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INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION

NEW YORK CHAPTER

The VOICE

Of the New York
A&D Community

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At Press

Interior Design Bill passed on June 23rd. Next Step, the Governor!

Leader's Breakfast Honors Educators at the Pier

Suzanne Swift, VP Communications

In a city that celebrates great design, New York's design stars tend to overshadow New York's design educators. Not this year! This year the IIDA Leader's Breakfast paid special homage to its educators in a morning event keynoted by designer and educator John Maeda.

The morning's program began with introductions by IIDA National president, John Lijewski and New York Chapter president Guy Geier who welcomed the crowd of over 500 to Pier 60 at Chelsea Piers.

Before the main event got underway, two scholarship presentations took place. Susan Taylor awarded the IIDA New York Student scholarships to 5 talented students: Marcia Butler (New York School of Interior Design), Sung Youn Ham (Fashion Institute of Technology), Lauren Landy (School of Visual Arts), Francis Nicdao (Pratt) *(story continued on page 6)*



John Maeda at the Leader's Breakfast.

Bill Moggridge of IDEO delves into the design process at this year's Pioneer's Series

Susan da Fonseca

Bill Moggridge, co-founder of one of the world's most innovative design firms, IDEO, is the man responsible for some of this generation's most ground breaking designs including the Palm V, Amtrak's Acela cars, and the Steelcase Leap chair. He spoke to a gathering of designers and architects as part of the IIDA Pioneer of Industry Series on March 31, 2005.

IDEO began in 1991 when Bill merged his firm, ID two, with David Kelly Design. In less than 15 years, IDEO has grown into a 350-person firm housing a multi-disciplinary collection of architects, industrial, interaction and interior designers, mechanical, electrical and software engineers, psychologists, social scientists,

human and business factor experts who design everything from products and spaces to consumer experience.

Moggridge discussed how the nature of the design process changes in response to the complexity of the problem at hand. He emphasized how successful design may require expertise in many diverse areas of human knowledge.

For example, when designing a pair of sunglasses for Nike, anthropomorphic data was IDEO's primary consideration. More dynamic, physiological data was required for IDEO's Leap chair design. IDEO brought in psychologists to determine how to enhance a patient's experience at their client's

(story continued on page 4)

Features

Ikes' Likes: Value Engineering not required

Ike Cheung, Associate, HOK NY



I hate the phrase value engineering. Just say what it is: "I want it but I can't afford it!" Being in this business, we hear it so often it becomes the state of the norm. But what if you had to value engineer your life...

Unless you are Donald Trump or a hedge fund manager, a good number of us living in this town are feeling the pinch in our wallets. That got me thinking, money and hair have something in common. With the former, you can bust your butt trying to have a decent bank roll, but the truth of the matter is that the majority of wealth comes from inheritance. And that's what the former has in common with the latter; the amount of hair on your head is a direct link to your heritage. And above all, most people believe you can't have too much of either.

Finding the right place for you and your friends to ponder your next million dollar scheme can be overwhelming in this town; they can either be pretentious, filled with posers or down right scary. And when you are ready to graduate from the scary places that smell of two month's old stale beer and serve ten cent hot wings on game night, then "The Brandy Library" is the place for you. For those fickle people out there, the well mannered and patient barkeep is always eager to help you select the right choice. This place is "RIGHT ON".

Money can buy you things but you can't nourish your soul on e-bay. The self serving Christo and Jeanne-Claude gave us a big splash of color with "The Gates" in the bleak of winter. Gregory Colbert's "Ashes and Snow" showed us exotic and Zen like images at the Nomadic Museum. But the real extravaganza in town is the new, bigger and "OFF THE HOOK" MoMA. Naysayers criticized the blandness of the building. Like a tailored business suit, its primary purpose is to showcase what's inside. I am just glad I don't have to cross the river anymore for a little soul searching.

To find an exceptional restaurant in this town without breaking the bank can be a bit daunting. No stranger to anyone that lives in the West Village and one of my all time favorite places is "Mary's Fish Camp". If you can deal with the ridiculously long wait, no reservation policy and tight quarters, you will be rewarded with some of the best tasting sea food ever. Yes, Ever! Nothing I have to say between now and the end of this column can give this spot its justice. So if you are deciding between reading the rest of this column and going to "TELL YOUR MAMA" about this restaurant...well, let's just say I won't be upset.

