

# IFDA

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# NETWORK

April 2005

## ***A Message From Our International President***

Greetings to all,

Spring has arrived in Atlanta and I feel the year marching quickly by. The Council of Presidents and the Board of Directors had their meetings in Philadelphia in March. It was a great opportunity to meet face to face with the people who help make our association run. Many thanks to the Chapter Presidents and the Board of Directors for their hard work and for sharing their ideas while we were together.

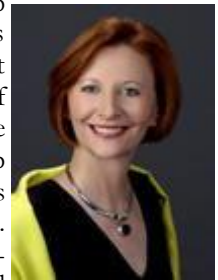
After the board meetings in Philly, several IFDA members attended a Marketecture session presented by our management company CMA. The session was informative as we assessed our association as it compares to other associations. We discussed the diversity of our group as giving us a very unique association for our industry. Our diversity is our strength and it is one of the rewards I receive from my membership.

My thoughts for this spring include connecting and collaborating. I had recently seen a presentation by Thomas Friedman, columnist for the New York Times, discussing his new book "The World is Flat", where he takes globalization one-step further than his previous book "The Lexus and The Olive Tree". He stresses how we must connect and collaborate in order to stay ahead in this global marketplace. IFDA is a perfect vehicle to do just that. With members all over the country and in China, there are many opportunities to connect and collaborate with people in all phases of our industry.

One such opportunity to connect with fellow IFDA members and leaders in all phases of our industry will be in Boston for our annual con-

ference Sept. 28<sup>th</sup> -30<sup>th</sup>. What could be better than New England in the Fall? The conference committee, led by Merry Mabbett, is planning an event with educational opportunities, tours, panel discussions and plenty of time for fun. Mark your calendars now, as you won't want to miss out.

I want to encourage the chapters to keep their events posted on the web site, as IFDA members traveling in your area might like to attend an event, if the information is available to them. Watch the web site for continued news concerning the conference. It is a good source for information for the individual chapters and National as well.



It is time to be thinking of the IFDA Trailblazer for 2005. Last years recipient was Bob Timberlake, with the award presented at conference. On the web site is the information concerning the qualifications for the Trailblazer award. Please check it out and send in your nominations.

Again, I encourage you to get involved in your local chapter and spread the news that IFDA is good for connections, collaborations and for business!

Lee Coggin, FIFDA  
President

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## ***IFDA Industry Forum & Conference***

### ***Preserving Yesterday – Envisioning Tomorrow - Boston - September 2005***

Dear IFDA Members,

We hope that you will mark your calendars right now to join your IFDA colleagues and myself in Boston – in less than five months--Wednesday, September 28<sup>th</sup> through Friday, September 30<sup>th</sup> at the four-diamond, four-star luxury hotel, the Omni Parker House.

The conference committee has designed two days of thought-provoking educational sessions consisting of a balance of history and trends. Renowned speakers from retail, product design, the media, market research, licensing, architecture, interior design and the auction world will cover subjects ranging from current opinions about preservation and restoration to antiques—which are in demand today and will be in future. Hear highlights of studies that unlock the mysteries of consumer's minds and learn what the role of status plays in purchasing decisions.

We will tour “Gore Place,” a 45-acre estate known as “Monticello of the East,” one of the finest examples of 19<sup>th</sup> century architecture in New England. In the Grand Hall, we will celebrate IFDA and each other at an elegant reception.

On Friday evening, look forward to a glamorous VIP Gala and Art Auction to benefit the IFDA Educational Foundation. We hope that you plan to stay for a fascinating post-conference tour to Salem on Saturday, October 1<sup>st</sup>.

On top of a terrific program, we have selected a hotel that has recently been completely “renovated in honor of its original splendor,” as they describe it, representing a \$70 million restoration. It is situated only three miles from the airport and in the heart of Boston on the Freedom Trail.

See you in Boston!!

