

IFDA

INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION

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IN THIS ISSUE

- IFDA Summer Summit in Las Vegas
- Design-World Stars Shine at DesignEDGE
- 2018 EF Grant Winners
- Seven Top Design Students Receive EF's 2018 Scholarships
- Chapter News

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DesignEDGE panelists (left to right): Moderator Nick May, Julia Buckingham, Angela Pickens, Joshua Rose, Rafael Kalichstein, Kelli Ellis and Katherine Kalen onstage in Las Vegas.

THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

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Editor: Sue Williams, FIFDA

CONTENTS

President's Message	1
IFDA Summer Summit in Las Vegas	1

CHAPTER NEWS

Arizona Chapter	6
Florida Chapter	7
Illinois Chapter	10
Japan Chapter	11
New York Chapter	13
Northern California	16
Philadelphia Chapter	17
Washington DC Chapter	18

RESOURCES

Education Foundation	19
Membership Updates	23

BOARD PROFILE - Dave Gilbert, FIFDA



Dave Gilbert, FIFDA

The International Board of Directors recently elected Dave Gilbert, FIFDA, to the position of International Treasurer. Dave generously accepted the position allowing Linda Kulla, FIFDA to finally relinquish the role she has held for four years. We are delighted and fortunate to have Dave on the BOD as he brings a wealth of knowledge and experience in leadership of IFDA.

Dave joined IFDA in 1997 and has served on various committee and board positions in the Philadelphia Chapter. In 2002 Dave took over the leadership of the Philadelphia Chapter as President. In 2008 Dave took on an even larger role in IFDA serving as International President. Dave is a Fellow and continues to be active on the Chapter level serving as Philadelphia Chapter Treasurer for 2015 & 2016. Dave will be a tremendous asset to the leadership of IFDA as we continue to move forward as an important and viable organization.

President's Message



Hello, IFDA! I once again find myself sitting as your International President and it does bring back many memories. To the new IFDA members that don't know me, I am a long-time Philadelphia Chapter Member and Chapter Board member; I served as International President-elect in 2010, and took over the International Presidency for 2011 and 2012, and then remained as Immediate Past President for 2013-2014. I have seen

much within the IFDA organization. I come back to this position after our International President Penny Sikalis needed to step down due to personal obligations, and our thoughts are with her and her family.

I have done some thoughtful reflecting about where we are within the industry today, and where we were when I sat in this position 7 years ago – and I find similarities! In 2011 we introduced the Marketing Committee, with the desire to “take IFDA To the People” thru social media and Marketing. We asked that our members “Like” us on Facebook; “follow” us on Twitter...and this is still pertinent today, as social media continues to play an important role in marketing our businesses. Please know that we are committed to

renewing a push to Market IFDA as an organization to be recognized as an Industry leader. We have begun the implementation of renewed effort to market IFDA with a plan of outreach to non-members with messages about the value membership can bring to their businesses, and the strong message that IFDA is a viable, thriving organization, with unique membership benefits found through strong chapter interactive support, cooperation, and friendships.

We are also holding a “Strategic Planning Meeting” with our Chapter leadership in Mid-November, where all Chapter Presidents and the International Board will come together to strengthen the leadership of IFDA, on both an International and Chapter level. We have hired a branding expert to help us to better position ourselves in the current marketplace. He is also proficient in strategic planning and making and executing business plans. With this renewed leadership, interest and focus, we intend to move IFDA forward to best re-energize our members, our potential members and embolden IFDA in the marketplace.

As we move into Autumn, let us move with renewed forward-thinking IFDA support and energy!

Janet Stevenson, IFDA

IFDA President
janets@closetcity.com

Viva Las Vegas!

Submitted by Linda Kulla, FIFDA

IFDA held their first Summer Summit in Las Vegas July 27-29th. The Summer Summit was timed to coincide with the Summer Las Vegas Market and the IFDA Educational Foundation's DesignEdge day of learning. The International Board of Directors, the Council of Presidents, and the Educational Foundation Board were in attendance as well as other IFDA members and non-members. The few days together were aimed to educate, connect, engage and enjoy!

The Summit Started on Friday afternoon with the IFDA Board of Directors Meeting. By 7pm the Summit really kicked off as the Arizona Chapter hosted everyone at the iconic Peppermill Fireside



Peppermill Lounge, Arizona hosts opening reception



Las Vegas International Market Center

Lounge. A good time was had by all as guests had a chance to visit and catch up on all the IFDA happenings in a casual setting. Many thanks to the Arizona Chapter for their generosity.

Saturday morning was off to an early start with breakfast at the Las Vegas Market Center followed immediately by the Council of Presidents Meeting. Penny Sikalis welcomed everyone to Vegas for a weekend full of information, discussion and fun.

Saturday afternoon IFDA members and guests were treated to two powerful Business Branding sessions with keynote speaker Mike Peterson. Mike, a member of the Florida Chapter educated, inspired and entertained the attendees. The information on branding was applicable to member's business and to the marketing and branding of IFDA on both the International and local levels.

Late afternoon, the last piece of business was the Educational Foundations Board Meeting. This too, was held at the Las Vegas Market Center, which was generous to allow IFDA to use their board rooms and facility for all of the meetings.

Saturday night IFDA held an evening gala at Stratosphere's Top of the World. The guests enjoyed a breathtaking view while enjoying a wonderful three course meal including an amazing desert. The service was impeccable, the drinks flowed freely, and everyone had a fantastic evening. All attendees were offered the chance to go higher in the Stratosphere's tower to experience rides on the X-Scream. Only Chris Magliozzi and John Nicholas from the New England Chapter were daring enough to try!

