

Project 3

Redesign: Renninger's

Danielle Toomer | GRA2141c — Spring 2013 — Amanda Kern

Adamstown, PA | Kutztown, PA

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Mount Dora, FL | Melbourne, FL

Renninger's Calendar of Events HOME ADAMSTOWN KUTZTOWN MT. DORA Melbourne

Corp. Office 570-385-0104
Home to Renningers World Famous Antiques & Collectors Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets

RENNINGER'S Adamstown
Antiques Market
Adamstown,
Pennsylvania
Sundays 717-336-2177
[EMAIL US](#)

Indoor Market - Open
Every Sunday 7:30 to 4
Located between Reading
and Lancaster on
Rt. 272 Adamstown, PA.
Just 1/2 mile off PA tpk
Exit #286.

Street address is 2500
North Reading Road
Denver, PA 17517

RENNINGER'S Kutztown
Antiques & Farmers
Market
Kutztown,
Pennsylvania
Friday & Saturdays
610-683-6848
[EMAIL US](#)

Kutztown is located midway
between Allentown & Reading,
PA just off Rt. 222.
Located at 740 Noble Street
Kutztown, PA 19530
Farmers Market & Antiques
Consignment
Open Fri. 10 to 7 Sat. 8 to 4
Antiques & Flea Market Sat. 8
to 4

RENNINGER'S Mount Dora
Antiques Center &
Farmers & Flea Market
Mount Dora, Florida
Antiques Center 352-383-8393
[EMAIL US](#)
Farmers & Flea Market
352-383-3141 [EMAIL US](#)

Renninger's Mount Dora Markets are
just 30 minutes north of Orlando, FL,
on U.S. 441, just north of Route 46.
Antiques Center Open Fridays 10 to 4,
Saturdays & Sundays 9 to 5.
Farmers & Flea Sat. & Sun 8 to 4

Renningers Address is
20651 US-441,
Mount Dora, FL 32757

RENNINGERS Melbourne
Super Flea & Farmers Market
Melbourne, Florida
SPACE COAST'S LARGEST OPEN
AIR SHOPPING ATTRACTION
321-242-9124
[Email Us](#)

RENNINGER'S SUPER FLEA AND
FARMERS MARKET has been a part
of Brevard County since 1987. The
Super Flea is the LARGEST open-air
flea market on the Space Coast. The
market is situated on over 20 acres
conveniently located just off busy I-95
traveled by over 50,000 cars daily
4835 WEST EAU GALLIE BLVD
MELBOURNE, FL 32934

Market Warriors Television Show
Filmed on location at
Renningers Antiques
Market Adamstown, Pa.

Ads by Google
[Melbourne FL](#) ▶
[Antiques Art](#) ▶
[Mount Dora](#) ▶

[Buy Stocks for \\$4](#)
www.sharebuilder.com
No Account or Investment
Minimums. No Inactivity Fees
- \$100 Bonus.

AdChoices ▶

Ads by Google [Farmers Market](#) ▶ [Antique Fairs](#) ▶ [Flea Market](#) ▶ [Antique Pottery](#) ▶

Google™ Custom Search

Renninger's Calendar of Events HOME ADAMSTOWN KUTZTOWN MT. DORA Melbourne

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Renninger's Antiques, Flea, Farmers Markets

www.renningers.com

Objective: Redesign Renninger's with a typography focused design that better reflects the nature of Renninger's. Provide users with a friendly, clear, consistent website to get more information on Renninger's antiques, flea, and farmers markets.

Issues with current design:

- lack of identity/branding (logo/colors/typography)
- inconsistent design page-to-page
- inconsistent navigation
- lack of hierarchy
- organization of information

itztown, PA

Mount Dora, FL | Mel

RENNINGERS
PROMOTIONS

Calendar of Events HOME ADAMSTOWN KUTZTOWN MT. DORA Melbourne

RENNINGERS PROMOTIONS

Calendar of Events - 2013

[March 1-3 Thundering Spirit Pow Wow, Mt. Dora, FL](#) [The Pow Wow Flyer](#)

[March 10 - Guitars & Cars Mt. Dora, FL](#)

[March 16-17 Antiques Fair Mt. Dora, FL](#)

[April 14 - Guitars & Cars Mt. Dora, FL](#)

[April 20-21 Antiques Fair Mt. Dora, FL](#)

[April 20-21 - All Creatures Great & Small Pet Show with Antiques, Mt. Dora, FL](#)

[April 25-27, Antiques & Collectors Extravaganza - Kutztown, PA](#)

[April 27 - 2nd Annual Vintage Garden Show, Mt. Dora, FL](#)

[April 28 Special Sunday Adamstown, PA](#)

[May 10-11 Kutztown Radio Meet, Kutztown, PA](#)

May 11-12 - Mother's Day Vintage Fashion Show & Tea Mt. Dora, FL

[May 12 - Guitars & Cars Mt. Dora, FL](#)

[May 18-19 Antiques Fair Mt. Dora, FL](#)

[June 9 - Guitars & Cars Mt. Dora, FL](#)

[June 15-16 Antiques Fair Mt. Dora, FL](#)

June 15-16 - Father's Day Mantiques, Mt. Dora FL

[June 27-29 Antiques & Collectors Extravaganza - Kutztown, PA](#)

June 29- Something Old Something Blue Flea Market Wedding Show Mt. Dora, FL

[June 30 Special Sunday Adamstown, PA](#)

July 6 Red, White and Renninger's Americana & Quilt Show, Mt. Dora FL

[July 14 - Guitars & Cars Mt. Dora, FL](#)

[July 20-21 Antiques Fair Mt. Dora, FL](#)

August 3-4- Steampunk Industrial Show, Mt. Dora, FL

[August 11 - Guitars & Cars Mt. Dora, FL](#)

[Aug. 17-18 Antiques Fair Mt. Dora, FL](#)

Sept 7-8 - Where Women Create, Mt. Dora, FL

[September 8 - Guitars & Cars Mt. Dora, FL](#)

[Sept. 20 - 21 Kutztown Radio Meet](#)

[Sept. 21-22 Antiques Fair Mt. Dora, FL](#)

[Sept. 26-28 Antiques & Collectors Extravaganza - Kutztown, PA](#)

