



Indiana Design Center

A Premier Collection of Design Resources Serving the
Community of Design Professionals and Their Clients

Media and Leasing Contact:

Melissa Averitt
Vice President and Director of Marketing and Sales
317 705 7982
melissaa@pedcor.net
www.indianadesigncenter.com

Address:

200 South Range Line Road
Carmel, Indiana 46032

Owner/Developer:

Indiana Design Center LLC
A Pedcor Development
770 3rd Avenue S.W.
Carmel, Indiana 46032

Building Designer:

Pedcor Design Group

Building Construction:

Signature Construction

What is the Indiana Design Center?

The Indiana Design Center is a premier collection of design resources serving the community of design professionals and their clients.

What is the role of the City of Carmel?

The Indiana Design Center is part of the master plan for the re-development of Old Town Carmel into the Arts & Design District. The Indiana Design Center is the vision of Mayor Jim Brainard and is overseen by the Carmel Redevelopment Commission. (See www.ci.carmel.in.us)

What are Carmel's Redevelopment Plans for the area?

Carmel has identified various areas for redevelopment. The Carmel Redevelopment Commission (CRC) oversees these various public and private projects that are underway in Carmel. Some significant components of the plan include the continued growth of the Carmel Arts and Design District, the completion of a new 1600-seat Concert Hall and 500-seat Community Theatre (both to



Indiana Design Center

be completed by the end of 2010), plus a 15-acre mixed-use development called Carmel City Center with independent retail shops and restaurants, upscale residential, a boutique hotel and premier office space. (See www.carmelclayparks.com and www.carmelcitycenter.com) The recently completed Central Park and Monon Center recreational facility, along with the Monon Trail, are part of the more than 800-acre park system that adds to the amenities of Carmel.

Who is Pedcor?

Pedcor is a Carmel based real estate development company that develops, constructs, manages and finances projects throughout the United States, primarily in the Midwest. Pedcor currently has several projects underway in Carmel, Indiana. Among the many companies that comprise the Pedcor family are Pedcor Bancorp, Pedcor Investments, LLC, Pedcor Residential, LLC and Pedcor City Center Development Co.

When will the Indiana Design Center complete construction?

The Indiana Design Center is on track to complete construction by Spring of 2009 with tenant construction and openings to follow throughout 2009. A Grand Opening event is anticipated for Fall 2009.

What will the Indiana Design Center be like?

The Indiana Design Center will be the home to the Indiana design community and its clients. It will feature a warm and welcoming environment that encourages design innovation. The design center will be the place that people come to appreciate the latest design resources and to be inspired to develop their own individual design style.

Where is the Indiana Design Center located?

The Indiana Design Center is located twelve miles north of Indianapolis in the city of Carmel. The center is the cornerstone of Carmel's Arts and Design District which features unique shops and art galleries, independent restaurants and upscale boutiques.

What is the Carmel Arts and Design District?

The Carmel Arts and Design District offers over 100 arts- and design-related businesses including art galleries, antique dealers, furniture and interior design showrooms, creative services providers, independent restaurants and specialty boutiques. The district hosts special events to support the development of the arts in Carmel. (See www.carmelartsanddesign.com)

What will be available in the Indiana Design Center?

The Indiana Design Center will include about 82,000 square feet of trade showrooms and design resources on two levels. The design center will offer about 20 showrooms, 10 professional office suites, a complete Design Resource Library, meeting rooms, a Café and a full-time Concierge. Convenient underground and surface parking will include over 200 spaces plus a drop-off area and on-call porter service.



Indiana Design Center

What products will be available in the vendor showrooms?

The twenty vendor showrooms will feature an array of innovative and inspiring design and building products primarily for the home. Fabrics and textiles, custom furniture, window treatments, decorative accessories, lighting, kitchen and bath fixtures, tile and stone surfaces, cabinetry, decorative hardware, wood flooring, custom carpets and more will be found at the Indiana Design Center.

Who is the Indiana Design Center being built for?

The Indiana Design Center will serve the central Indiana professional design community and its clients. The Design Center will be home to about 20 trade showrooms, 10 professional office suites, a design library, a lighting lab, a café, and a full-time concierge.

Who is considered a design professional?

Design professionals are individuals who work in the interior design, architecture and building fields along with the business people who sell or provide resources to the design and building industries. Design professionals generally have an educational background that qualifies them for their work along with specific credentials from their trade organizations.

What services are available to design professionals and their clients?

Professional designers will enjoy easy access to a premier collection of trade showrooms representing innovative and inspiring design resources. A full-time concierge will assist the designers and their clients with making their visits easy, enjoyable and productive. Designers will be able to rent office space or meeting space. Business services like copying, mailing, sample courier services, high speed internet, and administrative services will be available. A comprehensive Design Library will be staffed and open during operating hours and regular design workshops and information sessions will be offered for the professional design community and the public.

What is the Design Resource Library?

The Design Resource Library is a 5,000-square-foot space devoted to connecting professional designers with the latest resources. The library is a collection of sample materials, catalogs and vendor displays that make it easy for designers and their clients to review options and make choices. Vendors stock the Design Resource Library with up-to-date information and provide a regular schedule of informational workshops and presentations to bring new ideas and products to the community.

Can the public shop at the Indiana Design Center?

The public is welcome to use the Indiana Design Center and all its resources and services. The public may shop with their designer or may use the Designer on Call service provided by the Indiana Design Center. Many of the showrooms offer in house design services for the public as well.



Indiana Design Center

What is Designer on Call?

Designer on Call is a free service offered by the Indiana Design Center. Visitors who do not already have a professional design relationship are welcome to use the Designer on Call service where they can meet a professional who will acquaint them with the center and assist them in defining their needs. A Portfolio Library is also available that makes it easy for visitors to identify professional designers and review their work. The Indiana Design Center is a source for matching professional designers with new clients.

Why does the public need to shop with a design professional?

The showrooms of the Indiana Design Center offer products and resources that require professional design expertise. A professional designer assists the client in evaluating their needs and options in order to make good choices. Professional Design services can be customized to the needs of the consumer and his or her unique project. Professional designers may work on an hourly basis, a project basis or may be paid based on the design choices and purchases. All these options are available and provide the consumer with a solution that fits their needs and means. The Indiana Design Center maintains contact information and portfolios for virtually all interested and qualified professional designers in the area.

What if the public visits the design center without a designer?

Everyone who visits the design center is welcome. Visitors will be greeted by the Indiana Design Center Concierge who can assist each person with their needs. The Concierge can set advance appointments, designer on-call appointments and arrange in-showroom visits as needed.

How do I get more information about the Indiana Design Center?

The Indiana Design Center Marketing offices are located at 760 3rd Avenue S.W. Carmel, Indiana 46032. Call 317 705 7982 for an appointment or stop by for more information. Check the Indiana Design Center website for regular updates at www.indianadesigncenter.com or email Indiana Design Center at info@indianadesigncenter.com.