Good, you're still here. I have a few more places to tell you about... Squeezed between two monster clubs in the Flatiron District, "Gypsy Tea" and "Select," lives the "OFF THE

HOOK" "Sapa". Patricia Yeo, the head chief that created "AZ" is back and she's better than ever. Back down in the West Village, I stumbled into "EN" an unusual and "OFF THE HOOK" Japanese brasserie. The food resembles the space's design; modern with a twist, simple and meager in portions but bold in flavors. For something more familiar, check out "Billy's Bakery" and be sure to "TELL YOUR MAMA". A couple of their heavenly cupcakes will set you back less than a round trip on the subway. How's that for a deal.

Whether you are on a shoe-string budget or spending like you're Paris Hilton, from time to time, we all must do the inevitable and check our piggy bank. Whether you are a regular at Frederic Fekkai or Astor Place Hair, a recurring haircut is a good thing.

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".

Featured Showroom: Geiger's new New York Showroom

The new 6,500-square-foot Geiger International Showroom in Carnegie Hall Tower on New York's upper west side features an elegant and intelligent portfolio of product solutions for the modern workplace. From personal offices to collaborative environments, the

space synthesizes Geiger's commitment to delivering excellent value through timeless design, superior materials and unwavering quality.

Interior Design: Grant Design Collaborative



EnvironDesign9:

Inspiration, Motivation...Are we there Yet?

Carol Crawford, NYSCID, IIDA, ASID

Today, the word "green" means more than just a color, in the same way "environment" refers to more than just wilderness and watershed. Over the last half century, the tremendous growth of public interest in preserving our planet has pushed green issues to the forefront of our industry. Students in higher education now insist on training in sustainable design. Manufacturers, builders, facilities managers and design professionals have joined forces with government to create guidelines and laws to build "green". As New York takes its place alongside other innovative "green" cities like Chicago, Portland and Seattle, the U.S. as a whole slowly catches up with Europe. Conferences on "green" building have proliferated.

One of the best of these is the EnvironDesign conference on sustainable design. The ninth annual meeting, EnvironDesign9, was held April 20-23 at Manhattan's Marriott Marquis Hotel. This inspirational gathering has pioneered education in environmentally aware design - "green" building - since its inception in 1996. Each year it has been held in a different urban area and each year those lucky enough, or wise enough, to attend have had the opportunity to learn what is happening nationally and globally to protect our planet's future. Produced by EnvironWorks, the L.C. Clark Publishing Company who also publish green@work and Interiors & Sources magazines, EnvironDesign draws together world-class experts whose dedication to responsible design has energized the movement to create a safer built environment. There are other excellent conferences in this area, like GreenBuild, which is organized by the U.S. Green Building Council (U.S.G.B.C.). But EnvironDesign ranks, in my opinion, as the most socially conscious and inclusive.

Keynote speakers included architect-green building pioneer William McDonough and chemist Michael Braungart, whose partnership, MBDC, travels the world to consult on environmental planning. Their fascinating presentation of MBDC's plans for a new city in the middle

of China's Li River valley, revealed a way to blend industry and dense population invisibly into one of the most beautiful, haunting landscapes in the world... without harm. Leslie Hoffman, director of the Earthpledge Foundation, and Robert Fox, architect of 4 Times Square and the new Bank of America Building opposite Bryant Park, gave a candid and refreshing conversational-style keynote address concerning the growth of "green" roofs in New York City.

Every EnvironDesign conference encourages new thinking. A stimulating program of interactive round table discussions in groups of 5 to 6 called, "Conversations That Matter", for instance, brought participants together to explore a series of challenging problems in setting goals for change, and to suggest alternative ways to create positive solutions for environmental issues. The Product Learning Center was another source of new ideas and exciting networking, along with the array of new "green" goods and services. For interior designers and architects it was an excellent source of information on sustainable materials.

