

AMERICASMART HOME

Décor, Rug, Furnishings & More

ATLANTA | JANUARY 8-15







INK WELL

Saturated, inky shades of green are emerging on the color scene, bringing an edge of sumptuous luxury to home décor, especially when married with gold and brass. The velvety, rich shades represent the move along the color wheel from the still-dominant blues, but work nicely when presented in tandem as well.



Blue Ocean Traders



Currey & Company



Wendover Art



Port 68

Made Goods



Global Views



Lacefield Designs



Momeni



Bungalow 5

Zentique



Smith Honig



A&B Home



Zuo



MORSE CODE

Imprecise and a bit whimsical, dots and dashes are making a bold style statement, especially showcasing black against a white background. Mirroring a strong trend in fashion, this look is “spot on” in home settings as well.



Made Goods



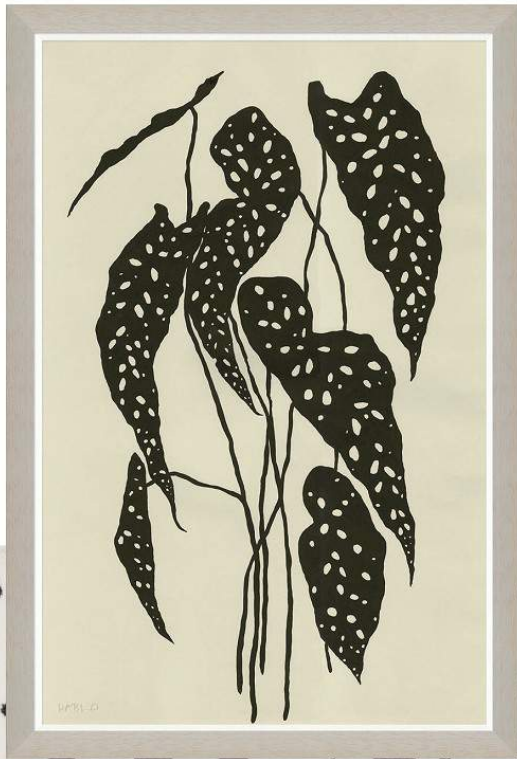
Annie Selke



A&B Home



Arcadia Home



Soicher Marin



Made Goods



IMAX



Surya

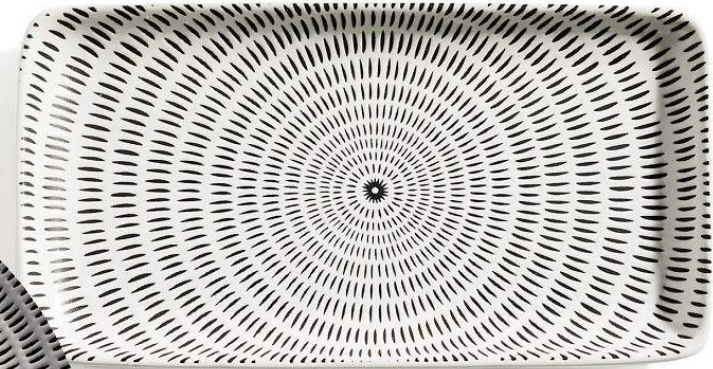


Melrose International





Currey & Company



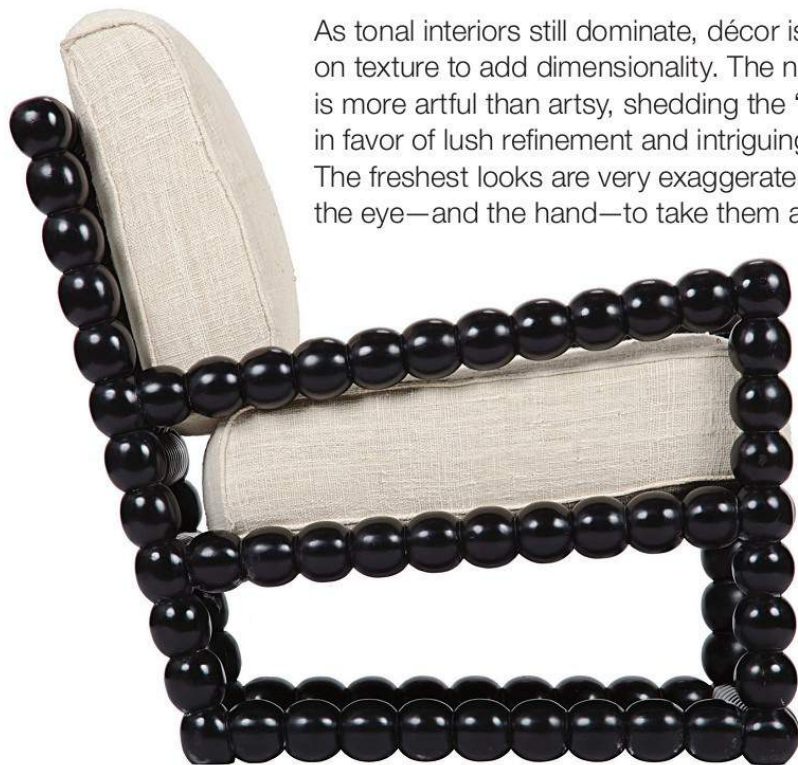
Napa Home & Garden



Pigeon & Poodle

texture time

As tonal interiors still dominate, décor is leaning heavily on texture to add dimensionality. The new take on texture is more artful than artsy, shedding the “crafty” look in favor of lush refinement and intriguing sophistication. The freshest looks are very exaggerated and draw the eye—and the hand—to take them all in.



