

For Immediate Release

Contact: Clay Smith 704.999.5345

April 18, 2011

DESIGN YOUR LIFE FESTIVAL COMING TO HISTORIC SOUTH END, APRIL 29 - May 1

Charlotte, NC - Design Your Life Festival will bring world-class talent to the fore to connect with others, explore issues, do business, exchange ideas, and have fun. Scheduled April 29-30 and May 1 in Historic South End, Central Hubs of activities are the Design Center of the Carolinas and Atherton Mill. the Festival is both a cultural and a commercial event. The program ranges from major exhibitions to trade events, installations to talks and seminars, from product launches to receptions, private views and parties. The majority of events are free of charge - enabling visitors to participate, listen, learn, commission work, and make purchases.

The Festival is funded through a combination of public and private sources. The Festival is being held in association with south End Soul, an annual cultural event throughout Historic South End which is promoted by Charlotte Center City Partners. Design Your Life Festival partners include NARI of Greater Charlotte, Design Center of the Carolinas, RAM Realty Services, Atherton Mill, Edens and Avant, KOHLER, and Ferguson Bath Kitchen & Lighting Gallery.

Founder and Festival Chairman, Clay Smith, explains, "The Festival represents concurrent events stretched over 3 days. Visitors will be given an a la carte menu of activities to pick and choose from and staged by partner organizations across the design spectrum and representing the best that Charlotte has to offer." Before planning your visit check the individual event details on the event listing section of the website: designyourlifefestival.com.

A featured event during the Festival is the NARI Remodeling Show at Atherton Mill. Smith says, "In the retail space once occupied by a marketplace of interior designers, the NARI Remodeling Show exhibits will represent the most professional and ethical contractors in the business including general contractors, design/build, handyman services, electricians, plumbers, mold remediation & waterproofers, and specialty contractors." Atherton Mill has marquee tenants like Ferguson, the Market at Atherton, Icehouse, and Sola Salon. "The venue offers visitors a specialty show in a boutique setting offering resources for improvements, makeovers, restorations, whether personal, home or office," says Clay Smith.

More Information: designyourlifefestival.com -or- call Clay Smith 704.999.5345

EVENT SCHEDULE (SEE BELOW)

Event Schedule

Thursday, April 28, 2011

Opening Night Hosted by NARI Charlotte at Byron's, The Design Center Cocktail Hour 5:30pm - 6:30 pm
Dinner - 6:30 pm Email for information: director@naricharlotte.com

Concurrent events include:

Friday, April 29, 2011

- Breakfast at The Royal Wedding, Big Ben's, Atherton Mill, a gathering spot, Beginning at 5am
- The Bold Look of Kohler, Ferguson Kitchen, Bath & Lighting Gallery, 9am - 5pm • NARI Remodeling Show at Atherton Mill, 10am-8pm • Agents of Change - Design Brings Resolution, The Courtyard at The Design Center 10am - 11 am • Answer Me Dr Z, Universal Build, Universal Happiness, The Design Center, 11 am - 12 noon
- Sustainable Consultancy in Design, The Atrium at The Design Center, hosted by Second Eden Studio, a forum on being green sustainability by design Elena M. Michel. MSC 12 Noon - 1pm
- 2nd Annual Design Center of the Carolinas Highest Design Art Contest, DCC Water Tower, 1:30 pm
- Come Design Dinner, Dining by Design, The Atrium at DCC, 2pm - 3pm
- The Long Table, The Atrium, workshop, discussion, design and educational forums 10am - 11am
- Reconstruction Living Lecture, The Design Center, conducted by celebrated architect Harry Schrader, discussion of the Contributing Structure - utilization of architecture, infrastructure and landscape, 1pm - 2pm •
- Let's Talk About Color, Atherton Mill, Painting panel, 5pm - 6pm •
- Designer Consultations hosted by Lowe's during NARI Remodeling Show

Saturday, April 30, 2011

- Eat the Seasons, The Market at Atherton Mill , 9 am - 10 am •
- NARI Remodeling Show at Atherton Mill, 10am - 8pm •
- Kitchen & Bath Remodeling Seminar by Case Remodeling at Ferguson Bath Kitchen & Lighting Gallery 10am - 11:30am, Seating Limited, email logan@casecharlotte.com •
- The Bold Look of Kohler, Ferguson Kitchen Bath & Lighting Gallery, 10am - 5pm •

- The Long Table, The Atrium at The Design Center - workshop, discussion, design and educational forums 10am - 11am •
- Let's Talk About Color, Atherton Mill, Painting panel, 10am - 10:30am •
- Ask John & Dave, Atherton Mill, home improvement solutions, 11:30 am - 12:30 pm
- Ugliest Chair Contest , Water Tower at The Design Center 1pm - 2pm •
- Storage Design, Atherton Mill, Design for the Home, 2pm - 3pm •
- Let's Talk About Color, Atherton Mill, Painting panel, 3pm - 4pm •
- Answer Me Dr. Z, 7 Words You Can Say - Heart, Happy, Healthy, Humorous, Humus, History, Help - Why Each Is Important to a Healthy Lifestyle, Atherton Mill, 4pm - 5pm
- Designer Consultations hosted by Lowe's during NARI Remodeling Show

Sunday, May 1, 2011

NARI Remodeling Show at Atherton Mill, 10am - 2pm

Contact:

DESIGN YOUR LIFE FESTIVAL Festival Office: Design Center of the Carolinas 127 W. Worthington Ave.,
Suite 280 Charlotte, NC 28208 T 704-552-5552 designyourlifefestival.com