The weekend was capped off by the IFDA Educational Foundation's DesignEdge which was attended by many non-members as well as members from across the country. The morning included key note speaker Nolen Niu sharing the secret of his success and a market highlight report by Julie Smith Vincenti. After a delicious lunch, the afternoon was a panel focused on how to take designs from creation to consumer with nationally known Nick May, creator of the Chaise Lounge Podcast, as moderator.



Penny Sikalis and Mike Peterson



Fun times at the Peppermill Lounge at the opening cocktail party



Nick Holmquist, John Nicholas, Linda Kulla, FIFDA, Stephanie Graham



Judith Clark-Janofsky, FIFDA, Lynn Sciarone, Shanti Rose, Stephanie Graham, Mike Peterson



COP meeting with Merry Mabbett Dean, FIFDA, Caroline Baer Rogow, Karen Dzendolet, Lauryn Holmquist



COP meeting with Chris Magliozzi, Judith Clark-Janofsky, FIFDA, Stephanie Graham, Andrea Warriner, Shanti Rose



Caroline Baer Rogow, EF Chair accepts donation from Marsh Koch, Florida President



Caroline Baer Rogow, EF Chair accepts donation from Holly Barker Woodward, Carolinas President



Branding seminar by Mike Peterson of Florida Chapter



Personal Branding by Mike Peterson



Andrea Warriner, Judith Clark-Janofsky, FIFDA, Lynn Sciarrone, Susan Slotkis



Stephanie Graham, Judith Clark-Janofsky, FIFDA, Andrea Warriner, Penny Sikalis, Linda Kulla, FIFDA, Lynn Sciarrone



The famous Las Vegas landmark, The Stratosphere



Linda Kulla, FIFDA and Sue Williams, FIFDA



Stephanie Graham, Chris Magliozzi, Andrea Warriner, Penny Sikalis



Holly Barker Woodward, Lauryn Holmquist, Nick Holmquist



Caroline Baer Rogow and Penny Sikalis



Shirley Ebert, Holly Barker Woodward, Wilma Hammett, FIFDA,
Merry Mabbett Dean, FIFDA



Penny Sikalis, Chris Magliozzi, Karen Dzendolet, John Nicholas



Paul Janofsky, Judith Clark-Janofsky, FIFDA, Nancy Wolford, Linda Mariani, FIFDA

Arizona Chapter DesignEDGE Reception

Photos: Shanti Rose

Arizona Chapter would like to thank everyone for coming to the IFDA Las Vegas Welcome Reception at The Peppermill Fireside Lounge!



IFDA Members and Guests Kickoff the Summit Meeting in Las Vegas



Florida Chapter

Step Into The Color Lab" -- A Night by Benjamin Moore

Submitted by Melissa Blanchenay, VP of Communications, Florida Chapter

Florida IFDA Chapter Sponsor Benjamin Moore invited IFDA members and other local designers to "Step Into the Color Lab". Led by chapter member, Architectural and Design Representative Melissa Blanchenay, the hour and a half seminar gave pointers on how to tackle the inevitable color conversation with clients. Nearly 50 local designers attended.

Part refresher course and part tips and tricks, the class kicked off with a brief history of color and moved quickly into light theory and color trends. Melissa revealed how to connect the color to actual paint products, thus allowing participants to better prepare for their "real world" conversations with clients and contractors alike. She also walked everyone through some free on-line color selection tools like the Benjamin Moore mobile app (Color Capture) and the online specification writer.

Each participant left with a complementary monogrammed wine glass and a bag full of goodies. Inside the canvas tote was a full set of Benjamin Moore color decks, a new color wheel and a booklet loaded with information to conduct a more thorough color consultation.

The co-hosts of the event, Gloria Darin and Shuky Conroyd, former employees and now proud owners of Boca Kitchens and Baths have also recently joined IFDA Florida Chapter. Cabinet manufacturer Cuisine Laurier was also an event sponsor. Guests enjoyed delectable



Melissa Blanchenay, Architectural and Design Rep., Benjamin Moore (member)

dinner bites, desserts and wine in the recently renovated showroom. Many stayed late into the evening, enjoying the good food and company of fellow industry professionals.



L to R: Nancy Arce, Lindsay Scherr Burgess, Lynn Sciaronne (member), Gloria Darin (member), Marsha Koch (Chapter President), Melissa Blanchenay (member)



L to R: Gosia Fedele, Annette Smith, Rose Arevalo (member), Luba King (new member) and Lynn Sciaronne (member)

Florida Chapter

Florida Chapter Premiers "Ask The Experts" Series with Allied's Great Outdoor Living Event

Submitted by Melissa Blanchenay, VP of Communications, Florida Chapter

Outdoor living is so much a part of Florida lifestyle it only seemed natural that our "Ask the Expert" series include specialists in some of the many areas of exterior design. What better place to have our event but at the beautiful new showroom of our Chapter Sponsor, Allied Kitchen and Bath so we can showcase their wonderful outdoor kitchen display.



L to R: members Sylvia Wallace, Linda Roberts from Chapter Sponsor House of Appliances, Vicki Kirsner, Ted Perrella, Marsha Koch, Rose Arevalo from Chapter Sponsor TSquare Construction, Bill Feinberg owner of Chapter Sponsor Allied Kitchen and Bath, Beverly Stewart, Mike Peterson and in the background Andy Perez from Chapter Sponsor Capitol Lighting who was also one of our experts. Not shown is member John Stillman from Stillman Photography thanks for the great photos!