Noir



Ro Sham Beaux



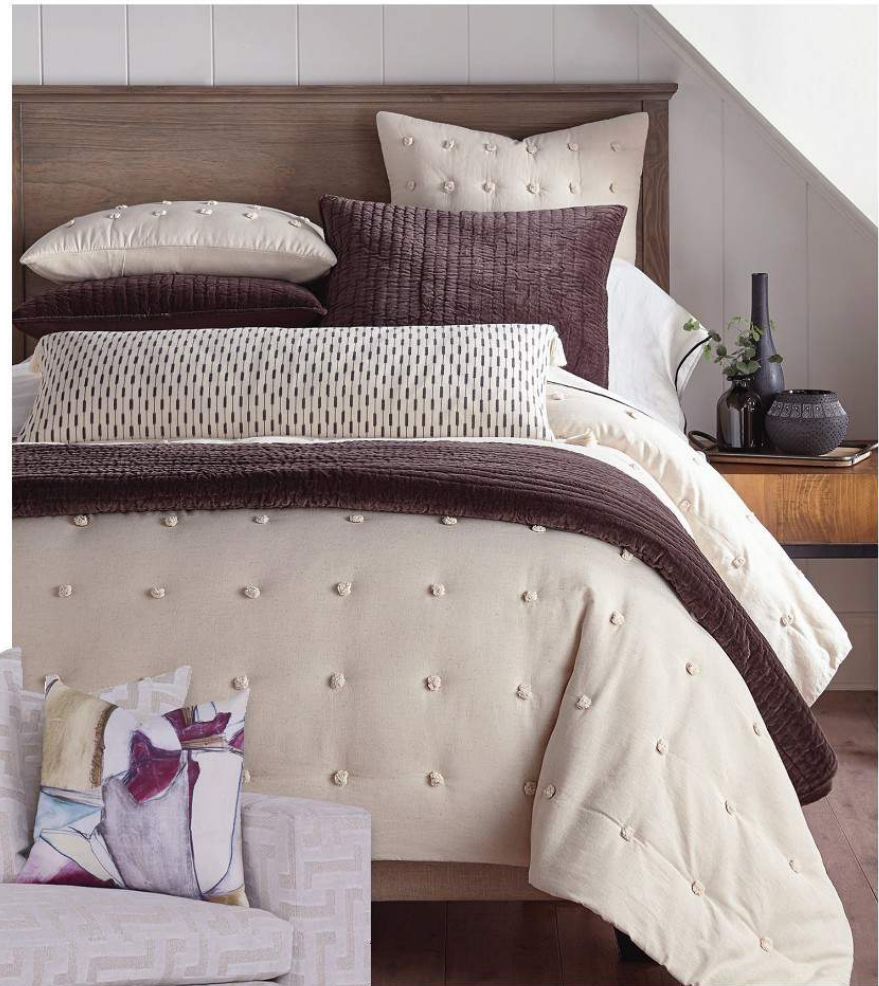
Ngala Trading



Abbott



Ambella Home Collection



Amity Home



Currey & Company



Abigails



Classic Home



Howard Elliott



Nourison



Piper Collection



Beth Krupa, Beth Krupa Interiors



Julie Holloway, Julie Holloway Studio



John Fernandez, John Fernandez Interiors



Kristin Kong, K Kong Designs

EYE ON DESIGN

How would you describe your signature style?

BETH KRUPA

I enjoy the use of color to define the space, whether it's in the sourced art, custom fabrics or designed area rugs. In a more monochromatic scheme, texture and the combination of them would be the defining element. Otherwise, I prefer our spaces to feel collected and acquired, which works perfectly with the artisanal trends happening now. That

being said, it's become more and more important to show restraint. The edit can be as important—the same as in fashion where what you are not wearing can be a statement.

JULIE HOLLOWAY

Some have described my style as “fresh.” I like to call it bohemian meets modern meets country.

JOHN FERNANDEZ

Collected and curated. One of the lovelier compliments I receive from clients and their friends is that my interiors do not

look “decorated.” The rooms look as though they happened naturally.

KRISTIN KONG

My personal style in my own home is an eclectic mix of everything I love. I am drawn to design with clean lines, a retro feel, bold in color, with layers of texture and found objects. My style is saturated in color and pattern and accented with textural items and metallics.

DENISE MCGAHA

My style is a blend of classicism and modern strokes of color. I love using color

in unexpected ways to create bold interiors for our clients.

JAY JENKINS

