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The IIDA/NY's Fall Fundraising Extravaganza, Dazzles the New York A&D Community and Benefits New York Design Students

Hundreds of people - 543 to be exact - stepped up (\$100 a ticket) and stepped out (to party most hardy) to make the October 16, 2003 event held at The Downtown Association on Pine Street in lower Manhattan a memorable and successful evening.

Five design students from New York's FIDER accredited schools were awarded scholarships at a special ceremony that preceded the party. **Dina Frank**, president of Mancini Duffy and the IIDA/NY chapter welcomed every one. **Susan Taylor** who again coordinated the student scholarship competition then joined her. Together, they introduced each student and presented him or her with an award certificate and check.

Suzanne Swift and **Danyel Jones** of SpecSimple closed out the presentation announcing the 5 firms that led the way in the 2003 Annual Box-a-thon that Ms. Swift organized five years ago.

(Continued on page 7)



(left-right) Beverly Bennis: scholarship committee member, Charles Brokate: scholarship award recipient, Susan Taylor: chairman scholarship committee, Judy Hsu: scholarship award recipient, Meral Bozkurt: scholarship committee member, Michelle Syner: scholarship award recipient, Sarah Belczak: scholarship committee member, Sonya Sinha: scholarship award recipient

Features

"... And you call yourself a professional interior designer?" If you want to continue to, listen up and get involved!

Legislation has been introduced in our state senate and assembly that can profoundly change the way interior design is practiced in New York State. The IDLNY, spearheaded by the efforts of Ruth Lynford and supported by the New York chapters of IIDA and ASID, has been involved with and monitoring the content of these bills. Amendments will be proposed during the next legislative sessions beginning in January, 2004 that will impact YOUR PROFESSIONAL FUTURE.

Two updates and perspectives to keep you informed on this crucial legislation are provided by Ruth Lynford and Carl Bethge, Vice President of Government and Regulatory Affairs, IIDA/NY.

Since the New York State Legislature adjourned In June of 2003, Interior Designers for Legislation In New York (IDLNY) has been working on amending their bill to address some of the concerns that were raised by various Legislators.

The professional lobbying firm that we have hired, Bolton-St. John, has been strategizing with us and will be working on our behalf in Albany. Meetings and discussions have continued to take place with the Legislature and with staff at the State Education Department to flush out

any potential roadblocks. Within the next several weeks IDLNY will ask Assemblyman Ronald Canestrari and Senator Kenneth LaValle to submit changes to the bill to reflect IDLNY's current position. The most significant change will be the grandfathering clause. Interior Designers will now have to have 15 years of experience as an interior designer, in order to be fully grandfathered in under this proposal. Lobby days, town meetings, letters of support and other efforts will be in full force by January and will continue throughout the session.

Our first "town hall" meeting of the new year will be held at the Steelcase showroom on Wednesday, January 28th, 2004 from 5:30 to 7:30 pm. Please join us, you need to fully understand the impact of this legislation and we need your insights, ideas and support.

- Ruth Lynford

The New Interior Design Legislation-What does it actually say? Assembly Bill A8587, sponsored by Assemblyman Canestrari, Chair of the Assembly Higher Education Committee, and S5361 (its companion bill in the Senate), sponsored by Senator LaValle are designed to limit the use of the title Interior Designer to those individuals who through education, experience and exami-

nation have qualified themselves for certification by the Department of Education. This legislation, as first proposed, extended only a two-year window of opportunity to "grandfather in" qualified practicing professionals.

Additionally, bills A198 and S279 would require state agencies contracting for interior design services to select firms where work is performed by, or under the supervision of, Interior Designers as defined by the new title act, and bills A262 and S489 would amend the state education law to define the practice of interior design as a profession that safeguards the life, health, property, and welfare of the public.

The entire texts of these bills and additional information can be found at www.idlry.com. This legislation is in keeping with laws passed in other states and with IIDA's recent policy statement regarding the nationwide movement toward the certification, registration and licensure of interior designers.