Twenty-four workshops, with a separate track for designers, managers, builders and educators, ranged from the visionary to the concrete. All provided case studies, rapid-fire presenters and lots of information. Field trips to outstanding local examples of green design, such as the Solaire in Battery Park City, and Kiss & Cathcart's Terminal, provided a chance to see green ideas and principles brought to life. One of the best, the Earthpledge Foundation's tour of the magical green roofs being installed atop the high-rises and townhouses of Manhattan, demonstrated how green roofs conserve rainwater run-off and cool the city in summer. Finally, following the close of the conference proper, the U.S.G.B.C. conducted a series of training workshops in L.E.E.D. (Leadership for Environmental Energy and Design) to help prepare participants for L.E.E.D. accreditation. The energy and innovation of EnvironDesign

together with other advancements in sustainable design and environmental education are hopeful signs for our planet. But are we there yet? Is the public becoming aware? Do professionals have the right training, information and commitment? Are governments listening? No, we're not there, yet...but we're getting there. I think we've reached a "tipping point."

Carol Crawford teaches at Pratt Institute in the Dept. of Interior Design and has a combined practice in interior design and fine art. Her firm, Carol Crawford Environments, Inc., is based in Forest Hills; she maintains her studio in Long Island City.

For environmental news that impacts upon the interior design profession, log on to the following web sites:

www.isdesignet.com
www.greenatworkmag.com
www.environdesign.com
www.healthybuilding.net
www.mcdonough.com/cradle_to_cradle.htm

Web Corner: Member's On-line Directory

Where do you go to find the best Interior Designers and Architects New York has to offer? You go on-line to the IIDA New York's NEW Member's Directory. Search by member or firm to quickly find who you were looking for. Or browse firms by design discipline (i.e. Commercial, Residential, Retail, etc). Since many firms have included project portfolios, the IIDA/NY on-line Member's Directory gives you a full-color tour of NY's best design firms.

Members, to update your listing, please email webmaster@iidany.org.

Events

Legislation Certification Summit educates designers about changes to come

Carl Bethge, VP of Government and Regulatory Affairs

Last June both houses of the New York State legislature unanimously passed legislation designed to limit the use of the title Interior Designer to qualified professionals; those who could document their professional qualifications based on education, experience and examination. The proposed law includes a "grandfathering" clause that exempts designers with 15 years or more of professional experience.

The law was developed by Interior Designers for Legislation in New York (IDLNY) with support from the New York chapters of both IIDA and ASID. Its passage was seen as a major advance for the interior design profession.

And then, at the last possible moment, Governor Pataki vetoed the measure.

It seems the bill isn't dead, however. According to IDLNY President Jim Lothrop, speaking last month at the 3rd annual ASID/IIDA Certification Summit, it is likely IDLNY will succeed in getting the law reintroduced, and reason for optimism that the Governor will drop his opposition.

Also speaking at the Certification Summit was Jane Blair of the New York State Board for Interior Design, the agency that oversees the current voluntary certification program, and Jeff Kenney of National Council for Interior Design Qualification (NCIDQ), the standard-bearer for interior design exams.

There is widespread agreement that mandatory certification is a necessary step in the future of the profession. IIDA/NY is looking to develop more programs aimed at helping members achieve professional development goals.



Left to right: Benjamin Huntington, Jim Lothrop, Jane Blair and Jeff Kenney

A short but inspiring film regarding interior design certification was produced for Certification Summit by Niva Productions. IIDA/NY has a limited number of copies of this film available on DVD, and will send them to members who want to use them for educational purposes. Please send me an e-mail at cbethge@tekus.com for copies.

More information on legislative issues effecting the interior design profession can be found at www.idlny.org.

Bill Moggridge of IDEO delves into the design process at this year's Pioneer's Series

(story continued from page 1)

hospital. When designing VOCERA - a wireless, voice recognition, communications connectivity device used by groups within hospitals or other settings - IDEO gathered sociological data. And to develop a simple, functional deep water pump in Kenya, required IDEO to understand Kenya's culture.

Perhaps the most complex problem IDEO has worked on to date concerns a product's life cycle. Moggridge displayed charts illustrating the life cycle of a product which ranges from the acquisition of raw materials, through the manufacturing process of materials used in production, to marketing, distribution, purchase, use, and eventual disposal. He emphasized that most consumers are only aware of a very small portion of a product's life cycle, from the

end of the manufacturing process through the beginning of the disposal process. As designers, he advised, we can be influential by educating ourselves and our clients about a product's entire life cycle. Only in this way, can we reduce waste and pollution.