Tailored with an emphasis on quality over quantity. Contemporary art in traditional spaces is a constant theme, too.

JASON MITCHELL

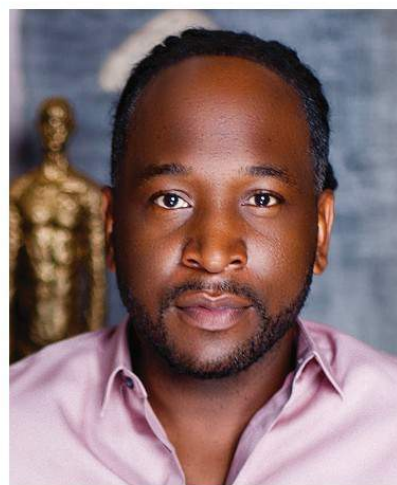
Curated. Timeless. I love mixing old and new pieces in a space that creates curiosities throughout a room that sparks the “why” and “where” questions.



Jay Jenkins, Jenkins Baer Associates



Denise McGaha, Denise McGaha Interiors



Jason Mitchell, J Ansel Designs

JASON MITCHELL

As a child as far as I could remember, my grandmother and mother would often challenge my “peculiar” or my creative from a perspective that was never afforded to them and was often snubbed of me by others. They allowed me to create spaces in the home, afterward inviting neighbors over to see what I’d done. They often gave me the opportunity to accompany them to antique shops and yard sales around town and allowed me to choose something that I thought would look great in our home. It never dawned on me that this would lead to an affinity for styling interior spaces that others would call their home.

When and how did you know you wanted to design interiors as a career?

BETH KRUPA

My focus slowly shifted from fashion and retail as an executive buyer toward interior design with each move my family made (12 homes across four countries in 25 years of marriage). The emotional power of feeling my family get quickly settled through my design process was exhilarating. As soon as we returned to Connecticut, four years of design school soon followed, and I was hooked.

JULIE HOLLOWAY

I really say that this career chose me instead of the other way around. After my

husband and I renovated our first home, I knew I couldn’t stop, and I wanted to share this gift with others. This didn’t happen until my mid-30s. I used to teach high school English!

