



HIGH POINT MARKET
**Showroom Design
Competition** v.2011



Design





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Competition** v.2011

A Celebration of Creativity

Market Week showrooms are an endless source of fabulous ideas for product displays and merchandising strategies. Now in its 5th year, the annual Showroom Design Competition honors the most creative and inspiring displays — and gives you an excellent resource for fresh thinking in product presentation.

The 2011 competition featured two awards. Best of Market is a formal, juried contest, judged by respected industry experts. It singles out the one showroom that exemplifies design excellence for 2011, and gives special recognition to the first and second runners-up. The judges this year were Margaret Russell, editor in chief of *Architectural Design*; iconic architect and designer David Easton; and Tracy Bulla, senior style editor of *Home Accents Today*.

The second award is the People's Choice Award, which honors the voice of our customers by allowing Market Week attendees to select the one exhibitor who did the best job of capturing attention.

Congratulations to [Red Egg](#), the 2011 Best of Market winner and to [Four Hands](#), the 2011 Market Week People's Choice winner. First Runner Up in the Best of Market competition went to [C.R. Laine](#), followed by Second Runner Up [BeeLine by Bunny Williams](#). In the following pages, you'll find photos and descriptions of these showrooms, as well as photos of 2011 Best of Market Week entrants.



highpoint MARKET
the world's home for home furnishings



BEST OF MARKET: RED EGG

415 WEST HIGH AVENUE

CAROL GREGG, PRESIDENT,
WITH LISA SHERRY INTERIEURS OF HIGH POINT

Red Egg was recognized by the judges for its serene display space and its use of accessories to layer a white-on-white palette. The 14-year-old accent furniture company is also known for its sophisticated and fun colors in recreated classic furniture pieces, reinterpreting each piece into something new and trend-forward. Red Egg manufactures its products in the U.S., and offers a unique showroom experience in a renovated historic High Point home.



BEST OF MARKET
FIRST RUNNER UP
C.R. LAINE FURNITURE

IHFC H1004

SHOWROOM DESIGN BY HOLLY BLALOCK,
MOLLY NORTHERN, DARLENE PARKER

Move over tartan plaid — this is not your menswear-inspired equestrian. While fox hunts across the English countryside have inspired both apparel and interiors for many seasons, today's most fashion-forward equestrian looks are imbued with the grace and style of Kate Middleton. Fresh color and clean lines; graceful curves and tasteful — not fussy — tailoring. To complete the look, custom sized and tinted artwork from Soicher Marin, lighting from Currey & Company.



BEST OF MARKET
SECOND RUNNER UP
BEE LINE HOME BY
BUNNY WILLIAMS

310 NORTH HAMILTON STREET

BUNNY WILLIAMS, PRESIDENT AND INTERIOR DESIGNER

BeeLine Home by Bunny Williams is a collection of home furnishings and accessories that concentrate on scale, exceptional finishes, and hard-to-find pieces. The completely-redesigned showroom featured a stripped-down aesthetic with a Northern European influence. The walls are simple painted planks, the upholstery is covered in muslin and natural fabrics, and a subtle color palette warms the space. The overall effect is clean and modern — a perfect background for BeeLine's variety of silhouettes.



PEOPLE'S CHOICE AWARD FOUR HANDS

UNION SQUARE P202

FRANCES WEIL, VISUAL MERCHANDISER;
AARON LOFTON, MERCHANDISING COORDINATOR;
CAMERON COOK, PUBLIC RELATIONS MANAGER

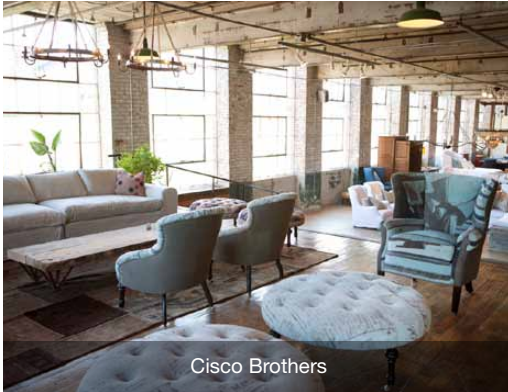
Launched in 2009 to honor the voice of our customers, the Market Week People's Choice Award takes showroom competition to a whole new level. Not only does the winning exhibitor have to present a spectacular display, they have to create enough excitement to inspire their guests to vote them to the top.

To win this award for the second year in a row, Four Hands raised the bar at Market with a Mad Hatter theme. Showcasing a magical hanging sofa with a garden underneath, a neon yellow deer as a centerpiece, a hanging army truck, graffiti panels, and a life-sized chess board, the Four Hands showroom hit the eyes at every level. Four Hands has also received the Best of Market Award in the past, so they are veterans in this competition.