After introductions by Bill Feinberg and Chapter President Marsha Koch, experts in landscape design, lighting design, outdoor kitchens, countertop materials, appliances, patio furniture and more each spoke for just a few minutes with time afterwards to connect with the attendees.



Landscape Architect David Font (you may remember him from the first season of Brother vs Brother on HGTV) spoke about how a professional landscape architect can oversee an entire outdoor project so the installation goes smoothly. He is shown above with his wife Rachel and member Mike Peterson. David will be joining our chapter!



Our member, Bill Feinberg, along with his brother Joe and his team, brought together the experts and invited their industry pros. Above is Bill with several members and a prospective member who also brought a fellow design pro who is new to the area.

Florida Chapter

We also sent invitations to members and contacts and had a fabulous turnout with over 60 attending!

In creating this series we give members value by offering resources and knowledge, promote our chapter sponsors, raise our profile, and are able to reach out to our sponsors' pros, all while campaigning for new members. As we follow up with those at the first event we will invite them to the next one to build upon the momentum.



At the end of the evening we had four people expressing interest in joining including Hamilton De Toledo, above shaking hands with a guest. He is the Miami showroom manager for Brown Jordan and is pursuing chapter sponsorship too. We are raising the visibility of IFDA as an influencer in our trade and as a dynamic organization that brings industry leaders together.



Above Bill Feinberg shows his appreciation to some of his staff and brother Joe, on the left. Many thanks to all on the Allied team, especially Pam Moskowitz, who helped to make the premier of our "Ask the Experts" series such a great success!



Bill and Joe Feinberg with sales reps from Brown Jordan outdoor cabinetry.



Thanks to Linx outdoor grills for bringing their mobile grills and showing off some grilling skills!



Many thanks to all who came and enjoyed the event. Hope to see you at our next one.

Illinois Chapter

IFDA Illinois Social - August 2018

Submitted by C. Beth Arntzen, Illinois Chapter

Where would you want to be on a beautiful summer day in Chicago? Exactly where we were in the photo below – IFDA Illinois hosted a pot luck picnic for members at the home of member Kim Eggert.

We all enjoyed her beautiful home and garden, good food and the camaraderie of other members, sharing ideas and contacts while getting to know each other better. I think that we all left the party feeling that IFDA has not only brought together a good group of designers but also given us good friends.



Christmas in June

Submitted by C. Beth Arntzen, Illinois Chapter

Many of our members and fellow design professionals enhance their businesses by providing holiday decorating services to their clients. This has become more difficult in our area since the usual wholesale vendors have left the Merchandise Mart, our main source for good florals. As a result, designers have been limited to buying retail, reducing the uniqueness of what they could offer and causing them to pay retail prices.

IFDA Illinois tried something new for our June event to address this issue ... a once-in-a-lifetime buying event. We invited several floral vendors, representing Sullivans,,Melrose, Vickerman, Romans, and TriPar, to bring their products and catalogs to the event. Attendees were able to see new products, review the catalogs and purchase

what they needed at cost without having to meet order minimums.

To get everyone in the Christmas mood, Kim Eggert, who helped to decorate the White House for Christmas, gave a demonstration on how to use the greens to create a stunning mantel.

What was everyone talking about when they left: The USV Powered LED light sets powered by a USB battery pack ... no more AA batteries! They were the number one best seller at our very successful first time ever buying event.



Gina Lempa presenting to Kim, Camille and Loren



Christmas in June Kim demoing mantel

Japan Chapter

Submitted by Maureen Klein, New York Chapter Board Member and Yasue Ishikawa, Japan Chapter and Akari Koike, President of IFDA Japan.

A Magical Tea Ceremony At Opam – Tea Ceremony Fascination of Art and Design

For his second exhibition at OPAM, Marcel Wanders takes us on a magical journey. Throughway of his iconic designs in product design, Personal Editions and video art of the last 27 years, some of which created for international brands such as Alessi, Baccarat, Christofle, Cybex, among others, a world of authenticity, boldness and excitement unfolds.



Members Gathering



IFDA Japan members and friends start the season with great food and fond reminiscences and thanks for the whirlwind visit from IFDA USA a few months earlier. The enthusiastic group from left to right are: Norihiko Yamawaki, former IFDAJ President; Akihisa Morishita; Takahiro Yamanaka, IFDAJ Communications; Koji Sakai; Akemi Toguchi; Haruki Senda, IFDAJ Website; Kaoru Okeya, former IFDAJ President; Naoko Tsuchiya, IFDAJ Secretary General; Atsuko Miyachi, (sporting an instantaneous handlebar mustache), IFDAJ Membership; Akiko Yamazaki, IFDAJ Accounting; Yasue Ishikawa, Founder and first President, IFDAJ, and Akari Koike, IFDAJ President.

Happy What?

IFDA Japan President, Akari Koike, www.akarikoike.com is known to be an amazing “cut-up” and is often sought out to prepare fanciful settings to promote a product or event. Case in point, Hankyu Department Store in Osaka <https://www.hankyu-dept.co.jp/fl/english/honten/> asked her to create a pop-up store which would show off the stunning tea boxes produced by students of Joie Decoration, <https://www.joiedeco.com/>. Given the theme Happy Galentine’s Day, Akari created a colorful Alice in Wonderland-like display for this special day that celebrates best girlfriends. The February 13th holiday was actually created by Amy Poehler’s Parks and Recreation TV character in a 2010 episode and has been growing steadily ever since.