JOHN FERNANDEZ

I was working as head of visual merchandising at an upscale furniture store in New Orleans, and was sent out on a call to help a gentleman figure out a solution to his “drapery issue.” I was intimidated when I arrived at the English Tudor mansion on Audubon Park. Greeted by a butler, I was ushered into the drawing room. I looked around and thought, “Wow, this is bad.” I got over my intimidation and realized that I was equipped to make it better. My experience creating vignettes for the store served me well. I became “lead designer” for the store, and eventually launched my own business.

KRISTIN KONG

I started out in the fashion industry in New York City. I knew I wanted to do something creative, but fashion didn’t seem to be the right niche for me. It was my mom who suggested I look at interior design and it’s a perfect fit!

JAY JENKINS

I knew at a young age. I was the kid that was sketching floor plans instead of doing my homework.

DENISE MCGAHA

When I was faced with a 5-day-old newborn on 9/11, I made a decision to turn to my passion for a career. After analyzing my life and career, I knew I wanted to be in design. I have never looked back after opening my own firm when my son was 6 months old.

What’s your favorite part of your job?

BETH KRUPA

The ultimate high of feeling it all come together on installation day and the client’s reaction. We really change how people live and feel each day in their homes. We can change their whole outlook!

JULIE HOLLOWAY

Installs!

JOHN FERNANDEZ

The people and the relationships. Clients become friends, always. The jobs become collaborations, and the homes seem, somehow, “ours.”

KRISTIN KONG

Helping my clients achieve their dream spaces.

WHAT ARE THE DESIGN “RULES” YOU LOVE TO BREAK?

BETH KRUPA

Symmetry. This is the most often seen “rule” that I love to see undone with a more interesting (and harder to achieve) look of balance. A good example is a living room where we are building a fireplace in the center. For the right side we are customizing a gorgeous Lorts bookcase from thick natural maple and distressed silver leaf on the back. And instead of placing a matching one on the other side, we are placing a weighty console table with large, bold artwork and a large-scale vase to perfectly balance the weight of the bookcase. The space still has the easy feel because it is balanced, but not symmetrical. I just think it’s a more interesting and well-designed space than the expected symmetrical look.

JULIE HOLLOWAY

That things need to match; that you can’t put inexpensive items in an expensive home (it’s so stuffy if it’s all high end!); that you have to place a mirror over a bath vanity (why not a painting instead?); and you can put a bed in front of a window.

JOHN FERNANDEZ

I love to use dark colors and oversized pieces in very small rooms.

KRISTIN KONG

I don’t follow rules. I follow my instincts. I like to mix big patterns with other large-scale patterns.

JAY JENKINS

Painting small rooms dark; the corners recede and the room actually looks larger.

DENISE MCGAHA

Symmetrical furniture plans in a living room. I prefer smaller vignettes with comfortable seating options. I also believe in wallpapering walls and ceilings. I am not worried about keeping the pattern to a minimum. More is more.

JASON MITCHELL

Ceilings, trim and baseboards can be painted a different color—it’s only paint.

JAY JENKINS

Drawing floor plans, actually. It’s a quiet moment that seems filled with lots of possibilities. I love walking through these rooms and plans in my mind’s eye.

DENISE MCGAHA

Putting together a room scheme starting with a pile of textiles, and then building a story.

JASON MITCHELL

Finding the impossible and making it memorable for the client. Telling the untold story.

What’s the first piece you like to begin a room design?

BETH KRUPA

Ideally the artwork, but more practically and most often, we look at the largest, most functional and defining pieces of furniture first. Once the space is anchored, the room comes together more organically.

JULIE HOLLOWAY

Art.

JOHN FERNANDEZ

Furniture layout. I always think of the human element as it relates to conversation distances, options for sitting and tables for drinks, etc. A good layout is key to building a great room.

KRISTIN KONG

There is no common place we begin. If a

client has a meaningful piece of furniture that may be the starting point, but it could be anything—an amazing fabric, rug or piece of art. There is no formula and we never know when inspiration will strike! In my personal home, wallpaper and fabric patterns were the inspiration.

JAY JENKINS

The architecture. The bones need to be correct to make for a seamless and complementary background.

DENISE MCGAHA

A rug or carpet, which will often set the tone for the room. And one unexpected piece—a unique chair or great artwork, preferably an original.