[Sept. 29 Special Sunday Adamstown, PA](#)

Oct. 5 - 2nd Annual Fall in the Field, Mt. Dora, FL

[October 13 - Guitars & Cars Mt. Dora, FL](#)

Renninger's Mount Dora Markets are just 30 minutes north of Orlando, FL, on U.S. 441, just north of Route 46. Antiques Center Open Fridays 10 to 4, Saturdays & Sundays 9 to 5. Farmers & Flea Sat. & Sun 8 to 4

RENNINGERS
MOUNT DORA, FL

Renninger's Mount Dora Address is 20651 US-441, Mount Dora, FL 32757 Antiques Center 352-383-8393 Farmers & Flea Market 352-383-3141

Renninger's Calendar of Events HOME ADAMSTOWN KUTZTOWN MT. DORA Melbourne

Two Markets on One Property Open Every Weekend

1. Renningers Antiques Center 2. Farmers & Flea Market

Located on 117 acres of scenic, rolling land, in beautiful Lake County, the heart of Central Florida. Amid spreading oaks, garlands of Spanish moss waving gently from their branches, you'll find the best of both worlds!

Farmers and Flea Market offer a wide variety of merchandise

Coke Merchandise on Display for Sale in the Antiques consignment area of the Antiques Center.

Renninger's Consignment Area Open Friday, Saturday & Sunday 352-383-8393

Special Events Nearly Every Week

Antiques Center
Extravaganza
Antique Fair
Antiques Vendors
Ant. Center Rental Info
Flea Market
Flea Vendors
Flea Mkt Rental Info
Guitars & Cars
Special Events
Directions
Contact us
Places to Stay

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Email:
Go

LAKE COUNTY
DEPARTMENT OF TOURISM & BUSINESS RELATIONS

Alternative Energy - BP
www.bp.com/energymix
See how BP's advanced technologies are expanding energy production.

Buy Stocks for \$4
www.sharebuilder.com
No Account or Investment Minimums. No Inactivity Fees - \$100 Bonus.

Angie's List
www.AngiesList.com
Rate & Review Local Home Service Companies. Over 500 Categories!

AdChoices

Google Custom Search Search

Renninger's Calendar of Events HOME ADAMSTOWN KUTZTOWN MT. DORA Melbourne

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GOOGLE CHROME

"A fast new browser from Google. Try it now!"

Latest Version: **25**

[Visit website for more info](#)

Like 14m



MOZILLA FIREFOX

"Your online security is Firefox's top priority. Firefox is free, and made to help you get the most out of the web."

Latest Version: **19**

[Visit website for more info](#)

Like 14m



SAFARI

"Safari for Mac and Windows from Apple, the world's most innovative browser."

Latest Version: **6.1**

[Visit website for more info](#)



OPERA

"The fastest browser on Earth—secure, powerful and easy to use, with excellent privacy protection. And it is free."

Latest Version: **12.14**

[Visit website for more info](#)

Like 3.9m



INTERNET EXPLORER

"Designed to help you take control of your privacy and browse with confidence. Free from Microsoft."

Latest Version: **10**

[Visit website for more info](#)

Like 2.4m

WHAT IS BROWSE HAPPY

Using an outdated browser makes your computer unsafe. Browse Happy is a way for you to find out what are the latest versions of the major browsers around. You can also learn about alternative browsers that may fit you even better than the one you are currently using.

SHARE THE HAPPINESS

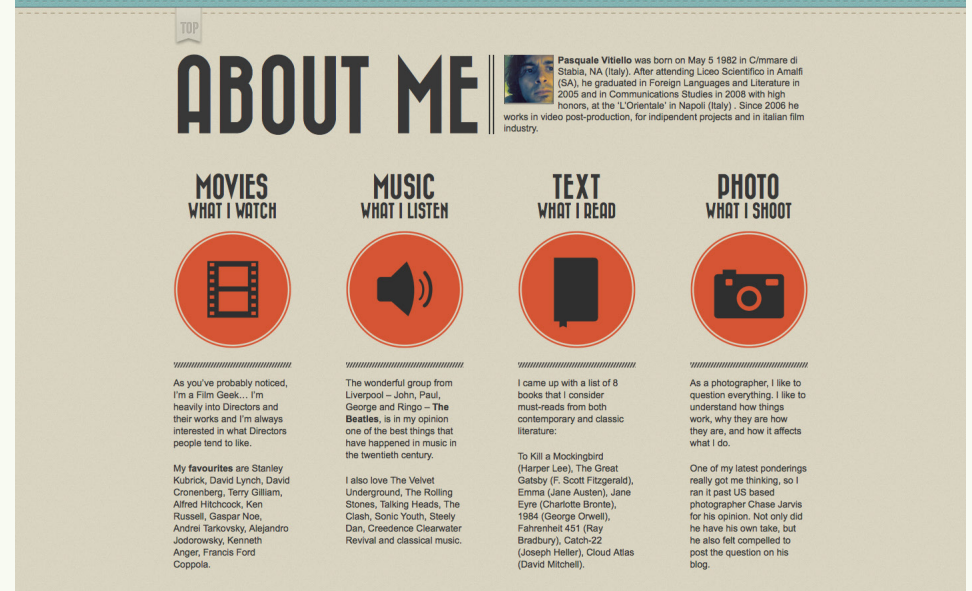
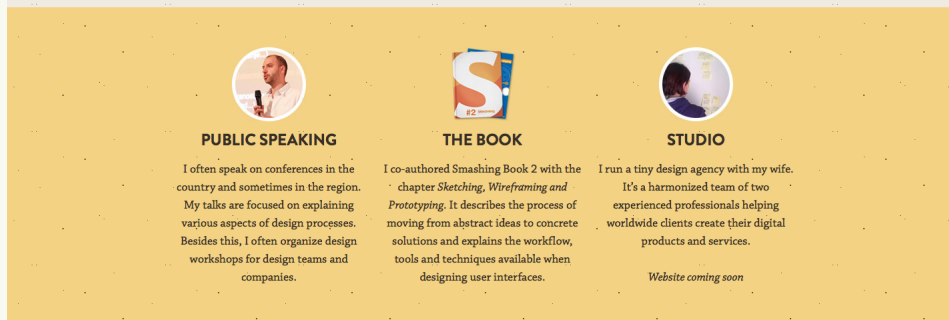