IDEO has made its innovative design process accessible to everyone. They have developed a deck of Method Cards with 51 methods used by IDEO teams. Organized in four categories, Learn, Look, Ask and Try, the IDEO cards describe each method and how to apply them. (You can purchase IDEO's cards on their web site.) There are books available as well; Thoughtless Acts, by Jane Fulton Suri and IDEO discusses how an observational approach of people and their behaviors can inspire and

inform design; The Art of Innovation by Tom Kelly reveals the strategies and secrets behind IDEO's success.



Bill Moggridge of IDEO

The key to IDEO's success is in understanding people, their experience, behaviors, perceptions and needs. I recommend a visit to the IDEO website, www.ideo.com for an interesting look at the design firm that has won more design awards than any other. You may come away with a new way of viewing your clients, your practice, and the world.

Looking at LEED: Penny Bonda charts LEED's growth & development at the Design Principal's Round Table

Susan da Fonseca

Did you know that if every country in the world consumed as we do in America, it would take four earths to accommodate all of us? One American consumes as much as 3 Germans, or 6 Mexicans, or 14 Chinese, or 38 Indians!

These and other disturbing facts were brought to light by Penny Bonda, FASID, NCIDQ, LEED AP during the IIDA Facilities Forum Principal's Breakfast held on April 19, 2005 at the Steelcase showroom. The focus of this Forum was sustainability and LEED accreditation. Ms. Bonda presented attendees with important information about LEED (Leadership in Energy and Environmental Design), the leading edge system for certifying "green" design and construction.

As our leaders continually pass the buck avoiding the future reality that our outpaced consumption will bring, it is up to the private sector, and specifically design professionals, to bring necessary change. To pioneer change, Ms. Bonda encouraged designers to think differently. In the past we were concerned with how something looked, functioned, its price and lead time. New thinking challenges us to consider the proximity of a product's manufacturing plant to the project site, how much fuel is burned to get it from where it is made to the project, and how its packaging is disposed of, and where. Designers need to ask each contending manufacturer about their commitment to green design. Are the product's parts recyclable? Does the firm have a reclamation program in place?

According to Metropolis editor Susan Szenasy, designers have enormous buying power as well as an enormous social responsibility to keep the deadly toxins out of our air and water. The power and ethics of design will require us to become relentless and tough. LEED gives designers a scorecard and guidelines to get tough.

LEED offers points in the following areas: Site Planning, Water Management, Energy Management, Materials Use, Indoor Environmental Quality, and Innovation in Design Process. There are also different LEED products: LEED NC for new construction, LEED EB for existing buildings, LEED CS for core and shell, LEED HOMES for single family to low rise residential and LEED ND for neighborhood development which deals with the issues of sprawl. Also, LEED Application Guides are available for healthcare, labs, schools, retail, multi-building campuses, and multifamily residential.

The process is facilitated by setting goals early and involving everyone, including the client, facility personnel, architects, interior designers, real estate advisors, landlord and building management, MEP engineers, and the general contractors. A LEED certified building can be achieved on a conventional building budget if the stakeholder is committed at the project conception, and the design team has green building experience.

Many were surprised to learn that designing to LEED standards is actually good for the bottom line! Studies have shown that green improvements pay for themselves in anywhere from 6 months to 3 years. 33 buildings in a California study averaged 30% in energy savings, 30 to 50% in water savings and 51-97% in waste cost savings. When you build to LEED standards, you are decreasing the environmental impact while increasing the peak efficiency of a building, increasing capitalization rates, lease rates and marketability, and increasing productivity while decreasing absenteeism.

Studies have verified increased performance, value, and productivity while decreasing liability and improved risk management. Green hospitals demonstrate earlier patient discharge of 2.5 days. Schools show a 20% better test perform-

ance when good daylight is provided in the design. Retail stores with skylights show increased sales. Factories show an increase in production while offices have a 2-18% increase in productivity.

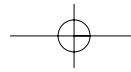
Currently, less than 5% of all buildings in the US are LEED certified. There are many obstacles that stand in the way; inconvenience, special interest, controversy, aesthetics, budget and time constraints, apathy and denial, ignorance and negligence.

LEED registration offers some advantages to help overcome these obstacles. The USGBC (US Green Building Council) provides a support system, and some jurisdictions offer expedited permitting, and in some cases, increased density if you agree to build to LEED silver or higher. With all the benefits, isn't it time you considered sustainable design?



