



**FOR IMMEDIATE RELEASE**

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**ALDEN PARKES ADDS DESIGNERS' LOUNGE AND SEMINAR ROOM TO HIGH POINT SHOWROOM**

*Designers can relax in the high-end furniture maker's lounge while participating  
in a broad range of CEU-accredited seminars*

**Jacksonville, FL (March 30, 2017)** —High-end furniture maker Alden Parkes is debuting an unusual introduction at the April 2017 High Point Market: a new 810-square-foot lounge in its showroom to give designers a place to take a break from their full market schedules. Even better, part of the lounge has been outfitted to serve as a seminar area where educational programs will be offered; all nine of the April 2017 seminars, cosponsored by Alden Parkes, International Market Centers (IMC) and other sponsoring companies, are eligible for Continuing Education Unit credits.

Alden Parkes moved into its 16,000-square foot showroom in the South Court of the 200 Hamilton Building a year ago. "We love being able to show our furniture and finishes in such a beautiful setting," said Lynne McArdle, President of Alden Parkes, "but we wanted to do more, and we wanted to give back to the design community that has been so supportive of the Alden Parkes vision." The CEU-accredited seminars range from how to get the most out of photographing your finished projects to trends in colors and materials.

Seminars in the Alden Parkes showroom will include:

- **Friday, April 21, 1:00-2:00 pm, Colormix 2017 Color Forecast with Sherwin-Williams' Ruthie Minick.**  
The state of color has never been more restless. New spirituality, cultural flux, feisty self-expression and soulful nostalgia are combining to paint an emerging portrait of our shared future. Please join Sherwin-Williams' Nicole Ruffing for an informative seminar about influences and trends that will shape color use and design in a significant way in 2017. An afternoon pick-me-up will be served. 0.1 CEU. Co-sponsored with IMC and Interior Design Society.

- Friday, April 21, 4:00-5:00 pm, *Photographing your Beautiful Spaces: Hiring The Right Photographer with Bert VanderVeen, VanderVeen Photographers*** There's a lot of work that goes on behind the scenes of an interior design photography shoot before the photographer even shows up. Did you hire the right photographer? Did you negotiate your image rights? Is your room properly staged for photography? VanderVeen Photographer's Bert VanderVeen explains the ins and outs of hiring the right photographer, how to get what you need from your photographer, and how to make your projects' photos to be magazine-worthy. There will also be a Q&A with Bert. Refreshments will be served. 0.1 CEU. Co-sponsored with IMC.
- Saturday, April 22, 1:00 – 2:00 pm, *2017 Color, Material, and Surface Trends with Color Marketing Expert Kathy Andersson***. Join color marketing expert Kathy Andersson in a visually rich presentation exploring color, materials, and surface trends in 2017. Kathy Andersson will provide expert insight on color choices, surface applications, and materials influencing tomorrow's consumers, as well as costly pitfalls to avoid when making design decisions. By the end of this seminar you'll have the tools to help you better communicate with manufacturers and customers about your color decisions. There will be a Q&A at the end with Kathy. An afternoon pick-me-up will be served. 0.1 CEU. Co-sponsored with IMC.
- Saturday, April 22, 4:00-5:00 pm, *Furniture Development: An Insider's Look From Inspiration To Creation with Product Developer and Interior Designer, Suzanne Kreiser***. Have you ever wondered what goes into the furniture development process and what it takes to create a functional, livable work of art? Product developer and interior designer, Suzanne Kreiser, will lead an informative "behind the scenes" look into today's furniture development trends and inspirations, and how the perfect blend of materials, colors, and textures are chosen to create these masterpieces. Suzanne will also reveal the "magic number" formula that is used to create each piece and how designs are translated into a sellable product. There will be a Q&A at the end with Suzanne. An afternoon pick-me-up will be served. 0.1 CEU. Co-sponsored with IMC.
- Sunday, April 23, 11:00 am-12:00pm, *The Art of Wallcoverings: A Discussion with Candice Olson***. Incorporating all aspects of using the luxury of wallcoverings to enhance, and ultimately elevate spaces and your bottom line, will be discussed in this broad ranging seminar with one of America's favorite designers, Candice Olson. Discover how usage of wallpaper can define spaces and create new and exciting way to decorate that speaks to the individuality of your customer. A question and answer period will follow. Refreshments will be served. 0.1 CEU. Co-sponsored with IMC and York Wallcoverings.
- Sunday, April 23, 1:00-2:00 pm, *Passion for Leather: Use Leather With Confidence In Your Design Projects, with Interior Designer Corey Damen Jenkins and Leathercraft's David Sigmon and Tara Boyd***. Explore leather's beauty, versatility, strength and timeless style with interior designer Corey Damen Jenkins and Leathercraft's David Sigmon and Tara Boyd in an informative seminar about the role of leather in today's marketplaces and the advantages of using leather for home interiors, as well as specifying the correct type of leather based on environmental factors and performance needs. This