BROUGHT TO YOU BY WORDPRESS

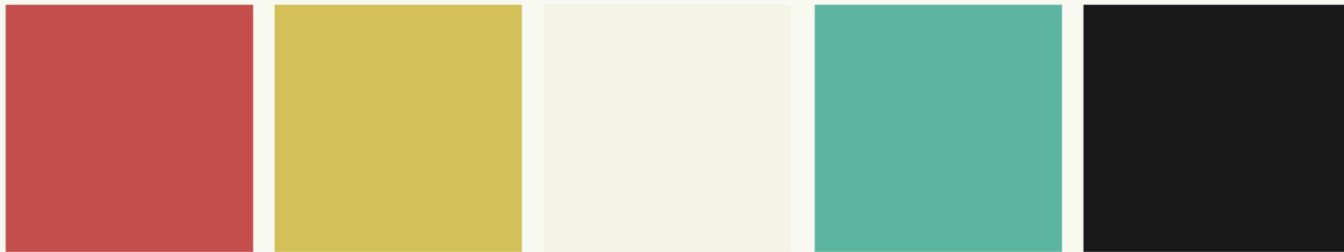
Inspiration for redesign:

- retro
- “flat” design — no or minimal gradients/drop shadows/textures
- emphasis on typography
- strong color palette
- ample use of white space

Inspiration



Preliminary color study — possible color palettes

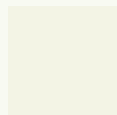


Final color palette — color interaction

Renninger's

This study shows how each color interacts as foreground and background.

I chose primary colors for a bold design. The muted tones (including a dark grey instead of black) help the design feel retro/old.

