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NETWORK

March 2005

A Message From Our International President

Greetings to all my fellow IFDA members.

The 2005 International Board has jumped in with both feet to make sure this year is a resounding success for IFDA and its members. We started building on the momentum established last fall with conference and are moving ahead with many new ideas for the coming year. We are looking at services and programs that will add value and meaning to your membership.

We have contracted with Dawson Publishing to print (at no cost to IFDA) a directory that will put the membership into everyone's hands. We will supply the company names of potential advertisers and Dawson will do the rest. Please notify your chapter president with any names you may have. Our President elect, Mark Jeross, was responsible for making this contact for us.

We have been facing some of the same challenges other associations face trying to grow their membership and retain existing members. Our membership chairs, Barbara Holme and Joan Croft, have been busy working on incentives to help each chapter increase its membership. They have great ideas that I think will benefit the chapters as well as IFDA as a whole.

Our marketing and public relations chairs, Mervyn Kaufman and Elchin Orer, have been working on getting more recognition for IFDA to reinforce the theme that IFDA is "the voice for our industry." IFDA received a lot of press with our conference last year and we intend to build upon that. We are working on a marketing piece that will give the chapters a tool to help in their recruitment. But remember, the best tool is the personal one-on-one

connection we all make with the people whom we do business. If you feel great about your IFDA membership, so will the people you recruit.

We are working on the web site to make it easier to access. It provides a wealth of information concerning our affinity programs, the on-line membership directory as well as the news for each chapter. I encourage the chapters to keep the information current and I encourage the members to use the web site.



Starting with this issue our newsletter will be changed from 4 issues to 6 shorter issues. Jeanne Matlock deserves our thanks for taking on what is a difficult job. Please take the time to read the issues to keep up on what IFDA is doing on an international level as well as what each chapter is doing. You may come away with some great ideas for your own chapter.

Carolyn Meek is directing our interaction with the chapters and is serving as our International Secretary. We welcome suggestions from the chapters and from the members as well. We work for you and for the good of IFDA. I have great optimism that this can be an outstanding year for our association. As with everything we do in life, our rewards are directly in proportion to what we give. I encourage those who are on the individual boards to give IFDA your best, and those who have sat on the sidelines, maybe this is your year to get actively involved. You never know what great opportunities await you until you become involved.

Lee Coggin, FIFDA, President

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Conference 2005 – Boston, Here We Come!

The International Furnishings and Design Association 2005 Conference planning is underway. The New England Chapter will serve as host from September 27 through 30 at the Parker House Omni for this exciting conference. Save the dates and be sure to join your IFDA friends in Boston, MA.

Coming Home, Moving Up, Moving On

A Washington Post story, written by Rebecca R. Kahlenberg, featured several quotes from Daphne Bloomberg, FIFDA, immediate past-president of the Washington Chapter of IFDA. The article, titled “Coming Home,” focuses on yet another reality TV show. This one, titled “Moving Up,” follows families who have recently moved as they return to their former houses to observe ways the new owners have transformed the residence. According to the Executive Producer, the series theme is basically that “beauty is in the eye of the beholder.”

Bloomberg is quoted as saying that “in addition, an underlying assumption of “Moving Up” – that people want to make changes to a home they move into – is true to reality. Very few people buy a home that is exactly what they’ve always wanted – there’s always something you can do to make it yours, even if it’s as simple as new moldings, doors or windows.” But Bloomberg, an interior designer, is skeptical that the changes homeowners really want are obvious to them in the first few months. In practice, most new occupants see what their immediate needs are and the rest “evolves over time,” she said. Bloomberg also questions another premise of the show: that homeowners who have lived in a home only for a few years really care all that much about what happens after they leave even if they haven’t built or designed the house themselves. A more compelling show might feature a child who grew up in a home through high school then left and came back 20 years later. “That’s where you’d find real personal attachment,” she said.

The article points out that some designers have been critical of these home makeover shows, while “other designers balance their criticism by noting the way the shows can open consumers’ eyes to a variety of design options. Bloomberg of the International Furnishings and Design Association said her clients are sometimes confused when she describes certain types of window treatments, moldings, doors or other features of a house. Then, “They call me a week later and say, ‘Oh, I was watching such and such show and saw exactly what you were talking about,’ ” she said.”