JASON MITCHELL

That piece that’s important to the space. That piece that creates conversation and holds energy. Whether your friends and family like it or not ... and no, I’m not hanging it or displaying it just because you gave it to me. Ask yourself, “Does it feel right?” Follow your instinct.

What are your go-to colors?

BETH KRUPA

I love the neutrality of Benjamin Moore OC-28 Collingwood. OC-68 Distant Gray is a beautiful soft white. For a rich, deeply painted wood (i.e. study, mudroom) I like the complexity of Farrow & Ball Hague Blue No 30. This deep blue/green works equally well with a masculine or feminine décor. The walls of our studio

are OC-51 Intense White, which is a great backdrop for all the colors and textures we work with, but still has a calming effect in the space.

JULIE HOLLOWAY

Cream, green and blue.

KRISTIN KONG

Color choice is individual for each client. I do have some go-to colors that we tend to use more than others and I have also used in my personal home: Sherwin-Williams Black Fox, SW Functional Gray, Benjamin Moore Kendall Charcoal, SW Agreeable Grey and SW Pure White. These “go-to” neutrals pair well with a multitude of color choices.

JOHN FERNANDEZ

For light and airy interiors, I use Benjamin Moore Vanilla Milkshake. My go-to darks are Iron Mountain and Regent Green, also from Benjamin Moore.

JAY JENKINS

White (Benjamin Moore OC-17 always), charcoal, putty, paper bag tones.

DENISE MCGAHA

Green, blue, charcoal and mushroom browns and grays.

JASON MITCHELL

Benjamin Moore White Dove OC-17, Sherwin-Williams Tricorn Black SW 6258 and Sherwin-Williams Mindful Gray SW 7016. When I'm stuck, I draw inspiration from the fashion world and natural landscapes.

How did you earn your first paycheck?

BETH KRUPA

At the age of 14 I would come at closing time to the small restaurant where my older sister worked and sweep up or put things away for free until the manager offered me a job. I've been working ever since, with a few short breaks while living abroad with my family in Hong Kong, London and Bangalore.

JULIE HOLLOWAY

My best friend from high school hired me to redesign her home. She paid me \$1 to be my first true paying customer.

JOHN FERNANDEZ

I was 16 years old, working in a bakery and deli. It was awful, and I think I ate all of the profits.

KRISTIN KONG

Scooping ice cream! My first paycheck was from Haagen-Dazs, where I fell in love with Belgian Chocolate Chocolate ice cream. Straight out of college I worked in fashion in NYC.

JAY JENKINS

Working at a great summer camp.

DENISE MCGAHA

Shoveling horse stalls at a neighboring stable.

JASON MITCHELL

Tossing the Griffin Daily Newspaper.

WHAT'S HOT? WHAT'S NOT?

BETH KRUPA

Opal emerged from the Milan jewelry show and was even shown with pearls, rubies and emeralds. All of these colors, and indigo, are fresh, but smoky and complex. I especially love lilac. I don't really like to say when things are “not hot,” as my sensibilities may differ from another designer's. I can tell you I am seeing less nailheads in furniture, less lacquer and less seriousness in general.

JULIE HOLLOWAY

I'm into vintage art, olive green, sculptural pieces, wood and wicker. I'm over Edison bulbs, chippy pieces and anything theme-y (like “farm fresh eggs” signs!).

JOHN FERNANDEZ

Mixing modern elements with weathered antiques is a classic mix, but it also happens to be “a thing” right now. Not hot is a tough call for me because I believe all styles have merit. That said, I think the oversized upholstery pieces of a few years ago are a bit “done.”

KRISTIN KONG

For me it's not so much what's hot and what's not. You should live with what you love, whatever is timeless and enduring to you. A trend on the way out is oversized furniture. Clients are very focused on efficient use of space and quality over quantity in home design. A trend that's “hot” is the use of bolder and brighter hues, mixing unusual color pairings, patterns and texture.

JAY JENKINS

Brown furniture is making a big comeback.

DENISE MCGAHA

Hot: Quality in furnishings; brown is back; wood grain and plaster finishes.