Japan Chapter Hosting the Future

Students of Interior Design and Architecture from Kansai area schools including Chuo College of Technology in Osaka and Kobe University, gather on the rooftop of Risabnaire Design Center, www.risabnaire.com, as guests of Yasue Ishikawa, President of Risabnaire and founder of IFDA Japan (Yasue center front in b/w jacket with white flower). The students toured the building and attended seminars, learning about various facets of the design world and professional opportunities that await them. Many students were especially interested in seeing how designers were utilizing original digital printing and the on-site equipment that creates Risabnaire's wallpapers and fabrics. Yasue noted that internship programs are a very new concept for businesses in Japan, and after the event, Risabnaire accepted two interns from Chuo College of Technology. Utilizing her headquarters and IFDA as an educational resource, is an excellent way to grow the profession and the IFDA organization.

She also sent a link to her facebook album.



Starting Them Young

One easily finds music, gymnastics, cooking for kids, Tae Kwan Do and a myriad of other classes and schools for the young set, but rarely do you spot lessons for children that focus on interior design. Naoko Tsuchiya, an IFDA Japan founding member, saw a need and started such workshops several years ago. Her classes inspire children to create room scapes, starting with an empty cake box and filling it with their own custom designed furniture, window treatments and accessories using fabric, wallpaper and trims.



Naoko Tsuchiya stands over a table of busy students and parents as they create cardboard furniture and add color and texture to their room-scapes.



Eight and nine year olds think through their color schemes and select printed tapes, greenery, buttons and trims that will compliment their room setting.



Shown are a few examples of the youngsters work. Naoko hopes her programs will provide that creative spark for kids to explore a future in architecture or interior design.

New York Chapter

Submitted by Rose Bennett Gilbert, IFDA, New York Chapter
Photos by Barbara Sheridan

Leave the 'floating crap game' to 'Guys & Dolls.' A floating cocktail party was in the cards for the New York Chapter when we clamored aboard the Manhattan Yacht Club's aquatic club house, a large barge anchored beside the Statue of Liberty in the New York harbor. Named the 'Willy Wall' in honor of 19th-century New Yorker William Wall (a banker, congressman and-- appropriately enough --Commissioner of Waterworks and head of the Brooklyn Navy Yard), the club house

is a floating grandstand affording landlubbers a waterside seat at the Yacht Club's sailing races. Shouldering picnic baskets, IFDAers commuted from city shores to mid-harbor aboard the Yacht Club's vintage 'Admiral's Launch.' But neither sea spray nor roiling waves dampened the fun for these hearties, who celebrated late summer under sunny skies that morphed, right on cue, into a brilliant moonlit evening.



View of the NY Harbor

ALL OUT TO SEE: The Manhattan Yacht Club's floating club house overlooks the harbor and underlooks the downtown skyscrapers of New York City.



View of the Willy Wall w/ Statue of Liberty

GIVE ME YOUR SAILING ENTHUSIASTS: The Manhattan Yacht Club's 'Willy Wall' clubhouse puts race fans in the middle of the action.



Foursome

GETTING THEIR SEA LEGS: IFDAers (from left): NY Board member Rose Gilbert; Tracy Steele, Yacht Clubber who organized the outing; Rose Hittmeyer, IFDA NY Chapter Administrator; Howard Levenger, Howard Levenger Marketing.



NY Pres-Elect Andrea Warriner w/ star fruit

THE STARS CAME OUT THAT NIGHT: NY President-Elect Andrea Warriner samples star fruit from an IFDAer's picnic basket.



Rhea Seetram and Feven Kebede

NAUTICAL AND NICE: Special guests on board included Rhea Seetram (left) of Maplewood, NJ, and Feven Kebede, an Ethiopian student at Seton Hall University.

New York Chapter

IFDA Selects The Best At New York Now

Submitted by Rose Bennett Gilbert, FIFDA, New York Chapter

IFDA's logo was here, there, and nearly everywhere at summer's NY NOW after a posse of imminent design experts combed the aisles, sussing out the best of the best for IFDA SELECTS awards. It was not an easy assignment -- New York's sprawling Javits Center offers some 840,000 square feet of exhibit space that overflowed with new and innovative ideas in categories ranging from wallcoverings to green

sensibility. The 10 SELECTS winners -- some teary, all surprised and delighted -- quickly put their framed certificates on proud display in their booths, highlighting IFDA before the 20,000+ buyers and legions of other industry visitors who flocked to the show from some 66 countries around the world.



READY, SET TO SCOUT OUT THE BEST: *IFDA SELECTS* judges gather at NY NOW. (Front row, from left) co-VP Trade Awareness Vanessa Despot; Susan A. Tucker; Courtney Ferguson, co-VP Trade Awareness Kelley De Betta; Dwayne Clark; (back row, left) Layla Feder; Aakash Patel, Christine Philip.



JOLLY GOOD NEWS for MR BROWN LONDON: Citing the design firm's new Naples side table, Judge Dwayne Clark (right) presents IFDA SELECTS award for Best in Furniture to exhibitors from the UK-based company.



REVIVING A CENTURIES-OLD TRADITION: *IFDA SELECTS* co-Chair Vanessa Despot salutes Bibol as the winner of the Green Sensibility award. Founded by Laura Frechin (left), the company is based in Viet Nam, where it hand-makes eco-friendly dishes and bowls.