**Heading**

Subheading

Nisl torquent ut tristique proin eros elit blandit lectus facilisis interdum fames in sociis facilisis pellentesque rhoncus. Viverra nunc lectus vestibulum netus, cubilia taciti. Placerat orci potenti rutrum. Malesuada suscipit, taciti parturient.

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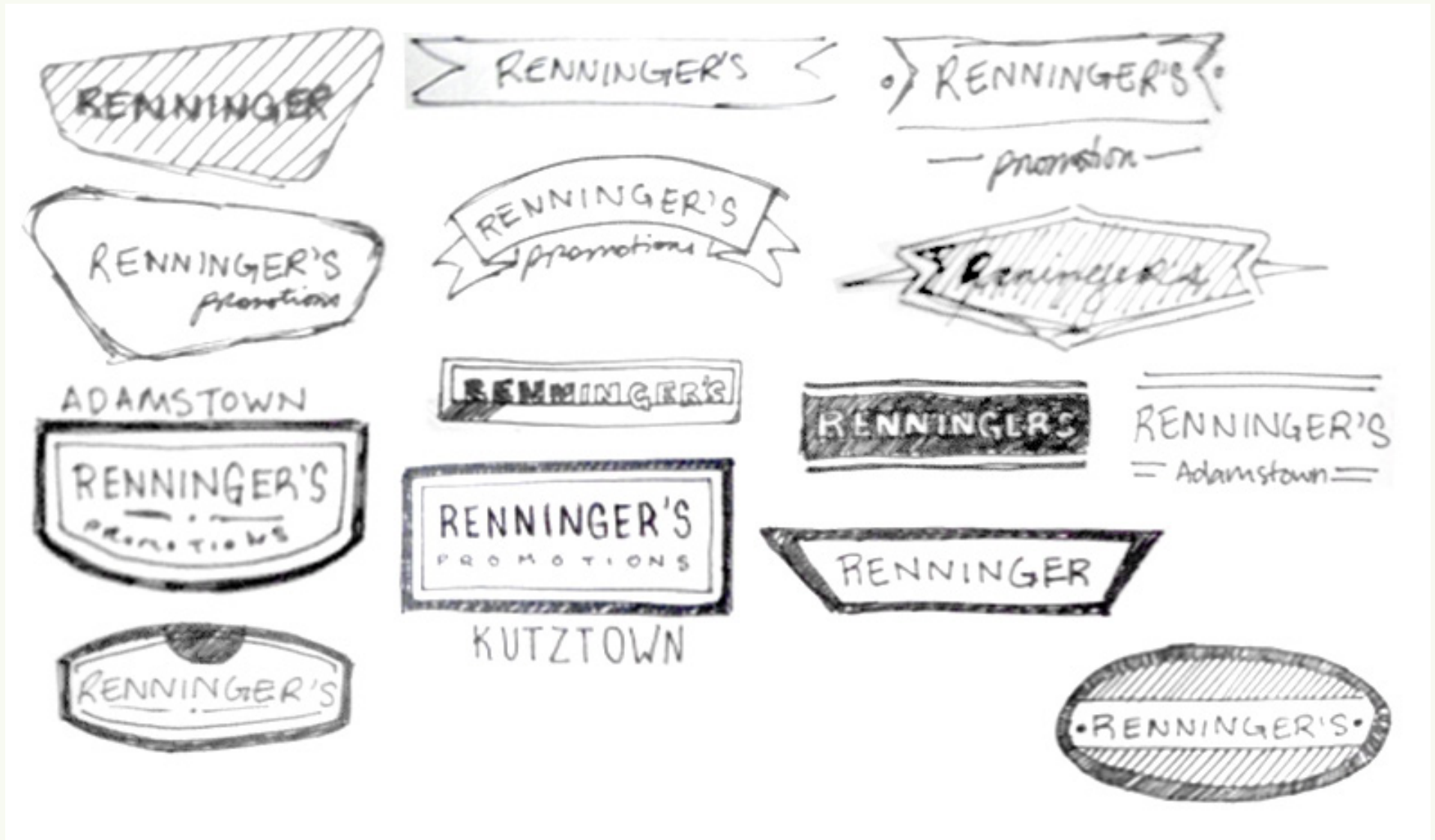
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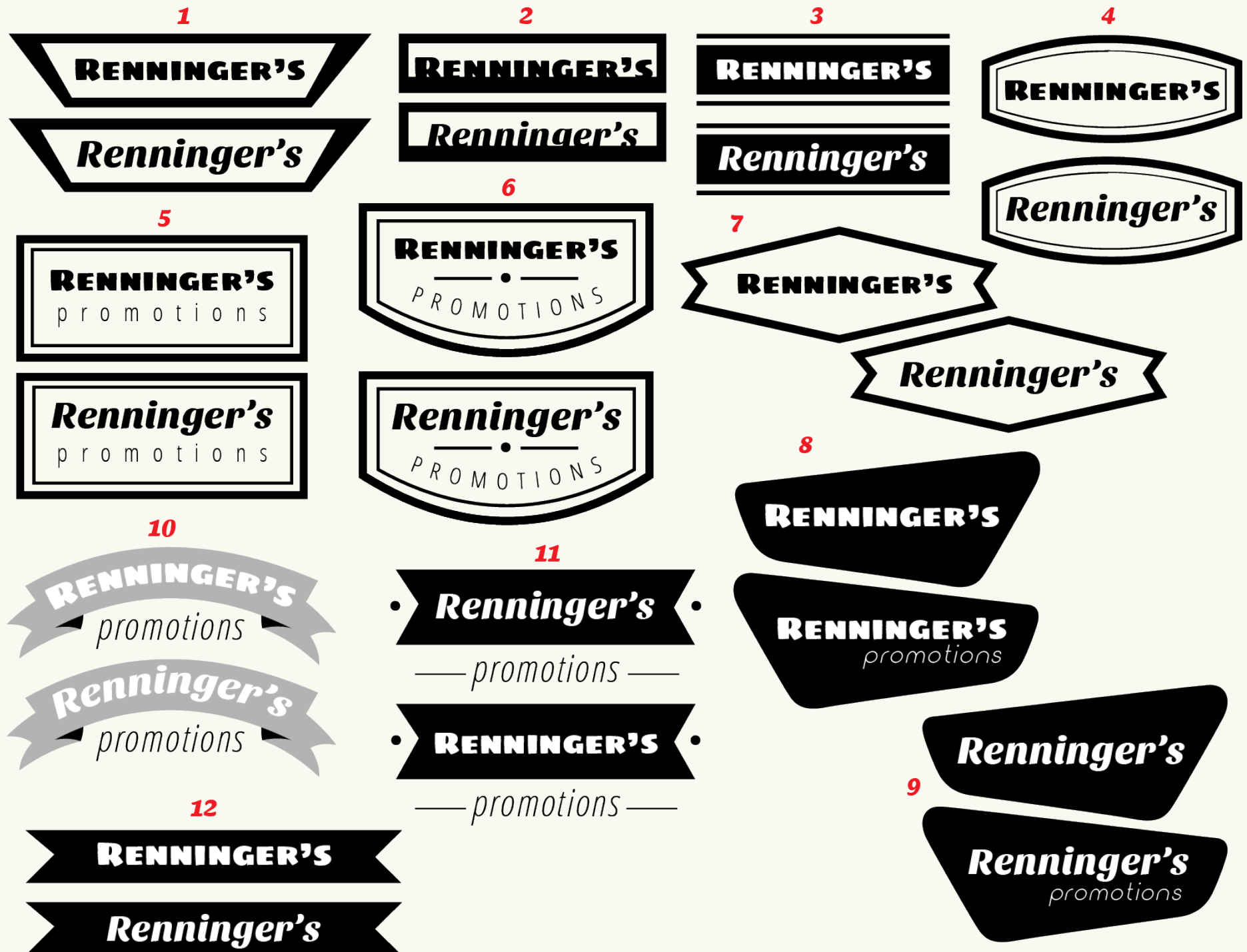
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Initial logo ideas