The IIDA/NY Legislative Committee is planning on a number of activities in 2004 to support this legislation and to inform our chapter membership about it. We need two additional volunteers to assist with these projects. If you're interested in helping please e-mail carl.bethge@ki.com.

- Carl Bethge

Ikes' Likes: Two Words for you ... Day Trip!



Ike Cheung,
Associate, HOK NY

Weekends feel simply too short and fly by too quickly. That got me thinking about Albert Einstein's theory that the perception of time is relative. Rather than your usual routine, try something different that might help your weekend feel longer. I have two words for you - day trip.

If you are like me who lives in the city, the idea of going upstate scare the bejeezus out of you. And no, north of 125th street is not considered upstate. Just sixty miles north of Grand Central station, the Dia Art Foundation has set up a 240,000 square feet exhibition space in the town of Beacon, New York. Larger than life works of art take residence comfortably in this former box-printing facility. Michael Heizer's North, East, South, West and Richard Serra's Torqued Ellipses would have me visit again. Go and "TELL YOUR MAMA".

Have you seen the cute ads on the subway about the Bronx Zoo? Despite my feelings toward animals in captivity, they seemed well taken care of and living in a place better than I ever imagined. Like some of the visitors no higher than my waist, I found myself competing for a spot against the glass hoping for a glimpse of the "OFF THE HOOK" featured starlets.

After a nice day trip, let us slip back in the city and find a place to end the day properly.

With the ever so popular Williamsburg, Smith Street and DUMBO ruling over the city nightlife and potential rookies Long Island City and Greenpoint on deck, yours truly was prepared for a reconnaissance across the East River. But hold on to your cab fare kiddies, Manhattan nightlife is rocking back in a big Godzilla kinda way. Leading the charge are the mega clubs and the rooms such as Plaid, Canal Room, Mission, Coral Room, PM, and Avalon. If the last "real" clubs you hit were back in 1987, call it the signs of the times or simply age. Your idea of a good time does not include shouting over 110 decibel of thumping bass, and jockeying for a piece of bar real estate, just to find yourself shelling out double digits for a drink served in a plastic cup. Rest ashore, here are two suggestions that are set to our pace.

On a sleepy street west of the Flatiron building is a lounge named after the famous landmark itself. Do not let the benign name fool you. This is what every gin joint has to measure up to. If you think cocktail menu are for amateurs and ordering a drink is a non-eventful act but done so with purpose and goal orientated vigor, then you will be missing out on one of the best drink menu inked on paper. Sure, they

got your designer martinis and the drink of the month. But rather indulge in one of the many alternative concoction of a generation past. And thank goodness, white wine spitzer is not on the roster. Run and Go "TELL YOUR MAMA".

At the edge of northern Chelsea, lays the oddly placed "Biltmore Room". No doubt it ranks as one of the prettiest spots on the island. Its "OFF THE HOOK" dining room is dress with mirrors, chandeliers and enough bling bling to make it a location for a Beyonce's video. On a recent visit, curious well-heeled uptowners, Wall Street denizens in gray flannel and local gallery types all co-habited the space in harmony.

So, what are you waiting for? Go ahead, do something with your time.

IKE'S RATING SYSTEM:

Good is "RIGHT ON" ... it hits the spot, it's perfect, it's exactly what you were looking for. Better would be something that's "OFF THE HOOK" ... an unexpected pleasant surprise. And lastly the best describes that overwhelming feeling of joy and excitement that makes you want to tell all your friends and even "TELL YOUR MAMA"

Education and Research Forum Presents: GREEN INTERIORS: Definitions & Strategies

Carol Crawford, NYSICD

"Green Interiors: Definitions & Strategies" was the topic of a presentation by Penny Bonda, FASID, October 14, 2003 given at the New York Design Center, 200 Lexington Avenue. This special event was organized by IIDA's Education and Research Forum, and moderated by Grazyna Pilatowicz, author of Eco-Interiors

The event was sponsored by ICON Construction, Forbo Inoleum, BergerRait, Carnegie Textiles, Tandus Group, Consolidated Carpet, Lane and SMED Modular Office Furniture.