WALLCOVERINGS WITH A BACK STORY: Family-owned, USA-made Oliver Gal wallcoverings' owner Lola Sanchez and colleague are jubilant over the IFDA SELECTS award, presented by judge Dwayne Clark (right).

New York Chapter NY Grant Comes Full-Circle NY Chapter Member Wins EF Grant Honoring NY Chapter Member

Submitted by Rose Bennett Gilbert, FIFDA, New York Chapter

Garette Johnson, trend analyst and forecaster, visual designer and member of the New York Chapter Board, has been named winner of the Educational Foundation grant established by the Chapter to honor the memory of late member, Valerie Moran, a much revered designer, innovator, merchandiser, and business leader.

The \$3000 grant is awarded each year to an IFDA professional with a record of outstanding innovation in design or merchandising who seeks expanded knowledge through travel, trade-show visits or professional-development studies. Johnson plans

"to continue learning strategic-foresight methodologies by taking a workshop with the Copenhagen Institute for Future Studies, which," she says, "will further my ability to contribute to the organizational success of clients and affiliates."



NEW YORKER WINS NY GRANT - Garette Johnson to Study in Denmark



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Northern California

Barbara Efting Beckmann 1939-2018

Submitted by Judith Clark, FIFDA, CID

Barbara Efting Beckmann passed away on August 1 at her home in Sonoma, California. A textile designer known for exquisite hand-painted fabrics and leathers, Barbara began her career designing sportswear fabric for Brewster Finishing and Design in New York. While there, she began to acquire her extensive knowledge of all aspects of the printing and styling process. Because of her expertise, she was able to adhere to the highest standard of quality in her products while using environmentally friendly all-natural fibers and non-toxic agents.

Barbara designed utilitarian items, like the famous Snoopy sheets, as well as fabrics for prestigious fashion designers. Among her many achievements in her early career was the chance to participate in a show staged by the Brooklyn Museum featuring Barbara along with Richard Avedon and Elaine de Kooning. While living in New York City, she met and married Jon Beckmann, a book editor and teacher. After moving to California in the 1970s, Jon began his long and successful tenure as the publisher for Sierra Club Books. In 1983, Barbara launched the eponymous Barbara Beckmann Designs, Inc.

From a small factory in San Francisco, her business expanded both nationally and internationally. Her designs have graced the interiors of palaces, hotels, private planes, yachts, embassies, and important properties around the world, including the White House.

Barbara was born and raised in Chicago. After graduating from the University of Illinois with a BFA degree, Barbara studied at the Art



Barbara Beckmann

Photo by Timothy D. Manning -- www.manningmagic.com

Institute of Chicago, the Pratt Institute, and later at the University of California at Berkeley. She taught textile design at the Fashion Institute of Design & Merchandising and the University of California, Berkeley Extension. She was an active member of HIA, NEWH, ASID, DFA and the Foundation for Design Integrity. In 2008, she received the IFDA Trailblazer Award for outstanding achievement in the interior design industry. For several years, she was an active member of the DeYoung Museum's Arts Council Board. In her résumés, Barbara liked to add that she had illustrated several children's books.

Barbara was known for her boundless optimism, warmth, and generosity to friends, colleagues, and competitors. About her towering reputation in her chosen field, an industry leader said, "An icon has died but her designs live on." Barbara continued to develop and display new design concepts up until her death. Her family is exploring ways to ensure that her remarkable design legacy endures for future generations to enjoy.

Barbara is survived by her sister Beth Buhler, her niece Lisa Donlan, Lisa's husband Patrick Donlan, and their two sons Sean and Andrew.

There will be a Celebration of Life on October 3rd from 5pm-7pm at the Galleria Design Center, 101 Henry Adams St, in San Francisco. In lieu of flowers, the family requests that donations be made to the Barbara Beckmann Textile Design Scholarship c/o the IFDA Educational Foundation, 2401 Harbor Island Road, New Bern, NC 28562 (please indicate that the donation is specifically for this scholarship).

Published in San Francisco Chronicle on Sept. 2, 2018



L-R: Judith Clark, Barbara Beckmann, Dana Walsh

Philadelphia

MEMBER SPOTLIGHT IFDA Philadelphia – Rebecca Ford visits Chaddock College

Submitted by Jacob Oxford

Do you ever wonder what happens behind the scenes in a furniture factory? Well if you're a designer or retailer you are in luck and can visit Chaddock College for a 2-day factory experience and tour. One of our members took advantage of the offer to go visit Chaddock College. Rebecca Ford of Southern New Jersey took a trip down to Morganton,

NC to visit the college. She had an amazing experience, learning about custom designs using CAD, the competitive affordability of an American product and even got to get her hands dirty by sanding and using different distressing treatments in the factory.

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Washington DC Chapter

“Rally in The Alley” Raised Funds For EF

Submitted by Jeanne Blackburn, Washington DC IFDA Past President

“Rally in the Alley”, this year’s fundraiser for IFDA’s Educational Fund was a grand success. Thanks to the event chair, Marlies Venute, the generous support of the seven participating merchants in Cady’s Alley, and the chapter members and friends, who attended the walk on June 7 we raised approximately \$2000.

Marlies did an outstanding job of rallying the merchants in the Alley in support of IFDAEF. Each of the seven participating showrooms - Waterworks, Baker Furniture, Janus et Cie, Duxiana, Contemporaria, The Shade Store, and Thos. Moser - were gracious to us and generous to the cause, welcoming us with refreshments, a brief presentation, and a fabulous gift item which was raffled off among the twenty five or more participants.

