



**The International Design Collection (IDC) Announces 2017 Grand Opening**

*Located near downtown Denver, The IDC Building will house 10-15 of the Metro area's top home design showrooms.*

**DENVER (DATE)** – Opening in 2017, [The International Design Collection \(IDC\)](#) will be Colorado's premier destination for design inspiration and resources. The showroom collective, laid out in a modern, open-floor plan, will boast an impressive 60,000 square feet of floor space and house 10-15 of the Metro area's top home design showrooms. IDC will be located near downtown at 590 Quivas St., with quick access from I-25 and 6th Ave.

The building will offer trade professionals and discerning homeowners the convenience of shopping multiple showrooms under one roof by featuring providers of the finest appliances, carpeting, custom rugs, furniture, hardwood flooring, home technology, lighting, kitchen and bath fixtures, windows, and more across a wide variety of styles.

**Why Now?**

“The traditional Design Center model is outdated,” Al Castelo, Head Developer of IDC said. “In recent years, people have strayed away from the traditional mall-style setting, particularly when shopping for their next home design project. They prefer their shopping experience to have interactive opportunities and a chance to visualize what designs will look and feel like in their own homes.”

With Denver's rapidly increasing population, The IDC Building is designed to keep pace with showroom advancements and investments being made in other major U.S. cities. The functional elements of the building were refined through conversations with some of the leading designers, builders, and architects in the Colorado community. Through these conversations, developers discovered a strong need for what eventually became the IDC concept: a convenient, centrally located building with an incredible collection of showrooms and products, where homeowners and designers can gather, shop and be inspired.

**An Innovative Layout**

The layout, designed by local Boulder architecture firm Hartronft Associates, will include impressive views of downtown Denver and the Rocky Mountains, along with soaring ceilings, a grand staircase and beautifully appointed amenities. The open-floor environment encourages visitors to speak with vendors, meet with trade professionals, organize their project selections, and visualize their design.

“The building design conveys a traditional strength and materiality, with a clean, modern style,” Erik Hartronft, Owner and Principal Architect at Hartronft Associates said. “The new vertical showroom concept is going to be a great asset for Denver and an important resource for the entire region. We are pleased to be a part of the team to bring such an innovative concept to the Colorado market.”

Tri-West Companies, a boutique commercial real estate firm and the developer for the project, has been working with Krische Construction out of Longmont. They are targeting completion in Spring/Summer 2017. IDC will be announcing its partner list in early 2017.

### **A New Way to Source Design**

“Long gone are the days of the traditional design center model’s exclusivity to the trade with doors between every showroom,” Al Castelo, Head Developer of IDC said. “When creating the concept for the IDC Building, my team and I visited major design centers around the country and realized to be successful, we had to build a community and create an accessible environment that would encourage partners, homeowners, and the trade to collaborate.”

For more information about The International Design Center (IDC), visit [idcbuilding.com](http://idcbuilding.com) or contact [info@idcbuilding.com](mailto:info@idcbuilding.com). For all press inquiries, contact [press@idcbuilding.com](mailto:press@idcbuilding.com).

### **About The International Design Collection**

The IDC Building is Colorado's premier destination for design inspiration and resources, housing 10-15 of the Metro area's top home design showrooms. The space will boast an impressive 60,000 square feet of floor space offering visitors an interactive shopping experience to touch, feel, be inspired and discover products. Showcasing the latest trends, the functional displays will also allow visitors to experience how products will look and work in their own homes. The building was collectively built by Hartronft Associates, Krische Construction and Tri-West Companies. The building is located at 590 Quivas St., close to the heart of downtown Denver, near 6th Ave. and I-25. For more information, visit [idcbuilding.com](http://idcbuilding.com) or contact [info@idcbuilding.com](mailto:info@idcbuilding.com). For all press inquiries, contact Lisa Cozad at [press@idcbuilding.com](mailto:press@idcbuilding.com)

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