's a lot harder to go in and try to fix something on a budget in a realistic time frame.”

WHAT CAN BE DONE?

Much of the onus will come down to our industry and its professionals educating homeowners on the reality of remodeling and DIY, helping them understand why it's necessary to align themselves with an expert on a project rather than tackle it on their own.

The American Lighting Assn. (ALA) publishes *Lighting* magazine in conjunction with Better Homes & Gardens Special Interest Media. This yearly publication is meant for consumers, explaining the importance of lighting and seeking the expertise of an ALA member showroom in making purchasing and install decisions.

The National Association of Realtors also has a consumer campaign — “Get Realtor” — that aims to communicate the value of working with a realtor, “especially among Millennials and today's hyper-connected consumer,” when trying to buy or sell a home. Geyer would like to see a similar campaign created for the interior design trade.

Ward has found that the key to success is to educate homeowners herself by debunking myths and assumptions about how things go.

“It certainly increases time spent in the on-boarding process, but I've found it to make the project and future projects run lot smoother, and referrals are plentiful.”

As DIYers continue to attempt projects large and small on their own, figuring out where we as industry can step in as a resource will make all the difference.

professional design services has remained relatively stable year over year.

So who's driving the DIY train? According to the same Home Advisor report, it's Millennials. Home project spending is up among Millennials, but less than half report always hiring a professional to help complete home improvement projects — in part because they'd have to save for or finance a home improvement, and in part because they're uncertain they're being charged a fair price.

This is where DIY resources, like home improvement shows, the internet and DIY retailers like Home Depot and Lowe's, enter the picture. And when it comes to remodeling shows specifically, industry professionals have mixed feelings about their impact.

SHINE THE SPOTLIGHT

One clear benefit of home improvement shows is that, for homeowners, they have created awareness about interior design, home decor and the importance of creating a beautiful, comfortable space for family.

“The shows have motivated people to take an active interest in improving their surroundings,” says Erika Ward, interior designer and owner of Erika Ward Interiors in Atlanta. “There's nothing more satisfying to see the work of your own hands, and there's nothing better than returning home, to a place you created, that recharges your batteries.”

And for those companies in our industry that are able to participate in these home remodeling shows, the exposure is next to none.

Freddie Naimer, co-founder and President of Montreal Lighting & Hardware, has worked several times with a local French show called “Design V.I.P.” in which popular celebrity designer and host Marie-Christine Lavoie uses the store as a resource, singing its praises.

“Immediately after the shows we participated in were aired, we had requests online, by email and by phone regarding the fixtures that were featured. Some resulted in sales, some with visits to our showroom, but there is no doubt in my mind that being on the show increased our visibility and credibility in our market,” Naimer explains.

In particular, one episode of “Design V.I.P.” that Montreal Lighting appeared on featured the home of Québec songstress and diva Marie Mai. The show was not only publicized on network Canal Vie and Lavoie's Facebook pages, but also on Marie Mai's, which has more than a quarter million followers.

NOT SO QUICK

While, as they say, any press is good press, there is a flip side to home improvement shows — they can produce unrealistic expectations.

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Type of Business (check only one):

- 01 Lighting Retailer
- 02 Home Furnishings Retailer
- 03 Internet Retailer
- 04 Mass Merch/Discount Retailer
- 05 Interior Design Firm
- 06 Lighting Design Firm
- 07 Custom Builder
- 08 Architectural Design Firm
- 09 Electrical Distributor
- 10 Manufacturers Representative
- 11 Manufacturer
- 12 Other

My Position Is (check only one):