Penny Bonda, a Fellow of the American Society of Interior Designers, is one of the most distinguished proponents of sustainable design. After a noted 27-year career in interior design, Bonda became passionately involved with the effort to educate designers about their role in preventing, and possibly curing, global environmental problems that will radically alter life on earth. She has been an organizer and moderator for the annual EnvironDesign conferences, and is the recipient of the 2002 Sustainable Design Leadership Award, profes-

sional designer category, from IIDA and Collins & Aikman Floorcovering. She credits her awareness of sustainable issues to the pioneering efforts of Ray Anderson, the chairman of Interface Carpet.

Penny Bonda gave her appreciative audience, which included many design students from Pratt, F.I.T. and Parsons, as well as professional designers, a whirlwind overview of the development and purpose of sustainable design, beginning with global issues and touching upon current efforts to standardize green

design goals through the Leadership in Energy and Environmental Design, known as LEED™, which is preparing LEED-CI, for Commercial Interiors, for publication in 2004.

It was just over a decade ago that carpet manufacturers rarely made solution-dyed nylon or used safe backing materials that would not give off voc's. Now, with public and professional education giving designers and their clients the knowledge to demand healthy environments and safe materials to shape and decorate them, manufacturers are competing for

their market share in the "green" revolution. In the U.S. four billion pounds of carpet are buried each year in landfills, and 90% of U.S. goods are thrown away annually. The strong message delivered by Bonda was that designers have an ethical obligation to use their economic clout. "We must educate ourselves and our clients in sustainable principles to avert global disaster."

For more information on sustainability and green interiors, I recommend the Bonda Report, accessible online at www.bondareport.com that provides a link to environmental news

articles from all over the world. The Annual EnvironDesign Conference (next held in Minneapolis in April 2004) provides great resources for learning about new materials and methodologies. Also, the Earthpledge Foundation is another valuable information resource which can link designers to people and ideas concerned with a sustainable future.

Chapter Activities and Events

New York Chapter Honored by IIDA National for 2002/2003 Fundraising Accomplishments

Each year, IIDA National presents "Awards for Excellence" in an annual competition that recognizes chapter accomplishments and leadership in seven different categories. IIDA/NY received the highest honor in the "Excellence in Programs for Fundraising" category. The submittal the chapter sent to the competition judging committee is below. This brief chronicle of the birth of Woza in the fall of 2002, the ongoing success of the New York chapter's Leaders and Pioneers events and our recent Noche Española represents the extraordinary accomplishments that our members, volunteers and sponsors can be proud of.

EXCELLENCE IN PROGRAMS - FUNDRAISING

The two mainstays of the New York Chapter

funding each year, The Leaders Breakfast and The Pioneers of Industry series, were joined by the First Annual Woza this past fall (2002).

In a year when getting people to turn out and plunk down sizeable bucks for the privilege to do so proved to be extremely difficult, The Leaders Breakfast sold out ... again. The Pioneers series was exciting, well attended and profitable ... again.

In spite of this, come late summer last year, the Chapter needed a new and large source of revenue to not only accomplish 4th quarter goals but to provide operating revenue. A Chapter task force was established to find a way to generate new and unbudgeted revenue.

Ten weeks later, over 700 people attended Woza. The creation of WOZA was built on the

belief that the New York Design Community, with no fall market scheduled for the first time in over 3 decades, would welcome and support a new opportunity to gather, to celebrate and network. The theme and graphics were put in the works, 2 very involved and participatory sponsors were secured (**Knoll** and **The Tandus Group**) along with a wonderful and unusual venue, the Ace Gallery in Soho. The IIDA/NY Scholarship Fund would benefit from the event and the involvement of the NY design schools and students added another level of buzz and excitement to WOZA.

