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Modern Atlanta (MA) Plans Inaugural International Modern Design Event, "MA 2008 - Design Is Human" May 6 – 11, 2008

ATLANTA – Bernard McCoy (formerly of ATL:Modern) has founded and launched Modern Atlanta (MA), the south's new leader for understanding the human perspective in multi-disciplinary design. MA (pronounced 'mä) is made up of an array of design enthusiasts who understand the power of innovative thinking as it applies to architecture, design and communication.

“MA will showcase the best in Atlanta’s contemporary culture and open the community’s eyes to great ideas and international trends that improve day-to-day life,” says McCoy. He and Elayne DeLeo, MA Event Director, are coordinating Atlanta's first international design event, “Modern Atlanta (MA) 2008 – Design is Human” May 6 through 11 with a series of special events and private home tours.

Modern Atlanta (MA) Modern Home Tour -- May 10 and 11, 2008

This tour of modern homes showcases more than a dozen exemplary examples for living modern through lifestyle, architecture, interior design and landscaping. Homes range from the classic postmodern to the state-of-the-art contemporary. The MA Home Tour offers an inside look into the world of cutting edge and distinctive residences in Atlanta. Beautiful homes and their designers are showcased here via an open house format and tour participants have the opportunity to see some of the city’s latest residential projects from the inside out, meet with architects and interior designers, explore housing trends and discover design solutions that inspire modern Atlanta living.

Tickets are \$30 per person per day or \$50 for a two-day pass. A \$10 discount is available with student ID. For tickets and more information visit www.modern-atlanta.com.

Modern Atlanta (MA) Opening Night Launch Party at Mason Murer -- May 9, 2008

MA and Mason Murer present the work of legendary Swiss-born modernist painter, H. A. Sigg. Educated in Zurich and Paris, he studied briefly with André Lhote, assimilating influences as varied as Cubism, Expressionism, and Constructivism, honing and refining his own unique blend of abstraction. Simultaneously, modern architects and designers will showcase detailed scale models and renderings of their work and field questions.

Meanwhile discover the latest high design furniture, home accessories and landscape offerings in a roaming exhibition located throughout the gallery.

Tickets are \$20 at the door or complimentary with Home Tour tickets. For more information visit www.modern-atlanta.com.

Modern Atlanta (MA) Belgium Design & Fashion Weekend benefiting Darfur – May 10, 2008

DOMUS and JEFFREY, two Atlanta powerhouses in international design and fashion, along with Belgium's top designer brands EXTREMIS, ANN DEMEULEMEESTER and DRIES VAN NOTEN join international relief agency, CARE, to present Belgium Design & Fashion Weekend at 8:30 at Midtown West's 214 Permalume Place to increase awareness and funds for humanitarian aid in Darfur. Brussels-based young Finnish illustrator talent Jarno Kettunen joins DOMUS and JEFFREY, performing backstage to capture the mood of Belgium Design & Fashion Weekend. Kettunen is best known for his highly artistic and spontaneous sketch-like action drawings that he makes directly backstage at designer fashion shows. His most recent work includes drawings for the Dior homme show in Paris. Kettunen's limited edition signed illustrations will be auctioned with a portion of proceeds to Darfur humanitarian relief.

General admission tickets are \$60 in advance and \$75 at the door at 214 Permalume Place. For more information visit www.modern-atlanta.com. For more Belgium visit www.extremis.be, www.anndemeulemeester.be, www.driesvannoten.be, www.jarnok.com

Modern Atlanta (MA) Architects' Forum – May 10, 2008

Join *Metropolitan Home* Director of Design and Architecture Linda O'Keeffe as she moderates a panel of architects including Philip Babb, William Carpenter and Todd Bertsch at Mason Murer gallery. The event is sponsored by Design Within Reach. The panel will discuss ideas, philosophies and unique perspectives about contemporary architecture and urban planning in Atlanta.

The architects' forum is free and open to the public. Visit www.modern-atlanta.com for more information.

Modern Atlanta (MA) Showroom Events – May 6, 7 and 8, 2008

Atlanta's top high-design showrooms including Domus, Poliform SWITCH, Bulthaup, Poggenpohl, Artefacto, SieMatic, Knoll and others will host open houses combined with product introductions and presentations from guest designers and speakers.

These events are free and open to the public. Visit www.modern-atlanta.com for more information

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MA is the new voice of the south for multidisciplinary design, showcasing contemporary urban culture, and great ideas that enrich lives and inspire Atlanta's creative and social communities. For more information on sponsoring and advertising opportunities, please contact Elayne DeLeo at Elayne@modern-atlanta.org or 602-538-6821.