A final quote from a show participant states, “If it hadn’t been painted it might feel more like ours, and we might miss it more; now that it is [painted] it doesn’t feel like ours.” Maybe the point of it all is Moving On!

“Oh, I was watching such and such show and saw exactly what you were talking about.”

Dialogues on Design

The New York School of Interior Design announces its Spring 2005 public program series. The schedule includes three evening “Dialogues on Design” in which the distinguished design journalist Louis Oliver Gropp interviews leading interior designers and architects to examine their views on design and the design process.

1.)Wednesday, March 2, 2005 – Panel Discussion on Paul Rudolph: An Interior Perspective with architects Der Scutt, Rocco Leonardis, Michael Sorkin, and Stanley Tigerman. In conjunction with the exhibition, *Paul Rudolph: An Interior Perspective*, on view through April 30, at the Gallery of New York School of Interior Design, the panel discussion will draw on personal reminiscences of the late Paul Rudolph by former students and associates.

2.)Wednesday, March 9, 2005 – Calvin Tsao & Zack McKown. Tsao & McKown has earned an international reputation for its ability to transform complex building projects into architecture memorable for its humanity, attention to detail, and embrace of diversity.

3.)Wednesday, March 16, 2005 – Charlotte Moss. Nationally recognized as an interior designer for more than 20 years, Moss has residential installations throughout the US and the Caribbean. Brunschwig & Fils and Charlotte Moss will soon announce a strategic alliance for the purpose of creating a portfolio of designs for the home including fabric, furniture, and lighting.

Programs begin at 6:00p.m. Tickets for the 3 “Dialogues on Design” are \$50 for the series or \$20 for individual programs. Advance reservations are required. To receive a copy of the public program brochure, telephone (212)472-1500 Ext 601.

Swedish Design Year Kicks Off and the U.S. is Ready! By *Andrea Urioste*, Swedish Trade Council

Understated, stylish, progressive, radical and distinctive uses of natural materials are words associated with Swedish design. In an effort to provide their products with an emotionally seductive appeal, Swedish designers have promoted the use of soft, sensual, organic forms. For centuries, their designs have been deeply persuasive, influencing many of the trends and future direction of new products. Swedish Design Year 2005 leads the way for 21st century progressive Swedish design, where modernism goes beyond the flat-packed, everyday functionality and sets the stage for fresh cutting-edge, luxurious and yet still practical contemporary design.

The aim of Swedish Design Year 2005 is to increase awareness of design from Sweden, and to cater to the growing interest of design-conscious individuals in search of fresh, clean and progressive products. As part of this long-term initiative, a collaboration of partners is putting together a number of activities in conjunction with some of the

premier industry events planned for 2005.

On March 15th, to coincide with Beyond Blond Swedish Lifestyle Month, the Consulate General of Sweden will host a month long design exhibition, *Designed in Sweden*, at the Pacific Design Center in Los Angeles. The exhibit will showcase the latest innovative progressive designs from a number of Swedish contemporary glass, furniture, metalwork and textile manufacturers. *Designed in Sweden* will also be promoted during WESTWEEK, the annual international exhibit that caters to design professionals.

Bradley Quinn, curator of *Designed in Sweden*, comments on Sweden's talent and creativity in combining cutting edge style and functionality. *"Their works range from subtle poetic responses to self assured declarations that boldly outline a new rationale for urban living. The stylish objects that result are beautiful tools for modern life, crafted in forward-thinking designs that bridge the gulf between everyday functionality and ideals of comfort, efficiency and beauty."*

On May 14th, Sweden will showcase their designs alongside many of the top players in the industry at the International Contemporary Furniture Fair (ICFF) in New York. The Swedish Trade Council will present some these new cutting-edge products at the Swedish Pavilion.



Lyx Wing Lounge

The purpose of the exhibitions both at the Pacific Design Center and at ICFF is to bring together some of the best in Swedish contemporary design. It is also a chance for Swedish design companies to increase their visibility, forge new business contacts and fulfill the importance of consumer's desires in chic, innovative and progressive designs.