Ideas for the logo revolved around different shapes and a strong typeface, following the retro theme.



1



2



3



4



— promotions —



— promotions —



— promotions —



— promotions —

5



6



HEADING 1*Subheading*

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Heading 6*Subheading*

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Heading 9*Subheading*

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Viverra nunc lectus vestibulum
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orci potenti rutrum. Malesuada
suscipit, taciti parturient.

Left

- heading: Sansita One Regular
- subheading(top): Open Sans
Condensed Regular
- subheading(bottom): Helvetica
- body: Helvetica

Right

- heading: Sigmar
- subheading(top): Open Sans
Condensed Regular
- subheading(bottom): Helvetica
- body: Helvetica

Home

Locations

- Adamstown
- Kutztown
- Mt. Dora
- Melbourne

Events

Useful Info

- Shopping Guide
- Vendor Guide

Contact

Adamstown

- Antiques & Collectibles
- Antiques Supplies
- Contact & Directions
- Vendor/Rental Info

Kutztown

- Antiques
- Flea & Farmers Market
- Radio Show
- Contact & Directions
- Vendor/Rental Info

Mt. Dora

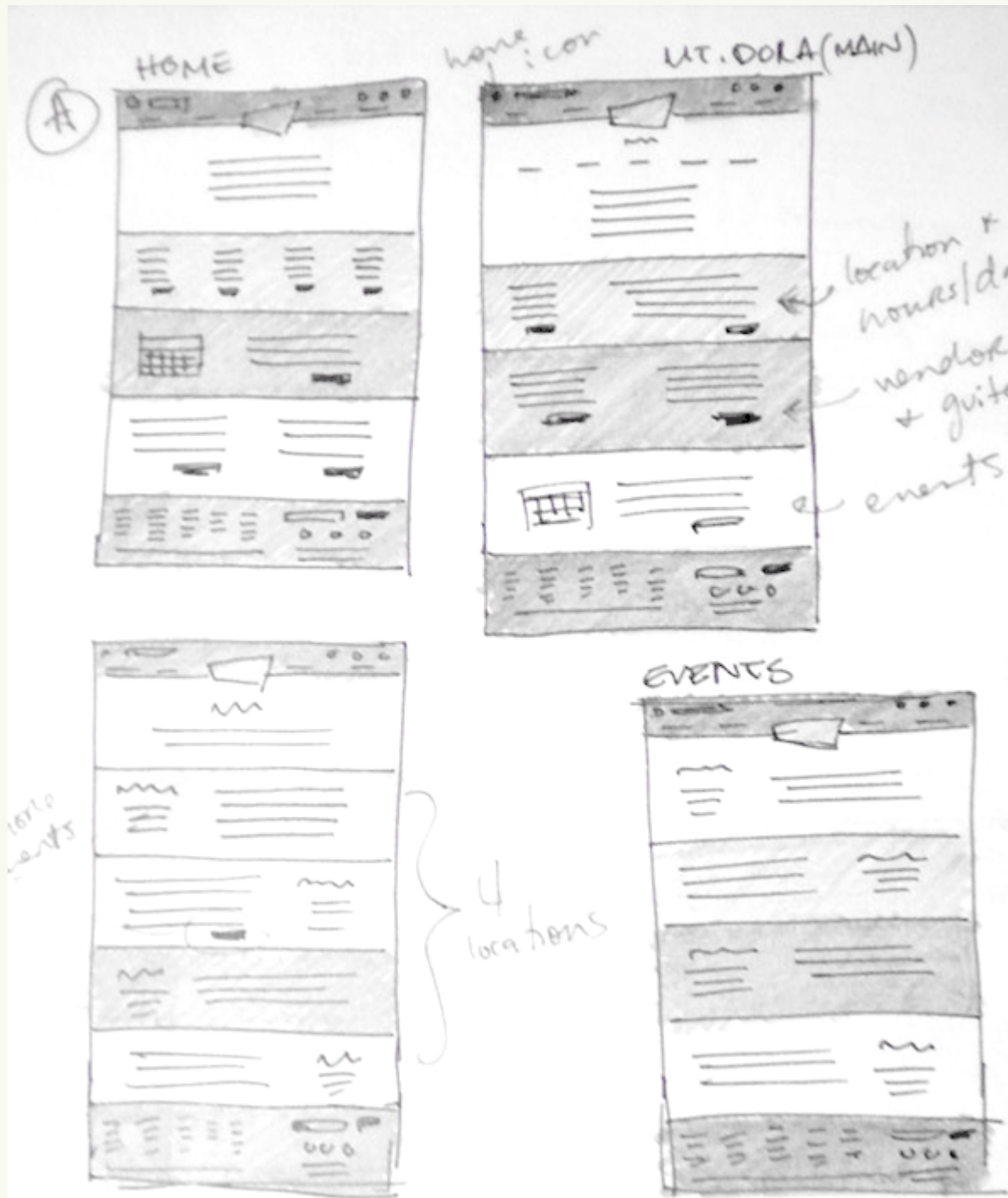
- Antiques
- Flea & Farmers Market
- Guitars & Cars
- Contact & Directions
- Vendor/Rental Info

Melbourne

- Flea & Farmers Market
- Contact & Directions
- Vendor/Rental Info

Preliminary wireframe thumbnails





Header

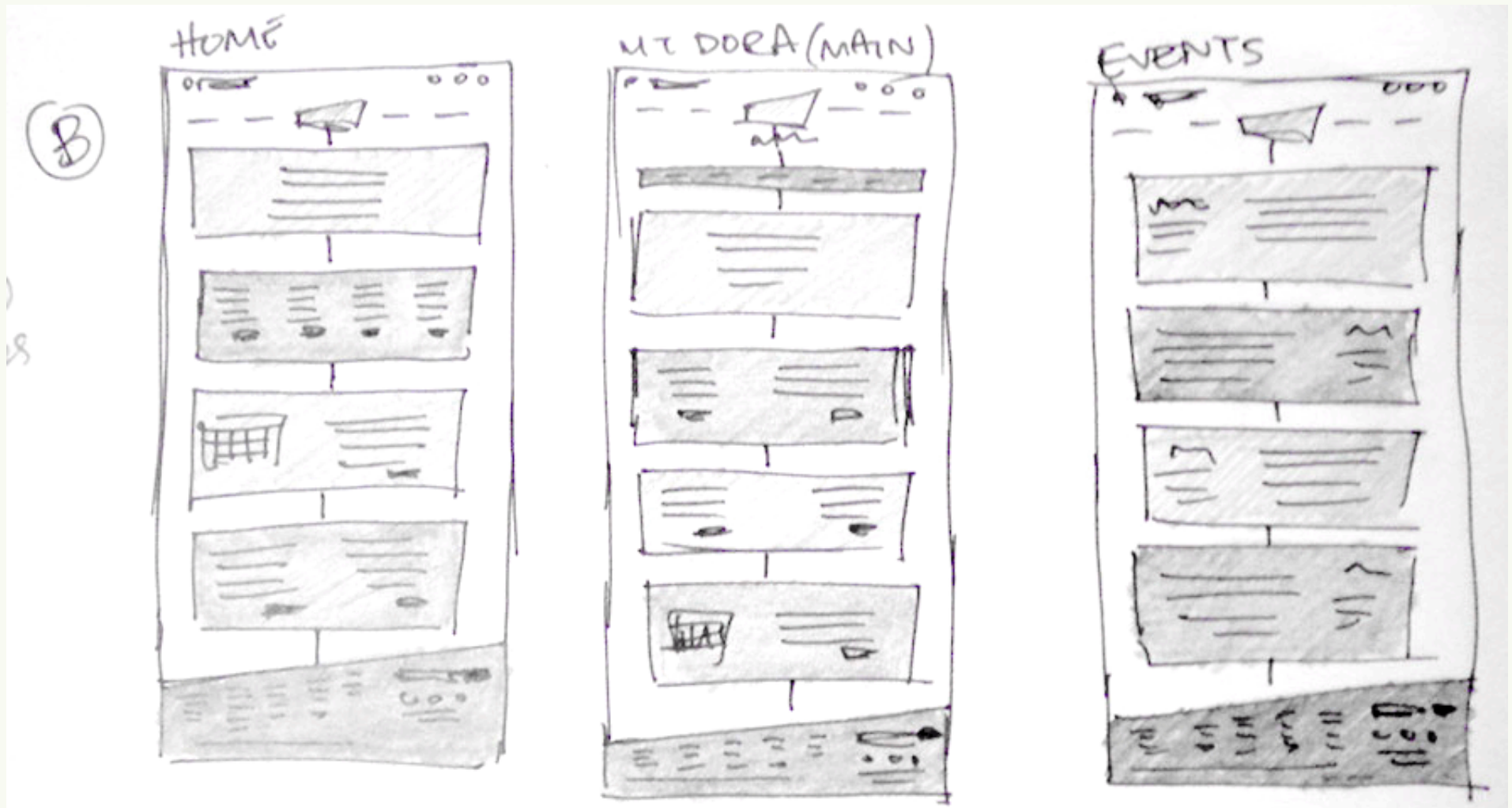
- strong header with centered logo & navigation
- search box in upper left
- social media icons upper right