Not: Chocolate leather, large nailheads, tufted headboards with diamond buttons, and buying a cheap sofa with woven gray fabric.

JASON MITCHELL

Hot: Go for the gusto and stop following the trend—set it! Obsess over every single detail. After all, you have to live with it!

Not: The thoughts of others on your space. Try it, and if it doesn't work, change it!

FAVORITE AMERICASMART DESTINATIONS?

BETH KRUPA

The High Design temporaries in Building 2 are a great mix of trending home accessories, gift items and unique novelty. Favorite vendors in this area are Vagnbys, Snurk Amsterdam and Fiore. My favorite vendor in HD Home in Building 1 is Kelly O'Neal. Kelly's art is so vibrant and makes for a great statement piece in any room.

I spend the greatest length of time on the 12th through 15th floors of Building 1. I love Classic Home on 12; and J Douglas, Leftbank Art, Noir and Regina Andrew are my go-to's on 13. Ambella, Caracole, Global Views, and Currey & Company are my favorites on 14, and Codarus, Legend of Asia, Phillips Collection, Ro Sham Beaux and Wendover Art are my favorites on 15. For other art, I use Oliver Gal and Wink Gaines. For holiday, I never miss Shishi.

JULIE HOLLOWAY

J Douglas, Codarus, Charles Ray & Associates, Go Home, Europe 2 You.

JOHN FERNANDEZ

J Douglas, Codarus and Zentique are always my starting points. I love my recent discovery of Jaipur Living for rugs.

KRISTIN KONG

I love visiting AmericasMart and look forward to new showrooms to discover. Some of my favorite destinations include Made Goods, J Douglas, Wendover Art, Jaipur Living, Leftbank Art and Golden Oldies.

JAY JENKINS

Emissary, Global Views, Art & Frame Source, Palecek and many, many others.

DENISE MCGAHA

Currey & Company, Codarus and Wendover Art.

JASON MITCHELL

J Douglas, Codarus, Palecek and Oly Studio.

What are some pro tips for shopping at market?

BETH KRUPA

Schedule your seminars ahead of time and work around them. Those events, advice and words of wisdom have stayed with me for years. I like the juried and multi-vendor review floors for a quick start; then I can focus on my home and design vendors with more time.

I always leave time to explore floors to find new vendors—that's the great fun, besides building the wonderful vendor and designer relationships we've had through the years. My most important tip is to take a picture of the showroom name, then snap the room (after getting permission of course), and the detailed information and tags.

JULIE HOLLOWAY

I never plan to hit everything. I just don't have that much stamina and space in my brain! I use the market app and plan the showrooms on my must-see list, then those that I'd like to see if time and energy still allow. I check off the showroom after I visit!

Bring a phone charger and leave the heels at home. I snap photos of business cards and showroom names in case I lose anything. I do my best to open one new account each market. It's taken me 10 years, but now I have a good handful of vendors to source from. I don't worry that it's not a ton, but I do have a depth of knowledge for the lines I do have.

JOHN FERNANDEZ

Study the guide for categories: furniture and accessories, outdoor, gifts, etc. Start at the top floor. Work the whole floor until you get to the elevators again. You may see something that you did not think you needed. It's the best way to "discover."

Take the elevator or escalator down, and repeat. Grab a coffee at Starbucks (first floor) if you fade. Then pick up where you left off. Happy shopping!

KRISTIN KONG

Come with a plan! Having scaled plans and knowing the sizes of items you need for your clients is key. Take lots of pictures. Don't order until you are sure. Don't partake in too many cocktails!

JAY JENKINS

Plan your tour from the top down. Walking down a flight of stairs is easier than going up.

DENISE MCGAHA

Pack the most comfortable shoes you own and two battery packs for your phone. Document everything that you see.

JASON MITCHELL

The Golden Rule: The early bird gets the worm.

RETRO REDUX

Fun and funky, '70s-inspired styles are bringing groovy fun to interiors. The colors, the lines, the patterns and the vibe represent the next iteration of mid-century modern, creating an overall style that feels slightly familiar and nostalgic, but simultaneously current and fresh.