Penny Bonda, FASID, NCIDQ, LEED AP is a prominent writer and lecturer in environmental communications. She is the Eco Editor of Interior Design magazine, and a

monthly contributor to their online resource, The Green Zone. She chairs the USGBC committee for LEED Commercial Interiors, and is a LEED Accredited Professional. Bonda serves on the FIDER Standards Council, Antron Sustainability Advisory Council, USGBC LEED Steering Committee and LEED training facility, and chairs the ASID Sustainable Design Council. She is the recipient of the 2003 USGBC Leadership Award. A Fellow of ASID, Bonda was the 21st national president of ASID in 1996. She can be reached at pbonda@verizon.net.



Events

Box-a-Thon Raises the Bar!

Suzanne Swift, VP Communications



Danyel Jones, Lauren Landy, Lovejoy Dureau, Susan Taylor & Suzanne Swift

The SpecSimple.com Box-a-Thon was born when I realized there had to be a better way. Design firms and dealers were throwing away old literature and samples they no longer needed. At the same time, design students at local schools could not get the materials they needed for their projects. This disconnect was a problem - and the Box-a-Thon was my answer.

Now in its sixth year, the SpecSimple.com Box-a-Thon has evolved into an event with a little something for everyone. Students get great new materials each year. Design schools receive scholarship money to spend on upgrading their resources. Design resource librarians at firms throughout the tri-state area get guilt free spring-cleaning and have an opportunity to win prizes donated by industry manufacturers. And dealers, manufacturers and their reps have the opportunity to support their favorite A&D firms.

This year 20 local design firms participated in donating 175 boxes of samples and literature to FIT, Kean University, NY Institute of Technology, NY School of Interior Design, Pratt Institute and School of Visual Arts. To help the schools unpack and maintain their samples over the year, designers raised over \$7,500 from manufacturers and their reps and dealers. The Box-a-Thon scholarships were awarded to participating schools at this year's Leader's

Breakfast. "It was quite an honor," said Suzanne Swift, President of SpecSimple.com. "Participating in this year's Leader's Breakfast underscores how important our design students are to the design community and recognizes the hard work of our participating design firms and industry sponsors."

"Today's design students are better prepared to be tomorrow's business leaders because of the support of SpecSimple.com's Box-a-Thon," says Lovejoy Duryea, Chairman of the Interior Design Department at the School of Visual Arts who was also the honoree at this year's Leader's Breakfast. Ms. Duryea also praised SpecSimple.com's pioneering efforts, because their "Box-a-thon scholarship sets a trend and raises the bar for the industry."

For a complete list of participants or to sign up for next year's Box-a-Thon, visit www.specsimple.com/drive/.

Leader's Breakfast Honors Educators at the Pier

(story continued from page 1)

and Kristen Svorka (New York Institute of Technology). Each student's project was on display at the event for all to see.

Also distributing scholarships was Suzanne Swift, President of SpecSimple.com. The 6th Annual Box-a-thon Sample and Literature Drive raised over \$7,500 for 6 area design schools. In addition to providing scholarships, the Box-a-thon collects literature and samples from major design firms and donates them to local design schools.

This year's IIDA Leader's Breakfast honored Lovejoy Duryea, Design Chair of the Interior Design Department at the School of Visual Arts. Neville Lewis presented Ms. Duryea with her award which was followed by a thought provoking acceptance speech questioning the impact our current state of public school edu-

cation would have on the future of our industry. "Just think, in 20 years, students who have never taken an art class will be our clients, our students and our architects." With the disappearance of art in the public school curriculum, will design schools be faced with applicants who can't draw?

Ms. Duryea was followed on the podium by John Maeda, MIT's Allen Professor of Media Arts & Sciences, who quipped, "My lecture will be a bit like your breakfast... a little of this and a little of that." Mr Maeda, a thoroughly down to earth individual, proceeded to entertain his audience with funny details of his life story and behind the scenes commentary of his remarkable digital art.

Mr. Maeda began his education at MIT studying computer science, originally adhering to his

immigrant family's dictum of science, good, art, bad. After following his then girlfriend - now wife - to Japan, and enrolling in the PhD program at Tsukuba University Institute of Art and Design, he became a digital artist. Mr. Maeda now runs the MIT Media Lab's Physical Language Workshop and is co-director of the SIMPLICITY consortium. He is a recipient of the National Design Award and Japan's Mainichi Design Prize and has been touted by Esquire magazine as one of the 21 most important people for the 21st century.