Sincerely,

Merry Mabbett Dean

2005 Industry Forum & Conference Chair

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## ***“THE MARKET EDGE” ... IFDA/NY PARTNERS WITH TRENDEASE INTERNATIONAL TO KEY IN ON GLOBAL TRENDS***

Beginning in June IFDA members will start receiving our newest marketing venture as the voice of the home furnishings and design industry. We initiate a new and invigorating market report from a worldwide point of view. Trendease International will be our eyes and ears with a bi-monthly look at what's happening in the home furnishings world...the markets and how they are influenced by the popular culture...what we see.. what we hear. ***THE MARKET EDGE*** will be our exclusive look at the design world, the product world and issues that are key going forward. Be prepared for new buzz words, new points of view and talking the talk. We're excited and hope you like it and use it.

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## ***Market Reports Summary—Compliments of IFDA/NY***

Dear IFDA Member,

In case you weren't able to attend trade shows at home and abroad this past winter, or missed our in-depth Market Review last month, here's a brief summary of what our experts said was hot at three of the shows:

**Heimtextil: Frankfurt, Germany Hermine Mariaux, president, Hermine Mariaux, Inc.**

Generally speaking, Heimtextil has—over the last few years—changed its focal point and complexion. Its primary purpose now seems to be as a forum for worldwide outsourcing of textile products of all kinds, quality and origins. The show is also less concerned with the future of design as it is with the here and now and with what is current. There are exceptions, to be sure, but they are harder to find.

### **Some Like It Hot**

Color was the story and the voltage was turned up:

-- Reds and oranges newly competed with plums and purples. Red moved into blue territory with raspberry and fuchsia blending into purples and lavenders; orange extended further into yellow, spanning the spicy kumquats and rich marigolds to soft golds and sunny yellows. Watch for more combinations of yellow with browns, grays and with blues.

-- Turquoise and a full range of aqua blues into the deep teals was the color story hard to miss, most often combined with deep browns but also with grays and with deeper blues.

-- The acid greens, in particular, have pushed the whole green family into yellowed territory and the brightness of this – dare I call it chartreuse – combines especially well with sky blues, turquoise, pink, fuchsia and the new purples and lavenders.

-- A new direction for brights was a subtle approach combined with neutrals to soften their punch. Sophisticated textiles displayed a heathered look, variously achieved with ombre effects and yam dyes often combining two colors or more changing color under the light and creating iridescence.

Furs provided the ultimate surface texture and gained considerable momentum. The real thing—because of higher price points—tends to be limited to upper luxury levels, but faux fur in both convincing looks and, more importantly, convincing touch are offering the same look at more affordable prices.

### **Flower Power**

Graphic and overscaled modern florals were everywhere, most often rendered flat and two-dimensional a la Marimekko and other references from the 50s and 60s. Again, bold colors predominated.



### **Global Reflections**

Designs from Morocco and Turkey and a handful of other countries had their own distinctive ethnic style.

### **New Directions**

Texture and Sparkle - lots of it: sequins, gold and silver thread embroideries, pearl and rhinestones were more than an accent, they were omnipresent, appearing on beds, curtains and pillows. Texture was high profile with poodle cloths, three-dimensional tweeds, and lots of loopy textures, from bouclé to outsized surface treatments.

[Maison & Objet, Paris, France](#) **Patty Bouley, Bouley Design Inc.**

### **Sparkle**

Crystals, beading, sequins, applied to everything and often combined with embroidery

### **High Contrast**

Black and white is coming back strong. Red and white is also looking fresh again. Photographic effects on lampshades, and tinted art photography provide more subtle contrast.

### **Turquoise**

A high visibility color often combined with fuchsia and brown.

### **Biker Chic**

Body piercing has arrived on leather couches and pillows. High luxe mixes with street fashion for bedding, pillows and sexy leather seating.

### **From Green to Gray**

The new grays evolve from the celadon greens and blend into spring whites.