The Chapter initiative to position IIDA to be central and essential to the industry took a giant step forward due to WOZA as membership, education and fundraising goals were moved forward.

Hospitality Forum Seminar Focuses on the Reality and Humanity of Universal Design.

Janis Herman, a well known expert in the field of Universal Design, shared her expertise on the subject at a seminar held November 16th at the ALL STEEL showroom. Ms. Herman's unique perspective combines knowledge gleaned from 30 years of residential and commercial design practice and having spent a good part of that time confined to a wheelchair after being injured in an accident.

Actually, "confined" is a word that immediately seems inappropriate as this woman of boundless energy and passion presented an informative Q & A power point presentation that recapped pertinent reference points of regulations, codes and progress. Much of the information Ms. Herman presented and the prime message she conveyed amplified the fact that both ADA regulations and legislation impacting the

disabled in the workplace are not meant to create advantages that unfairly favor the handicapped but to level the playing field for them.

SPONSORS for the event were **All Steel, Durkan Hospitality, Durkan Commercial and Karastan Contract.**

Ms. Herman's full presentation will be available on the IIDA/NY website that will be launched in January, 2004.



Elizabeth Cornish (left) introduces Janis Herman



Noshing and Networking



Kirk Heasley and Victoria Danseco

Calendar of Events

Wednesday, January 28, 2004
5:30 to 7:30 PM

IDLNY "Town Hall" meeting
Design Legislation Progress and Plans
Location: Steelcase, 4 Columbus Circle
For information: Contact Jeannie Bochette
at bbochett@steelcase.com

Friday, January 30, 2004
7:30 to 11:00 AM

25th Annual Interiors Awards Breakfast
Presented by Contract Magazine
Location: Cipriani, 110 East 42nd Street
Price: \$175.00
For Information: Contact Joanna Garnett
at 646 654 4582

THE LEADERS' BREAKFAST will be held in late April. The date and location will be announced in January.

IIDA/NY FORUM EVENT SCHEDULE

COMMERCIAL FORUM

The Pioneers of Industry/2004 Series
Location: St. Peters Church, 619 Lexington Ave. (54th Street and Lexington)
All events are scheduled for Thursday evenings at 6:30 PM
March 18, 2004 Charles Gwathmey
April 15, 2004 Jim Rogers
May 20, 2004 Brad Perkins
For information: Contact Elisabeth Post-Marner at e-post-marner@peapc.com

FACILITIES FORUM

Measurement in Design

A 4 part series designed to explore measurement in design and how it can be used to produce valid measurements of business success in actual case studies. The final session will be a present-

tation of results from the 3 previous sessions that will provide the content for a published report that will define and set standards that designers can use as part of their justification for creating effective workplaces.
Location: Steelcase, 4 Columbus Circle
All 4 sessions are scheduled on Thursdays and have morning and evening components.
April 22, 2004 May 20, 2004
June 24, 2004 July date to come

Mornings 8:00 to 10:00 AM: Design Principals Roundtable Breakfast
Evenings 6:00 to 8:00 PM: Open Attendance
For information: Contact JJ Falk at jj@falk.com

HEALTHCARE FORUM and **HOSPITALITY FORUM** and **EDUCATION FORUM** spring events will be announced in January

From The Oval Office: Exciting Plans in 2004



As 2003 comes to a close, several new and exciting IIDA/NY Chapter initiatives are taking shape. We'll usher in 2004 with the January launch of the new website, the Chapter's virtual home. It includes a calendar of events and news, updated monthly; regular Forum updates; and on-line event registration. It also features projects by Chapter members, so start making your plans to submit work you'd like to share with your colleagues.

In the fall of 2004, we'll premier the IIDA/NY Chapter Design Awards, open only to Chapter members and including a special New York Firm of the Year Award. We're planning a small, elegant presentation in a museum-type setting, followed the same evening by an industry-wide celebration. Watch the new website for the date and more details.