This year's IIDA Leader's Breakfast was sponsored nationally by Herman Miller, Interior Design Magazine and Tandus. Regional Benefactors were Knoll Group, Perkins Eastman and Steelcase. Many thanks are due the New York Event committee co-chairs Hilda Longinotti, John Lijewski, and their committee members.

Leader's Breakfast: Photo Gallery



President Guy Geier & President-Elect Elizabeth Post Marner



Peter Greene, David Schutte & Brad Powell



Hilda Longinotti & John Lijewski



Dina Frank



John Newland, Janet Golden & Hilda Longinotti



Charles Baskett, Guy Geier & Mark Strauss



Susan Taylor



Neville Lewis



Lovejoy Duryea & Cindy Allen



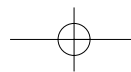
Ruth Lynford, Mark Karlan, Beverly Bennis & others



IIDA scholarship winners & design school chairs



Peter Conant & Hilda Longinotti



The IIDA New York Chapter's newsletter is sponsored by Geiger



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INTERIOR DESIGN: GRANT DESIGN COLLABORATIVE



Calendar of Events

Verner Panton: The Collected Works

Date: June 2 - October 1, 2005

A retrospective of Danish designer and architect Verner Panton's fabric designs, lighting, and trademark molded plastic chairs, organized in collaboration with the Vitra Design Museum.

Location: AXA Gallery, New York

For information: www.axa-financial.com

Breakable Art: Contemporary Glass & Ceramics from Norway

Date: June 7 - August 26, 2005

Innovative Norwegian glass and ceramics by 24 artists.

Location: Scandinavia House, New York

For information: www.scandinaviahouse.org

Policy and Design for Housing: Lessons of the Urban Development Corporation 1968-1975

Date: June 10 - September 10, 2005

A major exhibition assessing past and current housing programs for people of limited income launched by the New York State Urban Development Corporation (UDC) in the late 1960's.

Location: Center for Architecture, New York

For information: www.aiany.org

Matisse, His Art and His Textiles: The Fabric of Dreams

Date: June 23 - September 25, 2005

The impact of Henri Matisse's lifelong interest in textiles as seen in a selection of 65 paintings, drawings, prints, and printed paper cutouts, shown alongside examples from the artist's personal collection of textiles. Through September 25th.

Location: Metropolitan Museum of Art, New York

For information: www.metmuseum.org

Summer Design Institute

Date: July 11-15, 2005

The Smithsonian's Cooper-Hewitt, National Design Museum, invites educators and designers to the 11th Annual Summer Design Institute (SDI), a week-long program in which educators and designers share strategies for enhancing K-12 curricula with design.

Location: Cooper-Hewitt, National Design Museum, New York

For information: www.cooper-hewitt.org

Architecture Week

Date: October 6-11, 2005

Celebrate the Center for Architecture's annual architectural festival with the AIA New York Chapter and the Center for Architecture Foundation. Events kick off with the Heritage Ball at Chelsea Piers, and include the Party @ the Center (after the Ball), the annual Design-In Marathon, openhousenewyork, and a number of other city-wide programs and events.

For information:

www.aiany.org/architectureweek/index.html

openhousenewyork link:

http://www.ohny.org/ohny_website/start.html

Lester Dundes Awards Presentation

Date: November 3, 2005

Celebrate our winners at the Lester Dundes Awards Ceremony.

Location: Puck Building, New York

For information: <http://www.iidany.org>

Color Invasion

Date: November 3, 2005, 7:30 - 11 pm

Party with the IIDA New York Chapter! Tickets available in the fall.

Location: Puck Building, New York

For information: <http://www.iidany.org>

Sponsor List... We thank you!

Bronze Level

Sponsorship and ticket purchases between \$2,000 and \$4,999:

B&B
Benhar Associates
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Bentley
Bernhardt
Caldwell Wingate
Clestra Hauserman, Inc.
Consolidated Carpets
Cosentini Associates
DeClerq Office Group
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Fox & Fowle Architects
Geiger
Gensler
HBF
Invista
Kimball

Lehr Construction
MDC Wallcoverings
Mohawk
Napier + Joseph + McNamara
Perkins & Will
Phillips Group
Pyramid Flooring
Sheri Milson Wilke
SOM
StructureTone
Teknion
Unika Vaev
WB Wood