### **A Rose is a Rose**

In all sizes both tossed and played against plaid. The new rose is often large in scale and embroidered.

### **The Great Outdoors**

Outdoor furniture is sleek and colorful in brushed metal and sun resistant fabrics.

### **Fashion Fusion**

The new grays evolve from the celadon greens and blend into spring whites.

### **New Combinations**

Felt and leather in flooring, mix of traditional and contemporary motif in wovens, fashion fusion with embroidery mixed with beading and unfinished edges on pillows.

### **Hot Colors**

Pink, red, fuchsia, turquoise, chocolate, all shades of gray, lavender, black and white, silver and gold, yellow as an accent.

[New York International Gift Fair, New York](#) **Renée Bennett, Home Furnishings Journalist**

### **The Big Picture**

It's a small world after all, made smaller by the Internet, 24-hour cable news, and access to instant information. Today, one has to look really hard—between all the lines—to catch a glimpse of what's on the cutting-edge. More importantly, the connection between fashion and home—home and fashion—is a driving force. What's seen on runways in Paris, Milan and New York is predictive of what will be hot—and not—across the board.

What's really exciting is that the fundamental nature of products continues to evolve as designers push the envelope using 21<sup>st</sup> cen-

tury technology and innovative manmade or organic materials. The result: fashionable, functional, and fun products.

Melamine dinnerware gets a high-style extreme makeover in color and shape. Leathers and animal skins roar in approval--across the board it's getting harder to tell what's real and what's faux.

Recycled materials, Nature's own and man's best efforts meld for interesting effects. Old World techniques move forward to create modern, hand-crafted aesthetics in accessories. Urban chic is warmer and friendlier in furniture, textiles and accessories. Retro sensibilities have more sophisticated flair. Feminine whimsy still works its wiles in the marketplace.

### Color Speaks Volumes

Hot and bright is loudest, while cool and calm makes a quiet counterpoint. Newest combinations are mango and rose, terracotta and pink. Chartreuse and lime head the family of greens, often combined with moss. A passion for purple continues to build, but grounded with earthy browns and camels. Brights are accented with grays. Turquoise and the blue family open a sea of possibilities. Looking fresh, again, are sun-kissed tints and lots of clean white.



### Reef Madness

Sea life--especially shells and coral--is firmly grounded in style. Ceramic bowls are fashioned like coral, and coral themes and designs are ubiquitous on everything from dinnerware to vases to towels and pillowcases. Real and faux shells turn up as candleholders, placemats or embellishments on a range of products to make a watery splash.

**BE IN THE KNOW:** Don't miss the next Market Review of U.S. spring markets in textiles, furniture and tabletop on May 5, 2005, in the Conference Center at 200 Lexington Avenue, the NY Design Center. For more information, please call the IFDANY office at 212-686-6020, or email [ifdanyny@worldnet.att.net](mailto:ifdanyny@worldnet.att.net)

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## CHAPTER NEWS

### *"The Lost Boys of Sudan" - Georgia IFDA*

IFDA will be hosting a very special event at our May 24th meeting. We will be sponsoring a book-signing of author Mark Bixler's new book, "The Lost Boys of Sudan." The plight of these young men has become very special to the ADAC community, as 7 showrooms are fortunate enough to have them as employees... Kravet, Lee Jofa, Grizell & Mann, Jerry Pair, Duralee, Brunschwig & Fils and Travis & Co.

Frances M. Deng, Former Ambassador of Sudan stated "The story of the Lost Boys of Sudan will probably go down in history as one of the most dramatic events of all times. Mark Bixler tells this story with insight, compassion and integrity."

As background, in 2000 the United States began accepting 3,800 refugees from one of Africa's longest civil wars. They were just some of the thousands of young men, known as "Lost Boys," orphaned or otherwise separated from their families in the chaos of a brutal conflict that has ravaged Sudan since 1983.