Starting with mimosas at Waterworks, we then moved along to more things to nibble in the stunning showrooms of Baker Furniture, Janus Et Cie, Duxiana, Contemporaria, and The Shade Store, and ended our walk with lunch at the Thos. Moser Showroom.

It was a great day to be out and about in Georgetown. The cause - and support of it - were fabulous. Many thanks to all who participated, and to those who weren’t able to join us ...

you really missed a party!



IFDA-DC members and friends in Cadys Allery Georgetown for our EF fundraiser.

End of Summer Happy Hour

Now that most vacations are just memories, and before we’re launched full force into the fall

design season, we gathered for an end of summer happy hour at Not Your Average Joe’s in Bethesda. The food was delicious, hearty and plentiful - and camaraderie among our chapter members at its usual high level.

Great way to end one season and begin another!



Ice Cream Social

Summer in the city almost demands an ice cream social. So we planned one. On July 19 chapter members, their families and invited guests met at Pitango for some of the best summer refreshment in the area. In addition to numerous fruit flavors, some of the more exotic offerings include milk and honey, quince and spicy chocolate. For those who might not know, CBS DC recently named Pitango among the 5 best places to enjoy a frozen treat.

Seems that everyone had a great time, because the only photo anyone took time away from the gelato to snap is of the shop sign!





DesignEDGE panelists (left to right): Moderator Nick May, Julia Buckingham, Angela Pickens, Joshua Rose, Rafael Kalichstein, Kelli Ellis and Katherine Kalen onstage in Las Vegas.

Educational Foundation

Design-World Stars Shine at DesignEDGE, The Industry Summit, At The Las Vegas Summer Market

Submitted by Mervyn Kaufman, FIFDA, Director of Communications, IFDA Educational Foundation

Labeled a design-industry summit, the Educational Foundation of the International Furnishings and Design Association presented its 2018 DesignEDGE event July 29th, opening day of the Las Vegas Summer Market. With its theme "The New Edge of Possibilities," EF assembled a host of design-industry pros for a morning keynote address and market preview, followed by an afternoon panel discussion, whose participants were led by **Nick May**, creator of The Chaise Lounge podcast, which regularly explores changing currents in the world of design.

DesignEDGE Co-Chair **Wilma Hammett, FIFDA**, opened the program by introducing the keynote speaker, **Nolen Niu**, a California-based furniture designer whose company not only creates but also manufactures products that now reach a world-wide market. He



Keynote speaker Nolen Niu shares the secret of his success at DesignEDGE, Las Vegas. Furniture designer/manufacturer Nolen Niu was the keynote speaker at DesignEDGE, Las Vegas.

dates the rise of his success to 2006, when, he says, his unique chaise-lounge "catapulted my career into doing design collections and the opening of a 16,000-square-foot facility in downtown Los Angeles."

Mr. Niu began his remarks by citing key routes that can lead to design-world success: "Become a specialist, create your own vehicle, then tell your story. If you focus on these ideas and concepts, you can grow your business to levels you've never seen before. Most important, you want to become the go-to person in your category. If you really focus on being great at one thing, all of a sudden people will look to you for expertise. It's up to you to design your own future,

continued on next page



Furniture designer/manufacturer Nolen Niu was the keynote speaker at DesignEDGE, Las Vegas.

Design-World Stars Shine at DesignEDGE, The Industry Summit, At The Las Vegas Summer Market

Submitted by Mervyn Kaufman, FIFDA, Director of Communications, IFDA Educational Foundation

continued from previous page

keeping in mind exactly what you are trying to accomplish and what you need to achieve that's different."

Julia Smith Vincenti, a former design-magazine editor who's now editorial and marketing director of Nine Muses Media, concluded the morning session with her "First Look" insider preview of the vast five-day Las Vegas Summer Market. After the lunch break, **Nick May**, creator of The Chaise Lounge Interior Design Podcast (www.thechaiseloungepodcast.com), introduced his industry-savvy panelists who were picked to advise the designers in attendance how to take product design "from creation to consumer."

His panelists: **Julie Buckingham**, whose collection for Global Views includes lighting, rugs, pillows, furniture accents and decorative accessories, recently opened the high-end Modernique boutique in Phoenix, Arizona; **Kelli Ellis**, a globally recognized artist, designer and speaker, is a founding partner of Design Camp, The Design MasterMind, and also creator of a Sunpan collection introduced last spring at the High Point Market; **Katherine Kalen**, marketing director for Sunpan, who is recognized for her ability to drive brand exposure by developing integrated marketing campaigns and consistent brand messaging; **Angela Pickens**, a branding consultant who helped build the Tommy Bahama Home Retail Power Brand and recently joined a new alliance—"innovative Branding Partnership"—that helps brands and designers broaden their labels' reach and recognition; **Joshua Rose** and **Rafael Kalichstein**, partners in FORM Design Studio of Sherman Oaks, California, which creates its own product lines while developing commercial, hospitality and residential projects worldwide.

Here are highlights of the panel discussion:

- **Julia Buckingham**: "Make sure your story is sound and the voice you are speaking is all aligned, so that when someone says, 'We want to brand with so-and-so,' there is already a very established story. What manufacturers look for is a name that aligns with their brand's focus."
- **Kelli Ellis**, pointing to a recent success story with a client: "They said, 'Tell us what you want to be the story and how we can change with you.' You have to come in very prepared, of course."



Julie Smith Vincenti shares Las Vegas Summer Market highlights with DesignEDGE attendees.