Mr. Brown London



Sea Stones



Blue Ocean Traders



Tripair International



Surya



Surya



Huff Harrington Home



Bethel International



Zuo



Leftbank Art



Zentique



The Phillips Collection

GIVE ME **GINGHAM**

A style direction in their own right, gingham and buffalo plaid (especially black and white) also function nicely as a ground for other colors and patterns, making them ideal for use in home spaces. Slightly quaint without being sweet, the ginghams of today are surprisingly timeless and versatile and are bridging into the plaids that are upcoming on the trend scene.

Surya



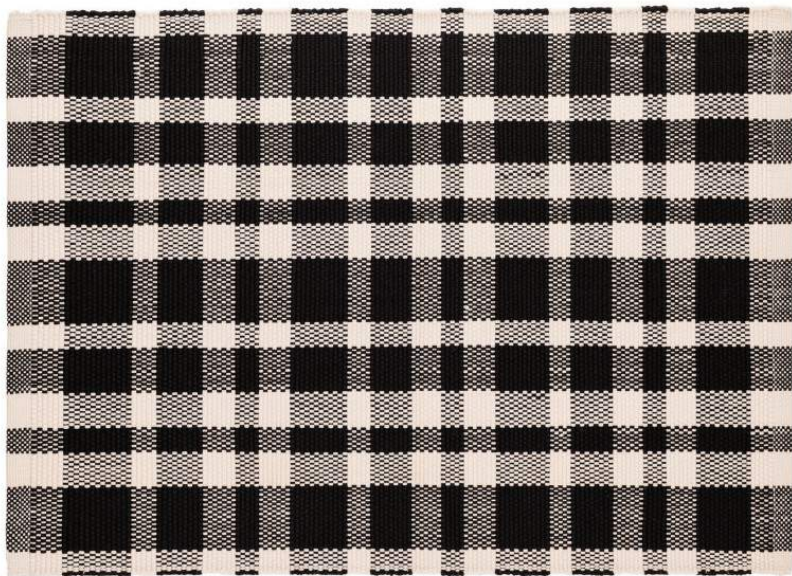
Phillips Scott



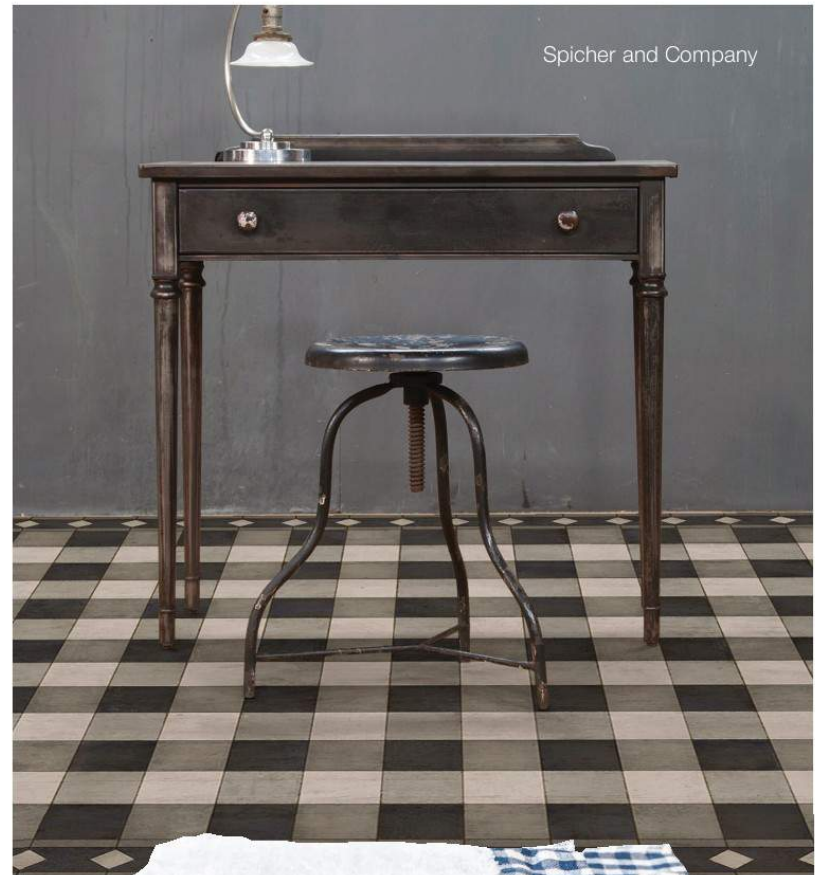
Surya



Bedford Collections



Dash & Albert