Please join us and meet the inspiring author, Mark Bixler, as well as learn more about this cause of the Lost Boys.

IFDA Meeting Date: May 24, 2005

Time: 5:30pm

Location: Lee Jofa Showroom, Suite 106

Admission: \$10 at the door, with a portion of the proceeds going to the Lost Boys

RSVP TO: Lee Jofa, 404-812-6995

## ***20/20 Vision—New England IFDA***

On Saturday, March 19th twenty-seven of our IFDA members - interior designers, decorative painters, and to the trade business members - came together to offer twenty minutes of design advice for \$20.00 at Wolfers Lighting Showrooms in Allston and Waltham. Half of the proceeds from this event went to The Boston Ronald McDonald House and the other half to assist the IFDA New England chapter's many ventures in education and networking for our members.

IFDA Members Marilyn MacLeod,  
Kathie Chrisicos, and Lee McCloskey



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## ***News Corner—Northern California IFDA***

### March 4<sup>th</sup> & 5<sup>th</sup>

Northern California Chapter completed a very successful “Student Career Forum”. It was a success thanks to all the support of volunteers from our Chapter, as well as ASID and NKBA. 500 students and faculty were in attendance during the two-day event at the San Francisco Mart. This was IFDA, Northern California Chapter’s turn to “Chair” the event.

### April 12<sup>th</sup>

Our Chapter Meeting was held at “The Family Stress Center” where Barbara Bysiek, Executive Director took us on a tour of the buildings. We saw the entrance carpeting and tile installations that our Chapter donated to the center. It was a wonderful opportunity to learn about the important work done by the center and why it was so deserving of our support

### May 7<sup>th</sup>

Our Semi-Annual Sample Sale will be held on May 7<sup>th</sup> at the San Francisco Mart. This twice a year fund raiser raises the money necessary for our quality programs planned for this year. It also gives us the funds for our community service.

### May 18<sup>th</sup>

A Networking Breakfast will be held at Marie Callendar’s and is still in the planning stage. Each member is encouraged to invite a guest.

### June 23<sup>rd</sup>

The Chapter is planning a Design Resource Fair. This will be a joint event with ASID and sponsored by Window Fashions Magazine whose owner, Grace McNamara is a member of IFDA. With this joint event we will bring the Bay Area design community together. The Design Resource Fair will take place June 23<sup>rd</sup> from 3-7 PM at the San Ramon Marriott. There will be about 50 vendors presenting. Wine and hors d’oeuvres will be served. Entrance fee \$15 for members and \$20 for non-members.

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## ***Philadelphia IFDA***

Times change. Needs change. IFDA continues to learn how to best respond to the needs and interests of our expanding membership...and then take ACTION with creative solutions.

We are very excited about the new direction that the Marketing Committee is taking to strengthen and update the International Furnishings and Design image. We believe that new membership materials and the newly proposed Public Service Ad are giant steps in the right direction. We plan to incorporate these new ideas into our upcoming programs to inspire enthusiasm in our current membership and encourage more sponsorship, partnership and membership on a local level.

Our annual “General Meeting” this year will be held in June at the Glenn Foerd Mansion on the Delaware River in Philadelphia. We’ll enhance the international marketing campaign with a lecture: “How to Market Your Business and Garner Free Publicity”, by Anna Marie Vonna of Carmana Designs, LTD.

Our ever-improving website will continue to be an important tool for membership. Our goal is to offer improved interactivity and easy access to resources and information for our members, sponsors, artists, craftspeople and design professionals. We are going to encourage our chapter members to “make it a Favorite” and visit often.