Body

- content separated into sections with solid color backgrounds
- prominent call out buttons to other pages

Footer

- sitemap in footer
- mailing list form & social media icons on right with



Header

- centered logo & navigation
- search box in upper left
- social media icons upper right

Body

- content separated into boxes with solid color bg connected vertically by center line
- prominent call out buttons to other pages

Footer

- slanted to reflect shape of logo
- sitemap in footer
- mailing list form & social media icons on right with



Second pass: gave navigation labels and social media icons more breathing room; lightened search box; and moved home button next to search box (to get even spacing on nav. labels)

Comps — final

[Locations](#)
[Events](#)

Renninger's

[Useful Info](#)
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Home to Renninger's World Famous Antiques & Collectors Extravaganzas, Antiques Markets, Farmers Markets, & Flea Markets

One man's trash is another man's treasure

Renninger's promotes antiques, flea, and farmers markets. We currently have four locations in Pennsylvania and Florida. So head on down to the location nearest you and join us for priceless antiques, unique flea market finds, and fresh produce from local farmers. See you there!

Adamstown, PA

Renninger's original antiques market. Our friendly knowledgeable dealers can acquire most anything you want in the world of Antiques & Collectibles. Weekly you will find 375 dealers indoors and up to 300 outdoors.

[more info](#)

Kutztown, PA

Renninger's has been in Kutztown since 1955. On any given weekend you can attend the Farmers Market, Antiques Market, Outdoor Flea Market, or a special event like the Antiques & Collectors Extravaganza, Antique Radio Show, or other special events.

[more info](#)

Mount Dora, FL

Located on 117 acres of scenic, rolling land, in beautiful Lake County you'll find acres of indoor and outdoor shopping potential in the antiques center and the flea & farmers market. These markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

[more info](#)

Melbourne, FL

Renninger's Super Flea and Farmers Market has been a part of Brevard County since 1987. The Super Flea is the largest open-air flea market on the Space Coast. There's over 500 booths of quality used and new merchandise, at bargain prices.

[more info](#)

Calendar of Events

Renninger's has antiques, flea, and farmers markets every weekend throughout the year. There's also Extravaganzas, Jewelry Shows, Americana & Quilt Shows, and other special events you'll enjoy.

[find events](#)

Vendor's Guide

Ready to sell some items you've collected over the years? Want to bring in extra income with your produce? Not sure how to start? Our Vendor's Guide will point you in right direction to get started and join Renninger's ever-growing community.

[read guide](#)

Shopping Guide

Looking for that perfect piece to add to your collection? Want to browse for parts for a DIY project? Need farm fresh produce for your diner table? Not sure where to start? Our Shopping Guide gives you tips and tricks to start your market experience.

[read guide](#)

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Adamstown, PA

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Radio Show
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Contact & Directions

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Flea & Farmers Market
Guitars & Cars
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Flea & Farmers Market
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Adamstown, PA

Indoor & Outdoor Market
open every Sunday

[more info](#)

April 21 - Spring Opening of Outdoor Antiques Market

Special Sundays
Sunday after Kutztown Extravaganza

April 28
June 30
September 29

Kutztown, PA

Antiques Market
every Saturday

[more info](#)

Outdoor Flea Market
every Saturday
(except during Extravaganza)

Farmer's Market
every Friday & Saturday

[more info](#)

Antiques & Collectors Extravaganza
April 25-27
June 27-29
September 26-28

Kutztown Radio Meet
May 10-11
September 20-21

Other Events
April 13 — Spring Cleaning Flea Market Event
April 26-27 — Vintage Jewelry Show
November 16 & 17 — K-town Cross — Cyclocross Bicycle Race

Mt. Dora, FL

Antiques Center
every weekend

[more info](#)

Flea & Farmers Market
every weekend

[more info](#)

Guitars & Cars Swap Meets
2nd Sunday every month

March 10	June 9	September 8	December 8
April 14	July 14	October 13	
May 12	August 11	November 10	

Antiques Fair
3rd weekend every month (except January, February, November)

March 16-17	June 15-16	September 21-22
April 20-21	July 20-21	October 19-20
May 18-19	August 17-18	

Antiques Extravaganza
3rd weekend (January, February, November)
November 15-17

Other Events
April 20-21 — All Creatures Great & Small Pet Show with Antiques
April 27 — 2nd Annual Vintage Garden Show
May 11-12 — Mother's Day Vintage Fashion Show & Tea
June 15-16 — Father's Day Mantiques
June 29 — Something Old Something Blue Flea Market Wedding Show
July 6 — Red, White and Renninger's Americana & Quilt Show
August 3-4 — Steampunk Industrial Show
September 7-8 — Where Women Create

Melbourne, FL

Flea & Farmers Market
every weekend

[more info](#)

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Antiques
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Guitars & Cars
Vendor/Rental Information
Contact & Directions

Melbourne, FL

Flea & Farmers Market
Vendor/Rental Information
Contact & Directions

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Mount Dora, FL

Antiques **Flea & Farmers Market** **Guitars & Cars** **Vendor/Rental Info** **Directions**

Located on 117 acres of scenic, rolling land, in beautiful Lake County you'll find acres of indoor and outdoor shopping potential in the antiques center and the flea & farmers market. These markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

Hours

Antiques Center
Fri — 10am to 4pm
Sat-Sun — 9am to 5pm
Farmers & Flea Market
Sat-Sun — 8am to 4pm

Contact

Antiques Center
(352) 383-8393
elizabethharkinson@renningers.com
Farmers & Flea Market
(352) 383-3141
doraflaemarkt@renningers.com

Address

20651 US-441
Mount Dora, FL 32757

Located just 30 minutes north of Orlando, FL, on U.S. 441, just north of Route 46.

[get directions](#)

Vendor's Guide

Ready to sell some items you've collected over the years? Want to bring in extra income with your produce? Not sure how to start? Our Vendor's Guide will point you in right direction to get started and join Renninger's ever-growing community.

