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Where Design Happens[®]

For Immediate Release

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Exclusive Designer Lounge Launches at High Point Market

Steelyard partners with Universal To The Trade to host the first designer-only, pop-up workspace at High Point Market

HIGH POINT, N.C., Sept. 27, 2016 – This fall, for the first time ever, interior designers will have a dedicated space to work, meet and relax during High Point Market thanks to Steelyard and Universal To the Trade. The inaugural HPMKT Designer’s Lounge will be hosted by Universal in its beautifully renovated building at 101 South Hamilton St., located front and center next to Showplace and across from the IHFC.

Over the past several years, High Point Market has steadily increased the volume of professional interior designers attending Market. Designers have an increased role in specifying products for residential, contract and hospitality clients and more manufacturers are opening their showrooms to them. As a result, High Point Market has become very designer friendly and now registers thousands of designer attendees each year.

“Designers are an important part of our business. It’s one of the key reasons we made the move to downtown High Point, so signing on as host for the Designer’s Lounge was a natural fit for us,” said Neil MacKenzie, Universal’s director of marketing. “Whether they simply need a space with comfortable seating to get off their feet, relax, recharge and visit with colleagues, or if they’ve got work and planning to do, they’ll have everything they need at the Designer’s Lounge at Universal.”

The Designer’s Lounge will be located within Universal’s To The Trade showroom area, a space with more than 10,000 square feet dedicated exclusively to interior design professionals. It will be filled with various amenities designers need to survive long Market days: coffee, organic juices, snacks, bag checks, ample lounge and work spaces, charging stations, computers, tablets, Wi-Fi and a printer. Market guides, event/seminar calendars and maps will be available throughout the lounge to assist with planning showroom visits. And a Steelyard concierge will be on hand throughout the week to assist with any other needs designers may have.

The Steelyard Designer's Lounge at Universal will be open Saturday, Oct. 22, through Wednesday, Oct. 26, from 8 a.m. to 5 p.m. It is free to designers but they must register either in advance of Market online at info.steelyardaccess.com/designerslounge, or in person at the Lounge during Market hours. Those designers that RSVP online by Oct. 14 will be entered to win their choice of select Universal To The Trade accent tables during Market. Winners will be announced Sunday and Monday at Market via Instagram @universaltothetrade.

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Designers are also invited to attend Universal's Semi-Annual Soiree for cocktails, hors d' oeuvres, live music and merriment beginning at 6 p.m. on Monday, Oct. 24.

"We created the Lounge to provide designers a space equipped for all their needs at Market," said Steelyard Founder Stacey Tiveron. "Universal is the perfect host. Its building is gorgeous and its dedication to the interior designer is felt from the moment you walk through the front door."

About Steelyard:

For nearly two decades, Steelyard has supported the interior design industry with an innovative online service that provides trade professionals with the inspiration and information they need to deliver exceptional residential and commercial projects to their clients.

Offering over 100,000 products from 400+ manufacturers, Steelyard is the largest specification platform catering exclusively to the professional design community with a reach of tens of thousands of users helps promote and connect new products with real market demand. For more information, visit www.steelyardaccess.com.

About Universal:

Universal Furniture creates quality furnishings for the whole home with a focus on function and lifestyle. The company's casegood, upholstery, accent and accessory designs are developed under the brand names Universal Furniture (Lifestyle Collections), To The Trade (Interior Design) and Smartstuff™ (Baby and Child), and sold through retailers and interior designers throughout North America and around the world. Founded in 1968, Universal Furniture is a brand of Samson Holdings, one of the world's largest vertically integrated furniture manufacturers. For more information, please visit www.universalfurniture.com, or find us on Facebook, Instagram and Pinterest [@UniversalFurn](https://www.instagram.com/UniversalFurn).

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