OTHER ENTRANTS:



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OTHER ENTRANTS:



Drexel Heritage



Dorya



Dstripped Upcycle



Fairmont Designs

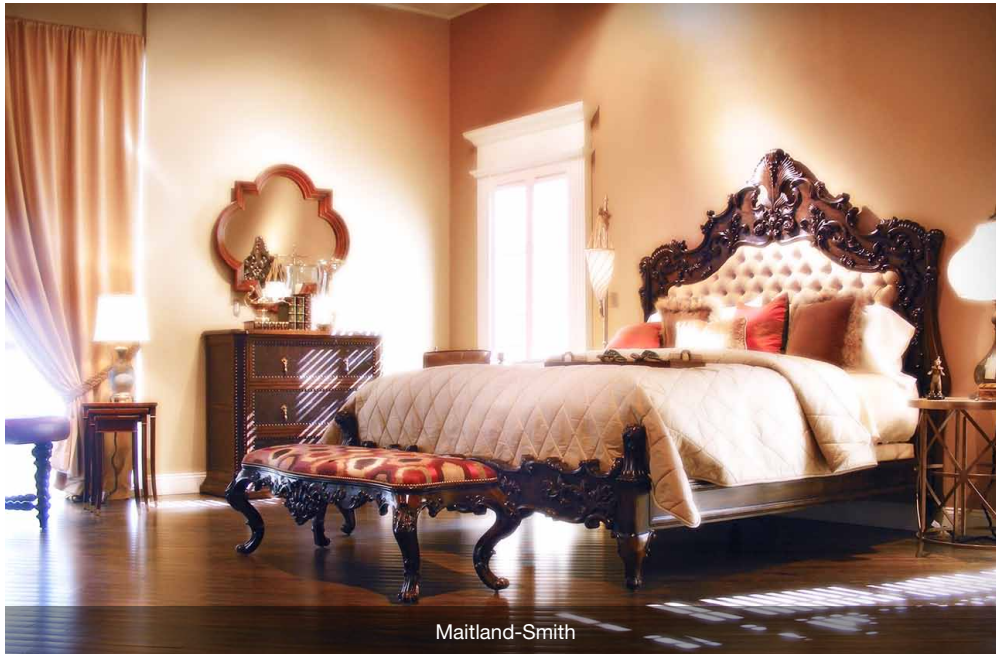


Furniture Source International, Inc.

OTHER ENTRANTS:



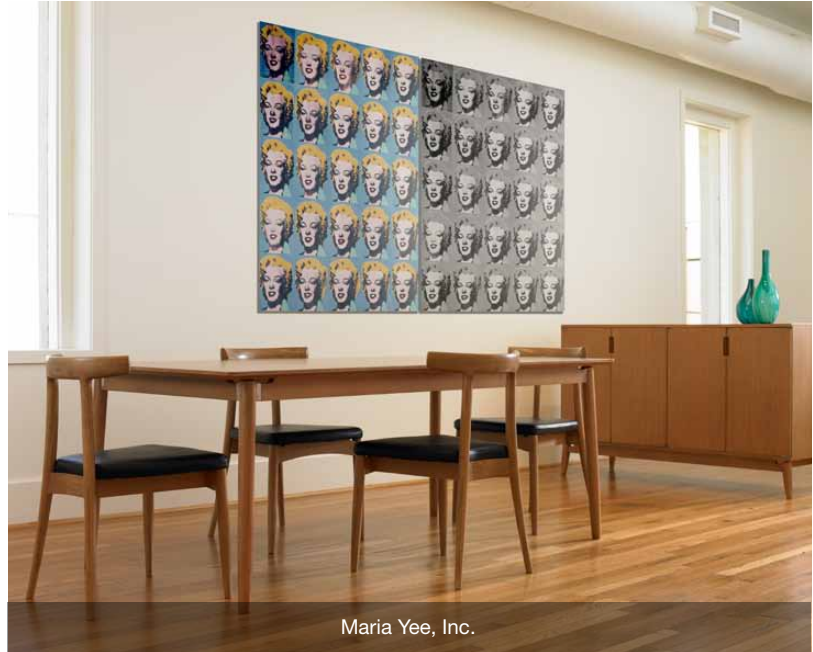
OTHER ENTRANTS:



OTHER ENTRANTS:



Marge Carson



Maria Yee, Inc.



Napa Home & Garden



Nova Lighting

OTHER ENTRANTS:



Panama Jack



Polart



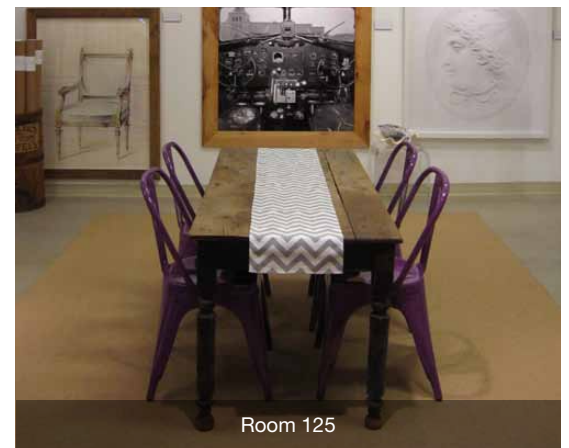
Phillips Collection



Regina Andrew Design



Robin Bruce



Room 125

OTHER ENTRANTS:



Stanford Furniture



Tempaper



Thomasville



Wildwood Lamps