



INTERNATIONAL
MARKET CENTERS

IMC TO UPDATE AMERICASMART BUILDING 3 ENTRANCE AND LOBBIES

Renovation is Part of Atlanta NEXT Plan

ATLANTA – January 28, 2020 – International Market Centers announced today plans to transform the arrival experience in AmericasMart® Atlanta Building 3 as part of its Atlanta NEXT initiative, a multi-stage plan that transforms the campus through capital investments and strategic remerchandising of resources. Construction will begin in the second quarter of 2020 and will be completed by January 2021.

“Our goal with this project is to improve the arrival experience and overall styling of Building 3 to better reflect its place as a fashion and trend destination for Atlanta, the Southeast and beyond” said Bob Maricich, IMC CEO. “We see AmericasMart as a bold voice in defining what is next in design, fashion and retail, and these improvements better align the physical space with the influence of its markets.”



RENDERING: AmericasMart Building 3 at the corner of John Portman Boulevard and Ted Turner Drive

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RENDERING: New entrance of AmericasMart Building 3



RENDERING: Floor 2 lobby of AmericasMart Building 3

Street level façade improvements are concentrated at the corner of John Portman Boulevard and Ted Turner Drive and include moving the entrance closer to the street as well as new windows, hardscaping and landscaping. Inside, the first and second floors lobbies will be reconfigured to improve traffic flow with new escalators connecting the levels. The full interior

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design concept includes new finishes and furnishings, new indoor and outdoor seating areas, a new lobby restaurant and grab-and-go food options, updated lighting and new digital signage. Additional planned updates throughout the building include refreshed restrooms and common spaces.

AmericasMart Building 3 features a dramatic 14-floor atrium surrounded by more than 600,000 square feet of showroom space and 350,000 square feet of tradeshow exhibition space plus a theater and reception area. It houses IMC's apparel, accessories and children's showrooms, and is the location for Atlanta Apparel's eight annual markets. During Atlanta Market, it presents select gift temporaries and market programming. Cash & Carry apparel, accessories and fine jewelry are available daily on Floors 6 and 7, and at the semiannual Cash & Carry tradeshow hosted on Floor 1.

Atlanta NEXT is a multi-stage capital and strategic investment plan that transforms the AmericasMart Atlanta business through enrichment of all categories, strategic remerchandising of resources and improvements to all buildings. Phase 1 began in January 2020 in Building 1 with consolidation of open daily resources and home décor remerchandising. In July 2020, Phase 2 creates a new lifestyle destination in Building 2 and continues home décor remerchandising in Building 1. For a full list of Atlanta NEXT updates, visit AmericasMart.com/AtlantaNEXT.

About International Market Centers: International Market Centers (IMC) is the world's largest operator of premier showroom space for furniture, gift, home décor, rug, and apparel industries. International Market Centers owns and operates nearly 20 million square feet of world-class exhibition space in High Point, N.C., Las Vegas and Atlanta. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furniture, gift, home décor, rug, and apparel industries. For more information on IMC, visit IMCenters.com.

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