Georgia International Convention Center To Host 2005 International Window Coverings EXPO

Grace McNamara Inc. is pleased to announce the dates and location for the 2005 International Window Coverings EXPO. Held at the new Georgia International Convention Center in Atlanta, GA, the EXPO Exhibit Hall will be open April 7–9, with a CEU-accredited seminar program offered April 6–9. After a successful 2004 show in Baltimore that posted the highest attendance numbers in five years, Grace McNamara Inc., producer of EXPO, is bringing that success to Atlanta in 2005.

"The International Window Coverings EXPO has been held in many different cities over the years," says Michelle Larson of Grace McNamara Inc. "And after three years in Baltimore, the industry is ready for a change. Atlanta has proven to be a very successful location for this show in the past, and for that reason we will be returning there for 2005—after a five-year absence, that market is ripe for our return."

The state-of-the-art Georgia International Convention Center is located adjacent to Hartsfield-Jackson Atlanta International Airport—just ten minutes from downtown Atlanta—in the fourth-largest historic district in the state of Georgia. The GICC features more than 400,000 gross square feet of contiguous space, all on one level, and is supported by more than 10,000 first-class hotel rooms, shopping, and a wide variety of restaurants.

After the success of last year's show, exhibitors are rapidly signing up for space on the show floor of the Exhibit Hall for the 2005 EXPO. Grace McNamara Inc. recently announced that booth space is already 75% sold. For more information, visit www.expoquestions.com or call 651/293-1544.

[Grace McNamara Inc.](#) publishes [Window Fashions](#), [FFi—Fine Furnishings International](#), [loopreports](#), [American Cake Decorating](#), and [Mailbox News](#), and produces the [International Window Coverings EXPO](#), the [Window Fashions REGIONAL TOUR](#), and the [West Coast INTERIORS EXPO](#).

CHAPTER NEWS

CHINA TURNS TO AMERICA FOR DESIGN ADVICE: IFDA NY CHAPTER WELCOMES THE BEIJING CHAPTER

By Veronica Alif, V.P. Publicity, IFDA New York Chapter

On Tuesday, January 18th, the New York Chapter of IFDA welcomed the Beijing China contingent with a breakfast followed by a presentation with New York designers.

Eight Chinese IFDA members, lead by China Chapter president, Shude Li turned to the expertise of the NY IFDA members to determine upcoming western trends, to learn American design philosophies and to have a better understanding for the elements of design which define American style. The group included architects, designers, a publisher of business magazines, professors, a color researcher and more businessmen.



Members of the Chinese IFDA pictured with Nancy Chernoff White, Chapter Advisor; Anne Bertsch, President and Renee Bennett, VP Publications.

Presenters included **Florence Perchuk** of Designs by Florence Perchuk, Ltd. who shared her 25 years of design experience in kitchen and baths; interior designer, **Dennis Rolland**, classical, traditional design specialist who explained the design process and the role of the interior designer; **Christina Manca**, Style Expert on TLC's hit show, *Taking Care of Business* who explained how design impacts a retail business and **Carolyn Sollis**, Style Director at House & Garden who gave a presentation on the home furnishing trends and American design trends for 2005.

According to Anne Bertsch, IFDA/NY Chapter President, "The Chinese were very enthusiastic to know about the exhaust systems and ventilation in American kitchens and remarked that Chinese kitchens are strictly for food preparation. The group was also very interested in Christina Manca's presentation on the importance of retail design, and understood its importance."

Carolyn Sollis' presentation equipped the Chinese with the upcoming trends, pointing out that Americans are globally influenced and pull from all different cultures. She noted that 20th century modern design is prevalent in furniture and that Americans are embracing color and pattern. Moreover, design is available at every price point, making design accessible to everyone in every age group.

In the discussion, the Chinese expressed their concern for the environment. They were alarmed that wood is so widely used and that it dominates not only the kitchen but throughout the house. The Chinese often turn to plastics and laminates.

After the presentations, the Chinese toured the Henredon and John Saladino showrooms and were hosted by ABC Carpet & Home for a tour. Also on their schedule was a visit with the renowned architect I.M.Pei.