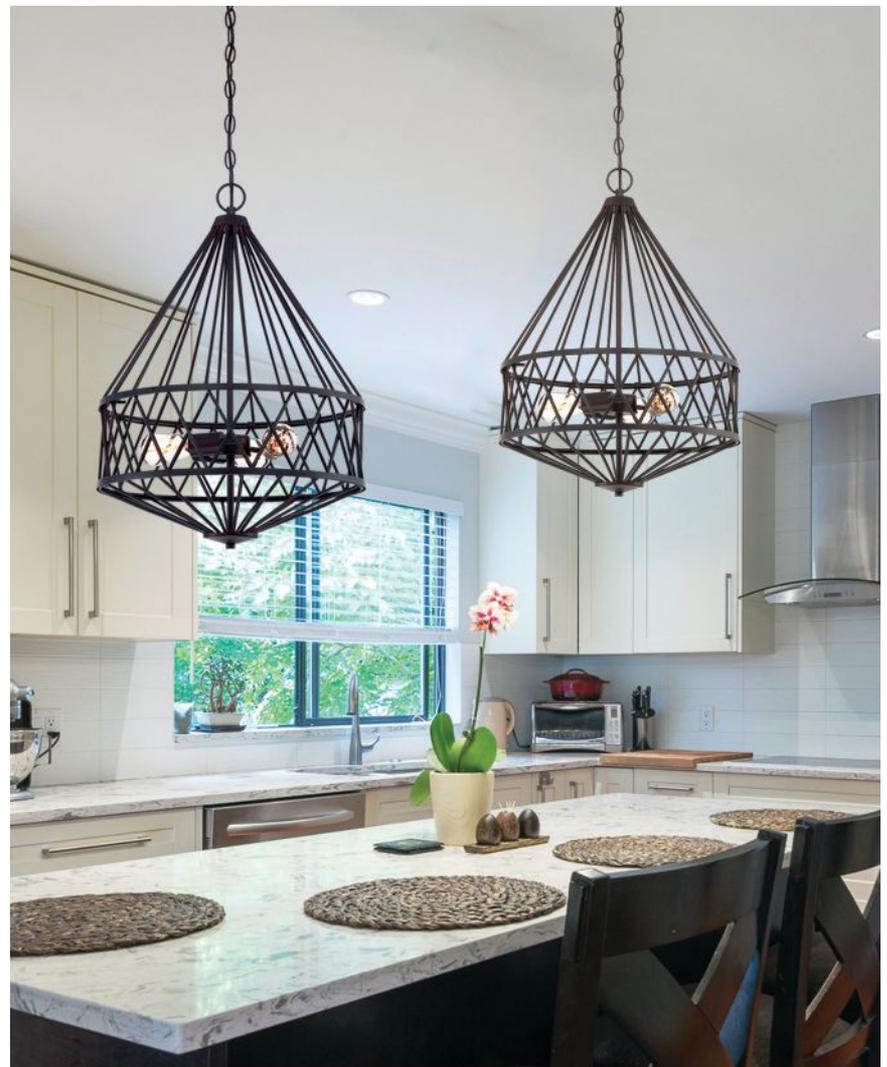
- 01 Pres/Owner/VP/Corp
- 02 GM/Store or Branch Mgr
- 03 Sales Manager
- 04 Lighting Designer
- 06 Designers & Architects
- 05 Other

Company's Annual Gross Sales (check only one):

- 01 Less than \$100,000
- 02 \$100,000 - \$249,000
- 03 \$250,000 - \$499,000
- 04 \$500,000 - \$999,999
- 05 \$1 Million - \$1.9 Million
- 06 \$2 Million - \$4.9 Million
- 07 \$5 Million - \$9.9 Million
- 08 \$10 Million or More

Products that store Carries (check ALL that apply):

- 01 Accent Furniture
- 02 Area Rugs
- 03 Ceiling Fans
- 04 Decorative Fixtures/Chandeliers
- 05 LED Lighting
- 06 Outdoor Lighting
- 07 Pillows
- 08 Portable Lighting (table and floor lamps, torchieres)
- 09 Tabletop
- 10 Wall Decor/Mirrors
- 11 Other



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Wherever Jeff Strasser goes, design inspires him. The travel-loving Chief Creative Officer and Vice President of Interior Design at Marc-Michaels Interior Design Inc. in Winter Park, FL, is a master at infusing everyday spaces with global influences. Here, Strasser walks us through his approach to this Naples, FL, home he describes as “warm contemporary with an organic beachfront vibe.”

1. How does your love of traveling affect your designs?

I think traveling enables you to find unique, one-of-a-kind items that you wouldn't normally find in your area. It provides exposure to different colors, textures and unexpected moments in the spaces. It keeps it from feeling overly decorated or curated.

2. When building a room around a statement piece – whether it's a basket, a lighting fixture or a painting – where do you start?

If it's a light fixture I would design and detail the ceiling around the light fixture. The light could also influence the colors and textures in the room. If it's a painting, I would select the feature wall first and then consider the complementary colors and the aesthetics around the piece. In this particular dining room, we pulled the colors from the painting when we sourced the Moroccan basket.

3. How do you introduce global accessories into a space without overwhelming it or making it look like a souvenir shop?

We make sure we only have a few global moments with our accessories and the simplified backgrounds enhance the importance of them in the space. If the large pieces, like the dining table for example, are classic, it helps the accessories feel like a wonderful global moment instead of clutter.



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