



EVENT ALERT...

October 7, 2025

CURATED TO ELEVATE: "GET DOWN TO BUSINESS" AT ADAC THIS OCTOBER

*Where Designers, Architects + Creatives Gain Strategies, Inspiration + Tools to Shape Their Future Business
Registration is Now Open*

- WHAT:** "Get Down to Business" at ADAC
Sponsored by Business of Home, Fabricut, GEORGIA DESIGN Magazine, Peacock Alley, and Sherwin-Williams
- WHEN:** Wednesday, Oct. 22 | 10 a.m. – 5 p.m.
- WHERE:** ADAC Presentation Room, First Floor Atrium | 351 Peachtree Hills Avenue NE, Atlanta, GA 30305

ATLANTA: Brush up on your business skills and join ADAC for a day dedicated to helping designers, architects, and creatives at every level explore the ins and outs of running a business. From finance and branding to collaboration, editorial styling, and the future of color, featuring an exclusive first look at the Sherwin-Williams 2026 Colormix®, the day includes a series of well-rounded topics curated with success in mind. Whether you're launching, growing, or evolving your practice, this full day of insight-packed programming is designed to elevate your business. Registration is free and open now. Learn more and register for the event [here](#).

This is one of ADAC's signature annual events, and the schedule is as follows:

10-11 a.m. | Designing Financial Success: Smart Strategies for More Money Now

Determined to grow your design business this year but don't know where to begin? **Designer and entrepreneur Dwayne Bergmann**, who built his firm into a \$20 million operation over the course of a decade, is here to hand you the keys. They include proper capital planning, savvy cash management, and prioritization of margin identification across revenue streams. Equally important? Hiring practices that single out the candidates who will bring different strengths to the team. In this smart workshop, Bergmann outlines his easy-to-follow, eight-step method to set you up for financial success. From vertically integrated product design and niche category licensing deals to peer acquisition and staffing techniques, he offers immediately applicable tactics and invaluable insights to bring in the money and bolster your business in 2025. Sponsored by Business of Home.

11:15 a.m.-12:15 p.m. | Ignite Your Influence: Growing Your Business and Brand with Authenticity

In an industry where aesthetics often take center stage, **designer and entrepreneur Amber Guyton** has built a thriving brand rooted deep in authenticity. In this inspiring and practical talk, Guyton shares how she transitioned from blogger to business owner, growing Blessed Little Bungalow into a nationally recognized brand with multiple streams of income by creating her own lane and leading with purpose. Learn how to turn your personal story into a powerful brand foundation, combat imposter syndrome by focusing on your strengths, not your shortcomings, leverage your unique experience to build influence beyond your industry, and so much more. Whether you're building your influence online, navigating brand partnerships, or simply trying to stand out without selling out, Guyton's candid advice and lived experience will spark your confidence and reignite your creative direction. Sponsored by Peacock Alley.

1:30-2:30 p.m. | The Art of Collaboration in Design

What does true collaboration in design look like – and how do you cultivate it across disciplines, personalities, and projects? Join **celebrated architect Keith Summerour and interior designer Barry Dixon** as they explore how to accomplish just that. Drawing from decades of experience, they'll reveal how their creative process allows shared passions, enduring design principles, and adaptive styles to come together – resulting in timeless, meaningful work. This engaging session traces how strong personal relationships and a mutual respect for concept and craftsmanship fuel collaborative success. The session will also wrap with a candid discussion about where collaboration is headed next. Sponsored by Fabricut.

2:45-3:45 p.m. | Photo Styling for Editorial & How to Get Published

Join this dynamic panel that includes **local interior stylist Elissa Benzie, interior designer Cristi Holcombe, and photographer Catrina Maxwell** as they unpack the creative and strategic process behind crafting editorial-worthy interior images with moderator Fran Worrall of GEORGIA DESIGN. From composition and D.I.Y. prop styling to working with the perfect stylist and navigating through an editorial styled photo session, this conversation offers a rare behind-the-scenes look at how striking visuals come to life on the page and web. Featuring some of the industry's most respected voices, this session is a must for anyone passionate about storytelling through interiors – whether you're a new designer, seasoned designer or a design team. Learn how to style your next

project for that editorial look to capture the essence of a design narrative in a single frame. Sponsored by GEORGIA DESIGN Magazine.

4-5 p.m. | Sherwin-Williams Colormix® Forecast 2026

Led by **Clint Craven, Sherwin-Williams' Designer and Marketing Manager**, this CEU class will take the participant on directional color journey showcasing stimulating imagery, evidenced based findings, and a focus on Health, Safety and Wellness requirements that are found throughout the main color drivers as well as color, material and finish directions for 2026. Explore the macro trends influencing future color directions that include historic, psychological and sustainability factors that have insight over the four-color evolution stories for 2026: Frosted Tints, Sunbaked Hues, Restorative Darks and Foundational Neutrals. Designers will earn 0.1 CEU credits for attending this session.

Schedule and line up subject to change. Interviews with participants, ADAC General Manager Katie Miner, and photography are available upon request.

ABOUT ADAC: Built more than 60 years ago by renowned architect and developer John Portman in the prestigious Buckhead community of Atlanta, ADAC (Atlanta Decorative Arts Center) is a community-focused, nationally recognized leader in the world of interior design and home fashion, serving as the essential one-stop shopping resource for interior designers, architects, and builders. In November 2018, ADAC was acquired by ANDMORESM and parent company Blackstone, the world's largest operator of premier showroom space for the furnishings, home décor, and gift industries. The ADAC campus consists of ADAC and ADAC WEST, three restaurants, The Hungry Peach, KR Steakbar, and Krog Bar – Coal Fired Pizza, and more than 550,000 square feet featuring over 40 design studios and more than 65 showrooms offering over 1,500 of the industry's finest product lines, including furniture, fabric, rugs, lighting, accessories, floor and wall coverings, antiques, fine art and framing, kitchens, bath, tile, and stone, and home theater products. Likewise, ADAC's extensive services include custom designs such as framing, electronic systems, and kitchen cabinetry. To learn more about ADAC + ADAC West, visit adacatlanta.com.

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