- **Angela Pickens**: "You have to give clients something they haven't thought about, something that's really going to stand out. Otherwise they don't need you."
- **Rafael Kalichstein**: Critical to success in a partnership is "learning about the manufacturing process, so even if a manufacturer says, 'Come, let's do that,' you'll need to know if they do their own manufacturing and if they'll be able to produce the thing in the time frame—how quickly can they get this idea to market? You have to put on another hat and think of things from a business perspective."

Note that the Las Vegas Market was a keynote sponsor of DesignEDGE. Its patron sponsor was Sunpan Modern Home, its partner-sponsor, IFDA's Northern California Chapter. Promotional sponsors were Steelyard and The Chaise Lounge. The 2018 DesignEDGE summit was approved for 3.5 CEU's by IDCEC, the Interior Design Continuing Education Council. In 2019, the Educational Foundation's DesignEDGE moves to the High Point Market.

IFDA's Educational Foundation Announces Winners of 2018 Grants for Design-Related Projects

Submitted by Mervyn Kaufman, FIFDA, Director of Communications, IFDA Educational Foundation

Two educators, a Ph.D candidate and a trend analyst/visual designer have won 2018's Educational Foundation grants from the International Furnishings and Design Association, which, for much of its 71-year history, has annually funded many of the needs of high-achieving design-industry professionals. Reviewing this year's grant submissions, which follow, EF Chairman Caroline Baer Rogow says, "I am truly touched by designers' growing interest in making our world space more accessible and friendly. It's also uplifting to see design pros and students alike engaged in sustainable projects, designing with our environment in mind."

- **Ethan Lu**, a faculty member at Manhattan's New York School of Interior Design since 2010, was selected to accept the \$1,000 Elizabeth Brown Grant to Interior Design Programs, which is structured to help an accredited interior design program purchase essential supplementary materials and resources. Receiving this grant will enable the school to continue introducing new virtual-reality technology into its curriculum. Prof. Lu accepted the grant with the promise that the award "will help boost interest in this new technology and introduce our students to current design hardware and software being used in the design industry."
- **Andrea E. Ledezma**, an associate professor at Wake Technical Community College, Raleigh, N.C., and director of education for the Alliance of Interior Designers, has won the \$1,500 Tony Torrice Professional Development Grant, which is open to furnishings and design professionals seeking to expand their skills through advanced study. Prof. Ledezma is pursuing a master's degree in business administration with a marketing focus. "I am furthering my education," she says, "in order to help bring to my students the knowledge and skills necessary to create, own and market their own businesses."

- **Luis Mejia**, a Colombia-born industrial designer with a master's degree in product design and 15 years' teaching experience, has won the \$2,000 Irma Dobkin Universal Design Grant. It's awarded annually to an IFDA member or non-member who champions universal design in education, marketing, product development or project design. Now engaged in Ph.D studies in design, housing and merchandising at Oklahoma State University, Stillwater, Okla., Prof. Mejia believes that "with the resources of this grant, we are aiming to acquire a Virtual Reality Eye tracking device, which can aid in the understanding of an individual's perceptions and reactions in virtual-reality environments. We strongly believe that the better we prepare our students to be able to design solutions to real problems, the better we can improve our society."
- **Garette Johnson**, a New York City-based trend analyst, forecaster and visual designer, has won the \$3,000 Valerie Moran Memorial Grant, which honors the memory of a revered designer, innovator, merchandiser and business leader. The grant is awarded each year to an IFDA professional with a record of outstanding innovation in design or merchandising who seeks expanded knowledge through travel, trade-show visits or professional-development studies. Johnson plans "to continue learning strategic-foresight methodologies by taking a workshop with the Copenhagen Institute for Future Studies, which will further my ability to contribute to the organizational success of clients and affiliates."

"Our foundation takes pride in helping design professionals and educators alike achieve goals that benefit not only their own clients and students but also speak to the larger design community as a whole," says EF Director of Scholarships and Grants Karen Dzendolet. For answers to specific questions about any EF grant, present or future, feel free to contact her directly, at karen@kdzdesigns.com



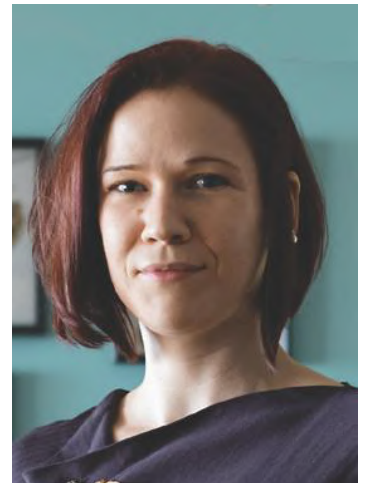
Ethan Liu



Andrea Ledezma



Luis Mejia



Garette Johnson

Seven Top Design Students Receive EF's 2018 Scholarships

Submitted by Mervyn Kaufman, IFDA, Director of Communications, IFDA Educational Foundation

Scholarships from the Educational Foundation of the International Furnishings and Design Association have been presented to seven high-achieving design students at accredited colleges and universities. Says EF Director of Scholarships and Grants Karen Dzenolet, "Receiving a scholarship from the foundation is not only recognition of a design student's record of achievement and potential but also a positive means for student to connect with professionals in the field he or she has chosen."