This year for the first time, the Spring Leaders' Breakfast will be a celebratory event with a national scope: we will be marking the IIDA's 10th Anniversary with a forward-looking program honoring future leaders of the profession. Each of the five cities on the national tour will hold a "Ten to Watch" competition, co-sponsored by **Interior Design magazine** and **Herman Miller**. IIDA National will be accepting entries from professionals in the design community. Detailed information about the competition will appear in the December issue of Interior Design (or call 888.799.IIDA); the magazine will also report on the competition results. Local winners will be announced and honored in their respective cities' Leaders' Breakfast.

All these activities, events, and initiatives don't just happen: we get by with a great deal of help from our friends. The manufacturers, dealers, independent manufacturers rep firms, installers, construction managers, and owners'

representatives who sponsor the programs are truly our partners. They contribute time as well as funding, participating in committee initiatives, responding to our professional needs, collaborating with us, supporting our efforts.

Thank you for helping make the NY Chapter vital and valuable to all its members!

And to all our members and colleagues in the industry who have not yet discovered the pleasures and rewards of volunteering for or sponsoring IIDA/NY Chapter initiatives, it's time to make that New Year's resolution: join us!

- Dina Frank, IIDA, AIA

Sponsors and Thanks

We thank our sponsors for their support and generosity during the last year. On behalf of our members and the entire New York A&D community, our best wishes for a healthy and prosperous 2004.

All Steel	JP Maged
Atlas Carpet Mills	Karastan Contract
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Brescia Goldin Partnership	Lane Flooring
Burlington Industries (Lees Carpets)	Lennox Hearth Products
Carnegie Fabrics	Lynford Limited
Conant Architects	Mancini-Duffy
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Herman Miller	Turner Interiors
HLW	Vecta
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ICON Construction	WB Wood New York
Interface	Peter Woo
Interior Architects	

Get the Spirit in 2004

Time, expertise, hard work, staff, networking, resources, showrooms, CEU's, ideas, financial support ... these are just a few of the gifts that our volunteers and sponsors give to our chapter members and the New York A & D community each year. To recognize and honor the companies and individuals whose generosity and support makes us tick, we have created the SPIRIT AWARD.

This beautiful, top quality (professionally designed, printed on 100 lb. Stock) certificate is available (comes framed) with your name/your company name on it (hand-calligraphy



in silver ink ... top shelf all the way) in June, 2004 at our annual we-love-our-volunteers-and-sponsors celebration. For volunteer and sponsor information, contact Carolyn Jennings at cjennings@kellenccompany.com

Noche Española

(From cover story)

The theme of the evening was carried throughout the night by daring chapter members in costumes inspired by Carmen Miranda and Fernando Lamas, and roving Spanish entertainers led by two scintillating Flamenco dancers. But, the biggest round of applause goes to OUR SPONSORS of the event.

LENNOX HEARTH PRODUCTS, JP MAGED, DUPONT ANTRON and THE TANDUS GROUP made the event and the scholarships happen. We cannot thank them enough for their support and generosity. The event committee of just five people ... co-chairs **Randy Fahey** and **Christine Graham** along with **Nina Del Perlo**, **Brandon Bone** and **Maria Mendoza** ... worked tirelessly for months, with assistance and support from **Carolynn Jennings** and **Suprena Millet**, to put this together - a great job.

Congratulations to the winning students:

Alyssa Belmonte of The School of Interior Design
Charles Brokate of Pratt Institute
Chia-yu Hsu of the Fashion Institute of Design
Sonia Sinha of The School of Visual Arts
Michelle Syner of the New York Institute of Technology



Sponsor LENNOX HEARTH PRODUCTS introduced their Reflections Electrical Fireplace.



Sponsor THE TANDUS GROUP created a "Welcome Rug" utilizing graphics created for the event.



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