## *Southwest IFDA*

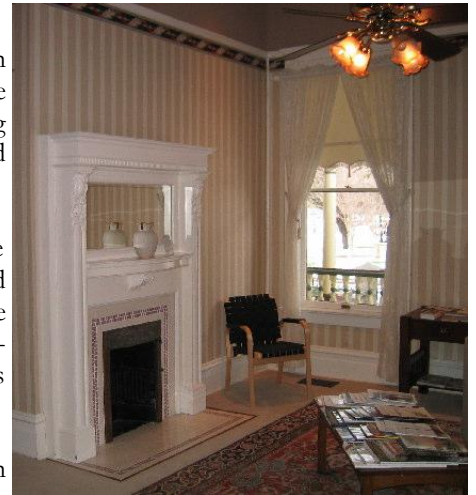


IFDA Southwest Chapter started off January with a wonderful program hosted by Elegante Iron. Owner and IFDA member Jenny Sandlin gave the presentation. They specialize in hand-forged custom iron doors and are also branching out into hand-forged staircases. She also teased us with some other products that they may be presenting soon. We visited their showroom for a formal presentation, in which she showed many portfolios of the projects they have worked on and many of the Showhomes they have been a part of. In some showhomes they have put in as many as 13 doors. In many of the parades, they have been in as many as 80% of the builder's homes in one fashion or another. Jenny showed many of the ways they work with Interior Designers, such as working off of emailed blueprints, showing various door options, changing shapes and sizes to work within whatever parameters the designer would like to use. Then we toured the warehouse, where many of the wonderful doors were housed waiting for installation and we could see the sizes in relationship to each other, feel the finishes, and see the glass options in full use. It gives a real appreciation for such a work of art. Pride in workmanship is quite apparent in their product, and we were thrilled to have one of our newest members give such a great program.

In February we held a Networking Program at "The Design Collection" hosted by Glen Boudreaux. We had an opportunity to mix and mingle, which we never seem to have enough time to do, without planning a "special" event for it. We all walked away feeling that we had learned something new about products and each other and that we had certainly made some new friends.

May promises to be another great month for an event, with our program being in the quaint carriage house of "Preservation Dallas". Dwayne Jones, Executive Director, and Katherine D. Seale, Director, of "Discover Dallas! Survey" are putting on the event!. They will be doing a slide presentation and then a tour of the grounds and buildings associated with it. They have done much historic preservation and research on tons of projects, so their minds are filled with knowledge of the rich history of our area.

All in all, we are having a great time, looking forward to adding many new members in the near future and letting them in on our little secret - what a great organization IFDA truly is!



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## *Licensure Update 2005*

The Fall 2004 Network reported that in Minnesota, a bill to convert the Title Act to a Practice Act had been thwarted by both the House and the Senate. It was noted, however, that the bill would be back in 2005. In the April issue of the American Institute of Architects Minnesota newsletter, Sparks, the AIAMN Executive Vice-President writes that the bill for Licensure of Interior Designers is indeed back and that AIAMN is opposed to it, stating that "...there is no demonstrated need for licensure of interior designers."

Many organizations, both within the industry and outside the industry, have studied the issue of licensure for Interior Designers and have concluded that overall, this type of licensing constitutes burdensome barriers to the field of Interior Design. Recently, the Institute for Justice, with chapters in nearly every state, has published numerous articles on this subject, all against this type of licensure. Lawmakers in many states that have opposed this type of licensing have called these efforts to restrict the industry nothing more than a "turf war" that sends the message that "we are in and if you want in, you have to play by our rules." In every state, this licensing law is being pushed by a private, for profit industry organization that stands to benefit financially from this legislation. That being said, most lawmakers will admit that in the absence of any opposition by practitioners, they may understandably assume that the industry in their area wants this law and it may pass for the lack of adequate input by practitioners in any given state. It is important to note that other industries are also facing similar attempts to control their practices, reducing competition for existing practitioners. But many states that have turned away this issue have concluded that the practice of Interior Design does not fall into the traditional category of jeopardizing the "health, safety and welfare" of consumers, a criteria that is usually applied to these issues. Every state already has existing methods in place for consumers to seek adequate remedies against errors and omissions by practitioners.