Almost from its inception, in 1947, IFDA has awarded student scholarships annually, recognizing that advanced education is an essential key to career development in the various furnishings and design professions. This year's applications were accepted from March 1st to 31st. Here are the foundation's 2018 scholarship winners:

- Ruth Clark Furniture Design Scholarship (\$3,000), which is open to any full- or part-time undergraduate or grad student specializing in residential wood- or upholstered-furniture design, was won by **Samantha Holtman** of Appalachian State University, Boone, North Carolina. "In my mind, design is the ability to make your dreams a reality," she says. "I have chosen a concentration in furniture design because of my passions for working in wood and designing sustainable furniture."



- IFDA Leaders Commemorative Scholarship (\$1,500), available to full-time students engaged in volunteer or community service projects who have held leadership posts during the past five years, was won by **Rachel Carle**, currently studying design and sales leadership at Michigan State University, East Lansing, Michigan. "My ultimate goal in life," she explains, "is to leave a lasting impression on people through my designs, just as others have done for me."



- Vercille Voss IFDA Graduate Student Scholarship (\$2,000), conceived to reward a full- or part-time grad student who has completed four design courses and is majoring in interior design or a related field, was awarded initially to Laura Oviedo, who ultimately had to defer attendance at Brooklyn's Pratt Institute, thus was unable to accept the award. Thus the runner-up, **Rose Ott**, an interior designer in Merrick, New York, was chosen to accept the 2018 scholarship. Eager to expand her knowledge and reach after a 15-year residential-design career, Rose is working toward a master's degree in Mindfulness in Interior Design as a graduate student at SUNY Empire state College, Saratoga Springs, New York. Ultimately, she says she is "hoping to use my graduate studies to create a college work course in mindfulness to enable students to use psychology-based solutions to create spaces that are healing."



- Tricia LeVangie Green/Sustainable Design Scholarship (\$1,500), established for full- or part-time undergraduates who have successfully completed four or more design courses and plan to become educated participants in the green movement, was awarded to **Emily Shaw**. An interior design major at Endicott College, Beverly, Massachusetts, Emily says her career goal would be to "make positive changes in the world through the use of design."



- IFDA Student Member Scholarship (\$2,000), conceived for any IFDA student member who has completed at least four interior design or related courses, was awarded to **Ashlyn Perlatti**, an interior design major at Washington State University, Pullman, Washington. She says her educational focus on design "stems in part from my love of nature and fascination with the power of design to improve people's lives and unite cultures from around the world."



- Part-Time Student Scholarship (\$1,500), available to a degree-seeking undergraduate in an interior-design or related program, was won by **Angela Campos**, an interior-architecture major at Columbia College Chicago. Her career goal is "creating sustainable and innovative spaces for hospitality and civic projects, while focusing on historical preservation and restoration."



- Window Fashion Certified Professionals Fast Track Scholarship (\$1,000), established to aid interior-design students who seek specific workroom or design certifications, was won by **Olivia Mascatello**, a visual merchandising and design major at High Point University, High Point, North Carolina. Her career goal is to work successfully in high-end retailing, but right now, she says, "my top priority is gaining knowledge in the field of visual merchandising."



MEMBERSHIP UPDATES

IFDA Welcomes Our 22 New Members

FLORIDA

Professional

Sharon Billitch
Florida Design, Inc.

Stephanie Westling
Florida Design, Inc.

Leslie Excel
Excell in Design Group

Janet Ireland
FLOURISH Delray Design

ILLINOIS

Professional

Dee Schlager
Design Discovery LTD

MEMBER AT LARGE

Professional

Margot Weyhe
The Design Element

NEW ENGLAND

Professional

EDane Austin
Dane Austin Design, Inc.

Colin Martell
Landry & Arcari

Karl Ivester
New England Shutter Mills

NEW ENGLAND

Professional

Michael Barnum
Michael Barnum Studio,
LLC

Howard Goldman
Humboldt Storage and
Moving/Mind's Eye

Lauren Gifford
Montage

NEW YORK

Professional

Lisa Walker Brown
Everick Brown Design

Laurel Bern
Laurel Bern Interiors, Inc.

PHILADELPHIA

Professional

Nick DeCarlo
Guardian Bastille

RICHMOND

Professional

Kelsie Hornby
Elegant Designs, Inc.

Claire Marsh
Claire Marsh Interiors

Valerie Parker
Valerie Parker

Paul Weimer
Branch Furniture & Design

WASHINGTON DC

Professional

Tim Cohen
STARK Carpet

Michael Vatt
Fire By Nature, LLC

Adam Taylor
Designer Solutions

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Jennifer Driscoll

Sarah Fletcher

Network Committee

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Editor in Chief

Linda Kulla, FIFDA, Exec. Dir.

Speakers Bureau Committee

Susan Hirsh, Chair

Linda Kulla, FIFDA, Exec. Dir.

Sponsorship Committee

Linda Kulla, FIFDA, Exec. Dir.

Upcoming Events

November 11-13, 2018

HX, the hotel experience
New York

December 2-5, 2018

Showtime Fabric Fair
High Point, NC

January 8-11, 2019

Heimtextil - Messe Frankfurt
Frankfurt, Germany

January 8-15, 2019

Atlanta International
Gift & Home
Furnishings Market
Atlanta, GA

January 9-13, 2019

Atlanta International
Area Rug Market
Atlanta, GA

January 27-31, 2019

Las Vegas Market
Las Vegas, NV

February 3, 2019

Surtex
New York

February 3-6, 2019

NY Now
New York

March 18-21, 2019

New York Home
Fashions Market
New York

Office DEPOT® OfficeMax®



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