

The official daily publication of the Atlanta  
International Gift & Home Furnishings Market



AmericasMart Atlanta

# Home Accents Today

## Gifts & Decor ACCESSORIES

# Sunday



HomeAccentsToday.com

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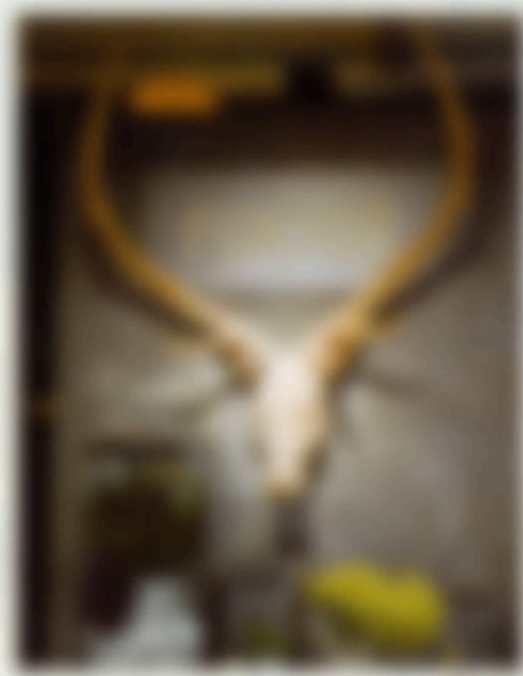
GiftsAndDec.com

### Stag Party

With the summer months upon us, it's time to plan the perfect stag party. Here are some ideas to help you get started.

By [Name]

When it comes to planning a stag party, there are a few key elements to consider. First, you need to choose a location that is suitable for the group. Second, you need to decide on a theme that will be fun for everyone. Third, you need to make sure that the party is well-organized and that everyone has a good time.



### Holding Patterns

When it comes to holding patterns, there are a few key elements to consider. First, you need to choose a location that is suitable for the group. Second, you need to decide on a theme that will be fun for everyone. Third, you need to make sure that the party is well-organized and that everyone has a good time.



### Painted faces at ICA



ICA Home Decor celebrated its new showroom on Friday. As part of the fun, the company brought in famed body painter Filippo loco, who decorated models to coordinate with the company's wall decor designs. For more on the company's new name and location, see page 61.





## AmericasMart honors visual display winners

Each market, AmericasMart awards winners who excel at visual display according to winning Best of Category awards. All winners are featured in categories and judged on creative use of visual space, visual merchandising, product display, signage, lighting, lighting and walls and other creative ideas.

Best in Category winners receive Visual Display Award certificates and trophies. One Best in Show award is presented for the most outstanding display in the entire show. The winner received a cash award in the January 2008 Market — valued at approximately \$2,000. The market's Best in Show is Patricia & Michael Simpson, located in Building 1, 2000. Other winners from the show are:

<b>Building 1, Floor 2</b>	<b>Building 1, Floor 2</b>
Baroque House — Orleans 1000	W&W — Laguna Hills 1010
Coastal — Superior Home Goods 1100	<b>Building 1, Floor 10</b>
Delicately American — New City 1100	High Design — Design Supply 1100
Design Products — Provena Home Design 1100	<b>Building 1, Floor 3</b>
High Country Lodge — County 1100	Propaganda — The People 1100
Highland Park & The Cottage — County 1100	<b>Building 1, Floor 4</b>
<b>Building 1, Floor 5</b>	Highland Park & The Cottage — County 1100
Home Decor — Home Decor 1100	<b>Building 1, Floor 5</b>
Home Decor — Home Decor 1100	Home Decor — Home Decor 1100
Home Decor — Home Decor 1100	Home Decor — Home Decor 1100
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<b>Building 1, Floor 8</b>	<b>Building 1, Floor 9</b>
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<b>Building 1, Floor 10</b>	<b>Building 1, Floor 11</b>
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<b>Building 1, Floor 12</b>	<b>Building 1, Floor 13</b>
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Above, Katrina George, left, Tara Fortunato, Kris Honeyman and Sapna Shah cut the ribbon to ICA Home Decor's showroom, GM 1017, 1019. At right, models are painted to match wall decor



## ICA Home Decor rebrands, opens new showroom

BY JENNY HEINZEN YORK

INTERCONTINENTAL ART HAS rebranded itself as ICA Home Decor and opened its first showroom in AmericasMart this market.

The company was founded in 1976 as a framed graphics producer, and now is expanding into more home categories and building itself into a lifestyle brand for independent home and gift retailers, as well as furniture chains.

ICA Home Decor works with fine artists to create its line of wall decor, pillows, rugs and decorative accessories.

Friday at the market, the company hosted an opening party and artist meet-and-greet. On hand were artists Sapna Shah, Matthew Menger, Debra Scolari,

Pamela Gladding and Madison Mercer. It also hosted the work of famed body painter, Filippo Ioco, Friday evening, with models painted to coordinate with the company's wall decor designs.

"This show is really the beginning of what we are going to do," said Arthur Rivera, director of marketing. "We decided, 'let's do it now.' We found a great location and we look different. Maybe the time is right to be different."

According to Tara Fortunato, chief merchandising officer, Atlanta was a natural place to launch the new brand.

"We have great respect for the Atlanta market," she said. "It always gets national retailers coming to the market, and it's always held its own and always has a lot of traffic."



ICA Home Decor has expanded its market to better showcase its new brand. The new line will offer art, home decor, and more. The collection, now from 100 artists, includes framed art, pillows, decorative accessories, and more. The new line will offer art, home decor, and more. The collection, now from 100 artists, includes framed art, pillows, decorative accessories, and more. The new line will offer art, home decor, and more. The collection, now from 100 artists, includes framed art, pillows, decorative accessories, and more.



SUNDAY ATLANTA

Fancy romance



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