seminar will examine the utilization of textiles mixed with leathers for home furnishings use, noting various combinations of content, look, durability, and texture to explore how leather and textiles can and should be used in combination for overall durability, visual interest, style and drama, as well as performance and cleanability. There will also be a Q&A with the panel. Refreshments will be served. 0.1 CEU. Co-sponsored with IMC.

- **Monday, April 24, 9:00-10:00 am, *How To Grow Your Business With Self-Publishing, with Shay Geyer of IBB Designs*.** Would you like to reach your customers in an engaging, inspiring, and profitable way? Interior designer and retail store owner Shay Geyer has tapped into the marketing power of custom publishing to help grow her business both locally and nationally through her quarterly magazine, IBB at Home. Shay will discuss how you can turn your brand into a household name with your own magazine instead of battling for limited features in trade publications; as well as explain how to get your magazine started and placed in front of readers – and ultimately increase your new client inquiries. There will be also be a Q&A with Shay. Refreshments will be served. 0.1 CEU. Co-sponsored with IMC.
- **Monday, April 24, 4:00-5:00 pm, *Design Freedom & Flexibility: Using Performance Fabrics For Your Design Projects with Valdese Weavers' Blake Lindsay*.** Performance matters, especially when you design for homes to be lived in. Please join Valdese Weavers' Blake Lindsay for an informative seminar about the versatility of using performance fabrics for your interior design projects and how they can keep your designs looking beautiful, fresh, and clean for years to come. Learn how performance fabrics can enhance and protect your designs, and leave your clients happy—even after the dog tracked mud on the sofa. There will also be a Q&A with Blake. Refreshments will be served. 0.1 CEU. Co-sponsored with IMC. Refreshments will be served.
- **Tuesday, April 25, 1:00-2:00 pm, *Trends, Takeaways and Insights from Spring High Point Market with Cindy Hodnett, Designers Today*.** It's impossible to get everywhere at market, so join Cindy Hodnett, Editor in Chief, Designers Today and Upholstery+Style Editor, Furniture Today, for a look at trends, consumer influences on new product lines and market takeaways you might have missed. Cindy will discuss various trends, new product launches, color trends and many other exciting observations that will help designers take the most from market. Enjoy lunch in the Alden Parkes showroom while gaining news you can use to grow your business. 0.1 CEU. Co-sponsored with IMC. Lunch will be served.

For more information visit <http://aldenparkes.com/hpmktseminars>

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**About Alden Parkes:**

Known for their timeless designs and captivating details, Jacksonville, FL.-based furniture manufacturer, Alden Parkes, offers an extensive line of high-end home furnishings: whole home, upholstery, and occasional pieces made from premium materials, hand carved wood and USA-manufactured upholstery. Alden Parkes offers a broad spectrum of styles and shapes, ranging from formal traditional to classic modern and everything in between.