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Guitars & Cars Swap Meets

For the price of one you get the Lake County Musician's Swap Meet and the Classic Car & Cycle Swap Meet. Held the second Sunday of every month. Come down and enjoy music, food, and classic cars.

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Calendar of Events

Renninger's has antiques, flea, and farmers markets every weekend throughout the year. There's also Extravaganzas, Jewelry Shows, Americana & Quilt Shows, and other special events you'll enjoy.

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Markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

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Booths of quality used and new merchandise, at bargain prices.

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Ready to sell some items you've collected over the years? Want to bring in extra income with

Shopping Guide

Looking for that perfect piece to add to your collection? Want to browse for parts for a DIY

- angled section background to provide movement
- prominent call out buttons to other pages (red, rounded — reflect logo)
- contrast between headers & body copy (font & size) — headers: Open Sans Condensed Bold, body: Helvetica



- home button in top left (white indicates current location)
- search box
- social media icons
- logo & navigation labels centered on page

Vendor's Guide will point you in right direction to get started and join Renninger's ever-growing community.

[read guide](#)

table? Not sure where to start? Our Shopping Guide gives you tips and tricks to start your market experience.

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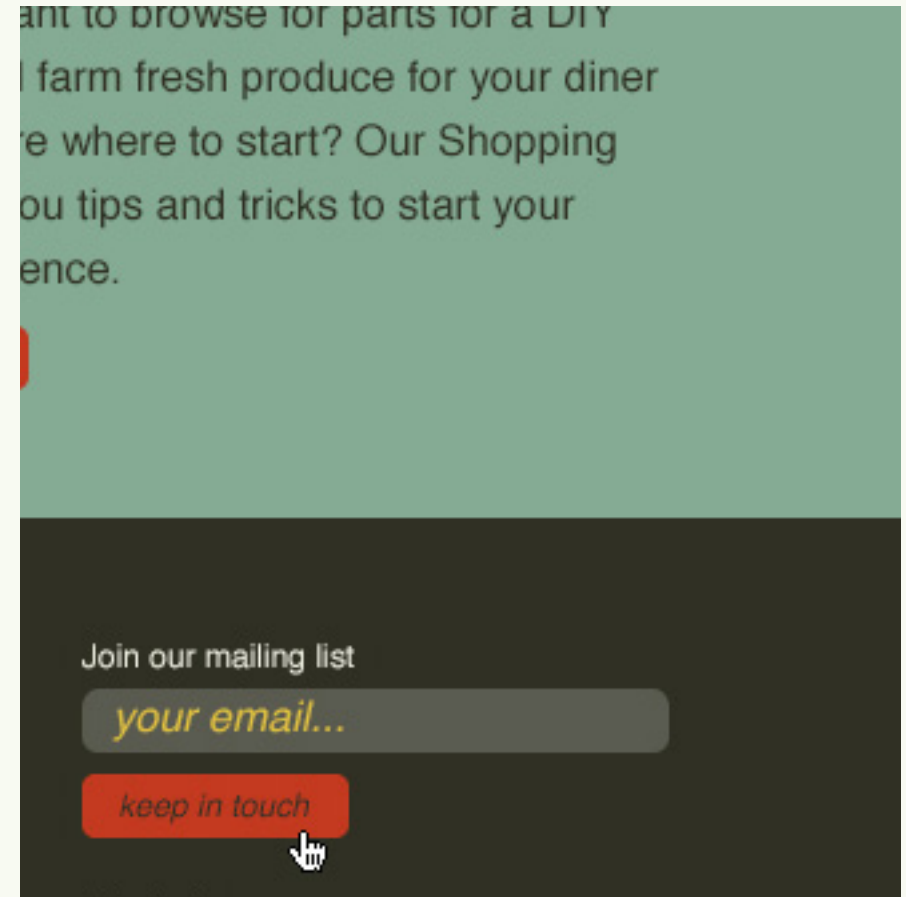
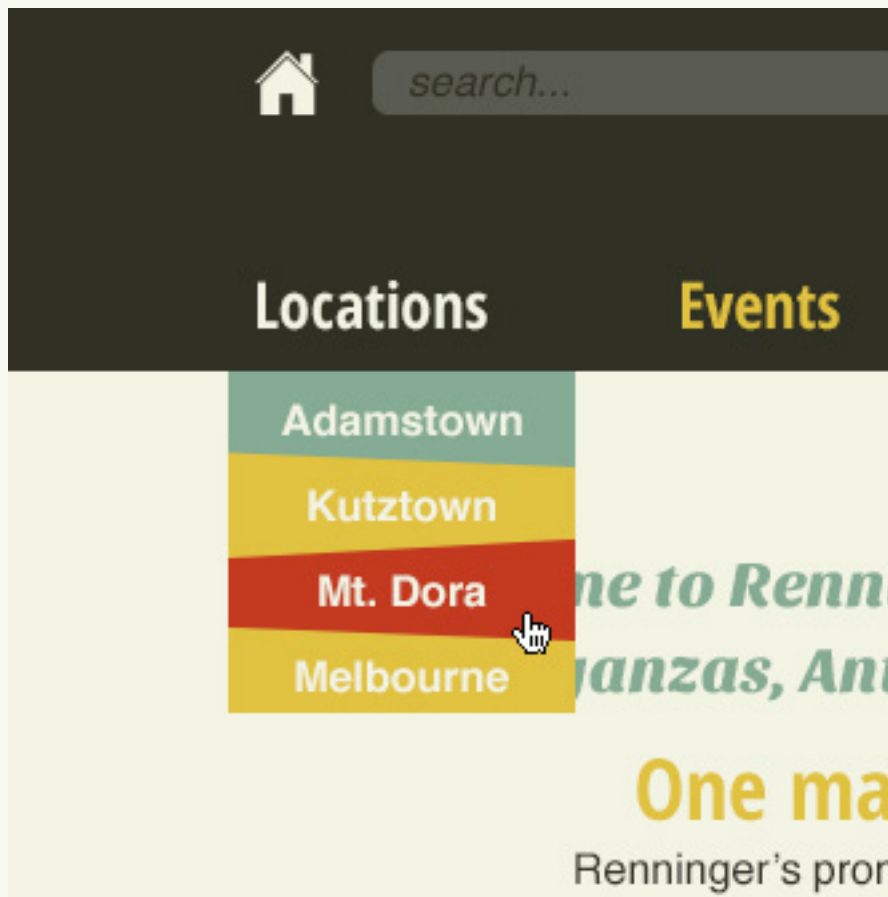
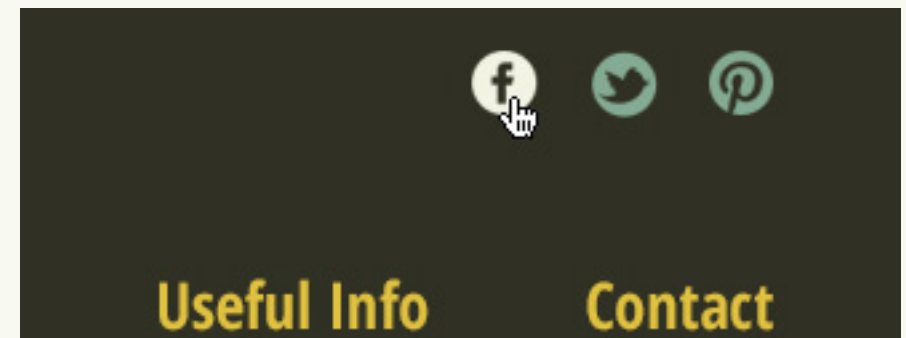
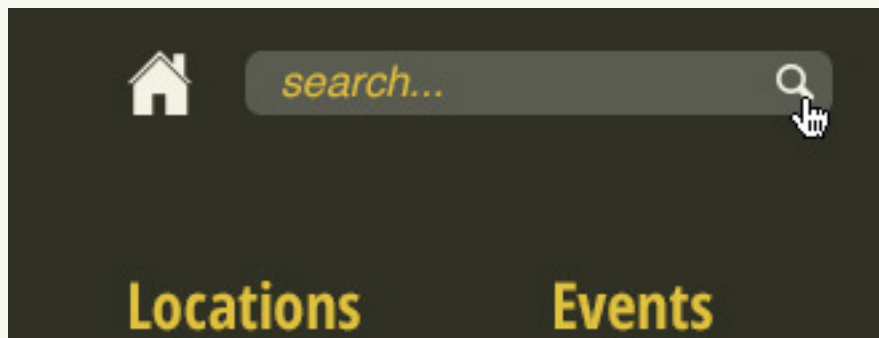
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Home to Renninger's World Famous Antiques & Collectors Extravanzas, Antiques Markets, Farmers Markets, & Flea Markets