Connectors and Connections—Philadelphia IFDA

By Linda Barnes, President, IFDA Philadelphia Chapter

The Philadelphia Chapter of IFDA is off to a galloping start in 2005 as an organization of connectors and connections. Through snow and sleet, we move towards a full year of activities. Our first event of the season will be a networking and educational event entitled “Expanding Your Wine Horizons.” It will be hosted and sponsored by the retail showroom of “Room After Room Home Furnishings, Wicker & Rattan Trading Co.” in Montgomeryville, PA and held on February 24th. This is a new member/sponsor and we are thrilled that they wish to be an active participant in our chapter.

Our new board has pulled together to develop goals of increased membership with an emphasis upon membership retention and connecting with students. Our first exciting “Membership Event” of the year is scheduled for March 22nd, to be held at the Marketplace Design Center. The theme will be “A Theatrical Evening” featuring Broadway Music performed live by talented Philadelphia students, with theatrical decorations and delicious foods to promote networking and sharing of professional information. We shall continually encourage the members to meet “face to face, not fax to fax”, promoting designer/artist/and vendor connections.

We encourage our sponsorship to grow and further our mission of strengthening the design community with their support through contribution levels of Sponsor, Patron or Friend. This year we plan to hold our annual Vendors’ Expo in the Fall, before the October Market when designers and vendors are gearing up for the heavy Fall and Winter “rush”.

We shall continue our outreach program connection with the Domestic Violence Center of Chester County. After renovating the entry hall/foyer area, we will now turn our attention to renovating the bathroom. It’s heartening to see our collective energies turned outward to help those in need.

We found out in January that Philadelphia will be the host city for the Council of President’s and International Board of Directors meetings. We look forward to helping CMA plan a list of activities that will showcase our unique city and encourage many happy returns.

The Philadelphia Chapter of IFDA is an exciting organization with an energetic list of new and long time members so we are all looking forward to an exciting year. On the horizon we see opportunities to connect with folk from all over the country and internationally. After the success of increasing the IFDA name recognition at High Point in the fall of 2004, our chapter also made a splash in Newport RI and introduced IFDA to the Newport Restoration and Preservation Societies. That town went so far as to print up menus dedicated to IFDA at our last brunch at the White Horse Tavern.

Career Expo—North Central IFDA

By Maureen Olofson, FIFDA, EXPO Co-Chair

The sixth annual ASID/IFDA/IIDA Interior Design Expo was held at International Market Square in Minneapolis, on February 11, 2005. The Expo is a one day informational/educational event for students, educators and design professionals, underwritten by ASID, IFDA, IIDA and International Market Square. Interior design students numbering 396, plus educators from 23 colleges and universities representing 7 states attended making a total of 540 participants.



IFDA Co-Chairs Maureen Olofson and Cheryl Seeman

The morning keynote speaker, Andrew Flesher, Allied member ASID, spoke on Residential Interior Design. Participants then attended 2 Breakout Sessions of the 8 choices. They included showroom tours of Baker Knapp & Tubbs, Francis King, Ltd., Holly Hunt, Lee Jofa; Color Forecasting/Trends presented by North Central IFDA member Robin Culbreath, President, Robin Culbreath Limited; Kitchen & Bath Design; IMS Loft Tour – lofts under construction in the historic International Market Square building; and How to Use International Market Square.

Lunch is always a favorite part of the day for students. Exhibitors, speakers and volunteer interior design professionals sit at tables with participants for a more personal networking opportunity, answering questions and sharing expertise. Following lunch, the participant’s toured participating showrooms “Open House”, the Vendor and Career Information Fair, viewed the Student Design Competition Exhibit, and visited the sponsoring professional organizations membership information tables.

The final presentation of the day was on the commercial design topic “Team Approach to Restaurant Design”, a panel presentation by one of the Twin Cities premier design firms, Shea, Inc. The day concluded by randomly drawing students names for door prize presentations. The overwhelming majority of participant evaluations rated the EXPO as “excellent”. All speakers graciously volunteered their time & expertise.