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## 'Modern Atlanta' Week Aims to Showcase Design Excellence

by Staff on April 21, 2010



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From June 1 to June 6, the design- and sustainability-promoting organization Modern Atlanta is presenting MA10, a week-long program of events throughout Atlanta to celebrate design excellence in areas such as architecture, communication art, fashion, interior design, visual arts, and social responsibility.

MA10 events include an opening night reception and a Paris-themed fundraiser party for CARE called "MA-ology," as well as lectures, unique activities, and visual art experiences at Atlanta's High Museum of Art. To close the week-long series of events, MA10 presents a tour of modern Atlanta homes on June 5 and June 6.

"Modern Atlanta is delighted to present modern design in Atlanta," notes Bernard McCoy, one of the founders of the organization. "By presenting thoughtful and thought-provoking events, Modern Atlanta has been able to create a lot of excitement in the global design arena, not just in the Southeast USA. We are thrilled with the 2010 participation of world-class brands, firms and academia noted for their design excellence, such as Bjarke Ingels Group (BIG), John Portman & Associates (JPA), BeDo, SCIC, Room & Board, Poggenpohl, Roche Bobois, Environment, Georgia Institute of Technology, SCAD, Normann Copenhagen, Claydies, and Jeffrey Atlanta."

Most MA10 events are free and take place at various venues throughout Atlanta, including Westside Provision on Howell Mill Road and the Woodruff Arts Center/High Museum of Art.

A list of MA10 events and tickets to events which aren't free can be purchased from Modern Atlanta's website, [www.modern-atlanta.org](http://www.modern-atlanta.org).



Founded in Atlanta in 2007, the design- and sustainability-focused organization Modern Atlanta aims to explore all facets of the creativity process

For out-of-town visitors to MA10, Modern Atlanta has designed a two-night hotel package at the five-star deluxe InterContinental Buckhead. In addition to hotel accommodations and daily breakfast, the package also includes tickets to the "MA-ology" fundraiser for CARE and the Tour of Modern Homes on Saturday and Sunday, June 5 and 6.

In addition to the many MA10 events, guests booking the package also can take advantage of Buckhead's extensive shopping facilities and renowned restaurants, as well as the hotel's spa and other amenities. Rates start at \$299 per person, double occupancy, and extension nights are available. For details or to book, contact [sales@imtc-travel.com](mailto:sales@imtc-travel.com) or 800-790-4682.

The mission of MA is to offer a platform for multidisciplinary events in Atlanta focusing on the concept that 'Design Is Human'. The organization's aim is

to inspire, educate and delight while also encouraging sustainable practices in the corporate and public spheres.

Founded in Atlanta in 2007, MA is a citywide series of events that are diverse in content, eclectic in spirit, and aiming to be international in appeal. Ever since its inception MA has attracted a diverse range of speakers, exhibitors and attendees. The innovators, visionaries and independent minds attending the MA week push the boundaries of applied modern design, according to Modern Atlanta.

Through its design exhibitions, experiences, and conversations, MA aims to explore all facets of the creative process. It all starts with an idea before moving to implementation. Over a one week period, creative leaders, academics, students, thinkers, and non-specialist audiences engage in discussions on how design and innovative products improve life. In addition, manufacturers and designers connect with businesses, consumers and the public.

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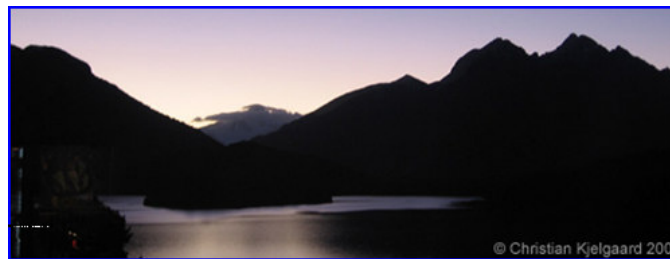
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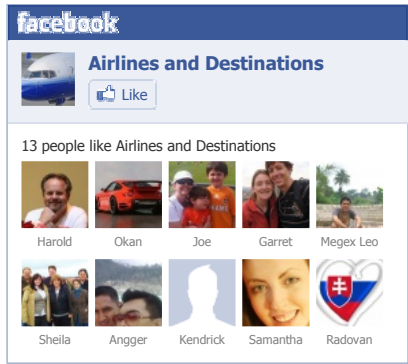


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