One man's trash is another man's treasure

Renninger's promotes antiques, flea, and farmers markets. We currently have four locations in Pennsylvania and Florida. So head on down to the location nearest you and join us for priceless antiques, unique flea market finds, and fresh produce from local farmers. See you there!

Adamstown, PA

Renninger's original antiques market. Our friendly knowledgeable dealers can acquire most anything you want in the world of Antiques & Collectibles. Weekly you will find 375 dealers indoors and up to 300 outdoors.

[more info](#)

Kutztown, PA

Renninger's has been in Kutztown since 1955. On any given weekend you can attend the Farmers Market, Antiques Market, Outdoor Flea Market, or a special event like the Antiques & Collectors Extravaganza, Antique Radio Show, or other special events.

[more info](#)

Mount Dora, FL

Located on 117 acres of scenic, rolling land, in beautiful Lake County you'll find acres of indoor and outdoor shopping potential in the antiques center and the flea & farmers market. These markets boast hundreds of vendors and thousands of customers each weekend and are just the beginning of exciting events.

[more info](#)

Melbourne, FL

Renninger's Super Flea and Farmers Market has been a part of Brevard County since 1987. The Super Flea is the largest open-air flea market on the Space Coast. There's over 900 booths of quality used and new merchandise, at bargain prices.

[more info](#)



Calendar of Events

Renninger's has antiques, flea, and farmers markets every weekend throughout the year. There's also Extravanzas, Jewelry Shows, Americana & Quilt Shows, and other special events you'll enjoy.

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Shopping Guide

Looking for that perfect piece to add to your collection? Want to browse for parts for a DIY project? Need farm fresh produce for your diner table? Not sure where to start? Our Shopping Guide gives you tips and tricks to start your market experience.

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Indoor & Outdoor Market
open every Sunday

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April 21 - Spring Opening of Outdoor Antiques Market

Special Sundays

Sunday after Kutztown Extravaganza

April 28
June 30
September 29

Kutztown, PA

Antiques Market
every Saturday

[more info](#)

Outdoor Flea Market
every Saturday
(except during Extravaganza)

Farmer's Market
every Friday & Saturday

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Antiques & Collectors Extravaganza

April 25-27
June 27-29
September 26-28

Kutztown Radio Meet

May 10-11
September 20-21

Other Events

April 13 — Spring Cleaning Flea Market Event
April 26-27 — Vintage Jewelry Show
November 16 & 17 — K-town Cross — Cyclocross Bicycle Race

Mt. Dora, FL

Antiques Center
every weekend

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Flea & Farmers Market
every wekkend

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Guitars & Cars Swap Meets

2nd Sunday every month

March 10	June 9	September 8	December 8
April 14	July 14	October 13	
May 12	August 11	November 10	

Antiques Fair

3rd weekend every month (except January, February, November)

March 16-17	June 15-16	September 21-22
April 20-21	July 20-21	October 19-20
May 18-19	August 17-18	

Melbourne, FL

Flea & Farmers Market
every weekend

[more info](#)

Antiques Extravaganza

3rd weekend (January, February, November)

November 15-17

Other Events

April 20-21 — All Creatures Great & Small Pet Show with Antiques
April 27 — 2nd Annual Vintage Garden Show
May 11-12 — Mother's Day Vintage Fashion Show & Tea
June 15-16 — Father's Day Mantiques
June 29 — Something Old Something Blue Flea Market Wedding Show
July 6 — Red, White and Renninger's Americana & Quilt Show
August 3-4 — Steampunk Industrial Show
September 7-8 — Where Women Create

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elizabethatkinson@renningers.com

Farmers & Flea Market
(352) 383-3141
dorafleamkt@renningers.com

Address

20651 US-441
Mount Dora, FL 32757

Located just 30 minutes north of Orlando, FL, on U.S. 441, just north of Route 46.

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