Silver Level

Sponsorship and ticket purchases between \$5,000 and \$9,999:

3 form
Armstrong
The Atlantic Group
Butler Rogers Basket
EvensonBest
Interface

Interior Design
Lutron Electronics
Meadows Office Furniture
Pantone
Perkins Eastman
Shaw Contract
Steelcase
Tandus Group
Turner Interiors
Vitra
W. L. Gore
Waldner's Business

Gold Level

Sponsorship and ticket purchases between \$10,000 and \$24,999:

Allsteel Ahrend
Harter
Herman Miller
Karastan Contract/Durkan Commercial
Knoll
Lane Office Furniture

2004-2005 IIDA/NY Board of Directors

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2005 IIDA/NY Lester Dundes Interior Design Competition


2005

IIDANY

LESTER DUNDES INTERIOR DESIGN

COMPETITION

CALL FOR
ENTRIES

ABOUT THE COMPETITION	This annual competition was established in 2004 to recognize extraordinary and winning design projects and to honor the members of the New York Chapter of the International Interior Design Association for their contributions to these exceptional projects and the design teams that created them.								
ELIGIBILITY	A professional design member of the IIDA/NY who was involved with a project to be submitted as a design team member, lead designer, project manager and/or firm principal may request a competition entry kit. Projects to be entered must have been completed after January 1, 2004.								
CATEGORIES	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1. Commercial over 50,000 sq. ft.</td> <td style="width: 50%;">5. Hospitality</td> </tr> <tr> <td>2. Commercial under 50,000 sq. ft.</td> <td>6. Residential</td> </tr> <tr> <td>3. Educational/Institutional</td> <td>7. Retail</td> </tr> <tr> <td>4. Healthcare</td> <td></td> </tr> </table>	1. Commercial over 50,000 sq. ft.	5. Hospitality	2. Commercial under 50,000 sq. ft.	6. Residential	3. Educational/Institutional	7. Retail	4. Healthcare	
1. Commercial over 50,000 sq. ft.	5. Hospitality								
2. Commercial under 50,000 sq. ft.	6. Residential								
3. Educational/Institutional	7. Retail								
4. Healthcare									
HOW TO ENTER	Request a IIDA/NY Competition Entry Form Online: www.iidany.org Phone: 212.297.2112								
DEADLINE	Entry Kit Requests must be received by Friday, August 26, 2005.								
OUR SPONSORS	 								

Letter from the IIDA/NY President



Optimism is the sentiment of the season. As Spring progresses towards summer, positive vibrations are all around us. Most firms and designers I talk to are extremely busy with new, challenging work. The prospects for the immediate future look encouraging.

Likewise, the work of IIDA/NY has yielded tremendous results as we continue to benefit from our member's contributions and participation as well as the support of others in the design and furniture manufacturing community.

The year could not have gotten off to a better start. The Pioneers Series has packed St. Peter's, at the Citicorp Center, with audiences treated to explorations of product and furniture design by Bill Mobbridge and Jeffrey Bernett. Robert AM Stern will close out this important series. The Leaders Breakfast at Pier 60 set a new atten-

dance record as we honored Lovejoy Duryea and heard from MIT's John Maeda in yet another "out-of-the-box" presentation that stretched our thinking about the power of design.

At a time when it is absolutely essential our profession develop the tools to be passionate advocates for sustainable design, this year's Facilities Forum's Principals Roundtable sessions on Sustainable Design are having an immediate impact. The focus of this series of discussions is LEED-CI accreditation for projects.

With our sister association, ASID, we are providing ongoing support of IDLNY in its efforts to obtain approval in the state legislature, and the Governor's signature, for the Interior Designer Title Act. We are hopeful that this legislation will be in place soon and are in the process of establishing a continuing education program, led by IIDA/NY, to assist the profession in not only passing the NCIDQ exam but also maintaining the required continuing education credits.

With NEOCON just past, it is hard to believe that not only is the calendar year half over but also that my term as President of IIDA/NY is nearing its conclusion. It has been an honor and a pleasure to serve our membership this year. The support of the design community for IIDA has never been stronger, all due to selfless volunteerism and commitment to the profession. Thank you for the opportunity.

Enjoy the warm weather.

Regards,

Guy Geier, IIDA
President, IIDA/NY

DesignDesign360 Inc.



NEW YORK CHAPTER
IIDA New York Chapter News
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