Spicher and Company



Kontex Lino Group



Ann Gish

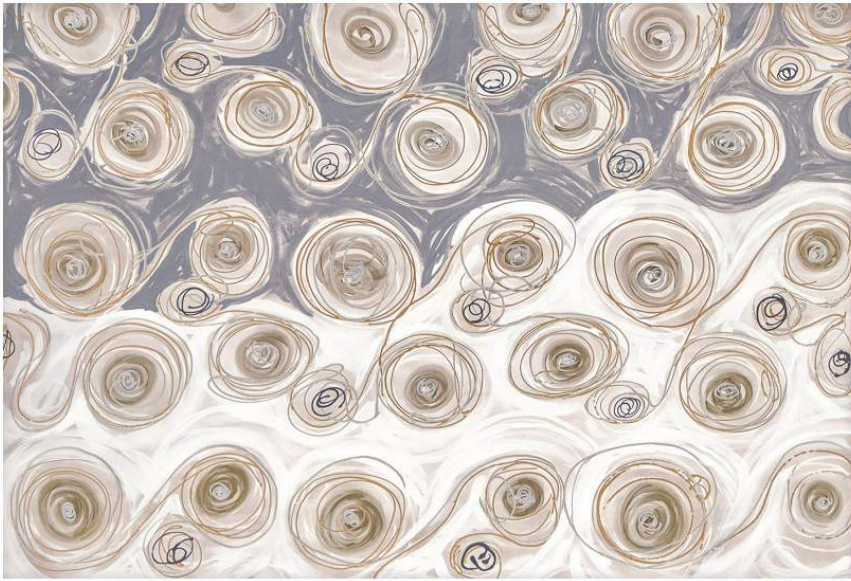
Ro Sham Beaux



SILVER AND GOLD

As the design world revels in its ongoing love affair with gold, accents and additions of silver to the rich warm tones feel especially fresh this season.

Gold is oh-so-hot, but silver is just so cool, making the marriage of the two feel just right.



Paragon



Oliver Gal



BIDK

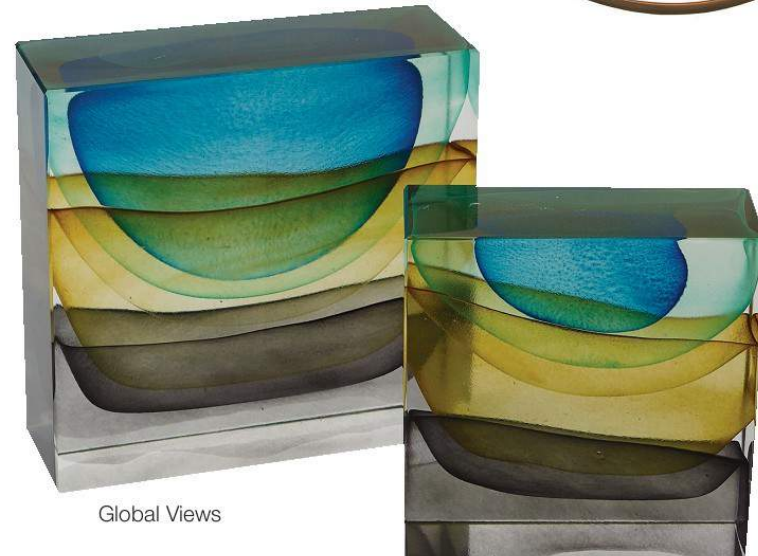


STAINED GLASS

Colored glass and acrylic take the stage, effectively offering softer hints of color in unexpected places. Seaglass-inspired shades are prominent, but the medium is adaptable to a range of hues and concentrations.



Currey & Company



Global Views



Ro Sham Beaux



Surya



UMA



Zuo



Abbott