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Carolinas Chapter - Happy Five-Oh!

THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

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# President's Message



## IFDA'S 2020 VISION

As we near the end of 2019, it's time to look back and see where we have been.

We have come a long way, baby!

This last year has been a huge growth time for IFDA. We have reached out to new markets, invested in social media, developed an attractive – and working –

website, started new initiatives, created new programs, launched a virtual chapter. And we are beginning to see the fruits of our labors, not only the new members that we are attracting, but also the companies that are reaching out to us, wanting to collaborate and join forces with IFDA.

### Here's an overview of IFDA's accomplishments in 2019:

**January** – Decided to take IFDA SELECTS to the High Point Market for the first time.

Launched IFDA's Got Talent to show off our members' work.

**February** – Began collaboration with ISFD (International Society for Furniture Design) for IFDA SELECTS and the Pinnacle awards. Signed on with new web developer.

**March** – Laid plans for the Virtual Chapter.

**April** – IFDA SELECTS debuts at HPMKT. Great turn-out, great publicity.

**May** – Pinnacle Awards competition opens: all IFDA SELECTS winners given complimentary entry.

**June** – The Virtual Chapter launches. New website goes live.

Mike Peterson presents Design Harmony in Arizona, and the ball starts rolling.

**July** – Grace McNamara offers IFDA a free booth at the International Window Coverings Expo in Charlotte, NC, March 2020. Mike Peterson's Design Harmony will be the keynote presentation. IFDA ads in Window Visions magazine.

**August** – Century Furniture asks to host Design Harmony as their Keynote 3rd Night Celebration at the October furniture market.

IMC contacts EF's Wilma Hammett about bringing IFDA SELECTS to Las Vegas Market.

**September** – DesignEDGE headlines HPMKT's list of events. HPMKT website features photos of IFDA SELECTS winners.

Century promotes Design Harmony on social media.

**October** – Twice DesignEDGE has to enlarge its seating capacity to accommodate overflow audience. New members join IFDA at the event!

Dawn Brinson, IFDA Carolinas, facilitates *Teal We Meet Again* nail polish in IFDA-blue.

Century agrees to sponsor the Design Harmony certificate program.

I represent IFDA as a presenter at the Pinnacle Awards, the "Grammys" of the Furniture Industry.

Meet with CEO and COO of Steelyard, an on-line platform that wants to work with IFDA – more about that later.

**November** – New members! So far, we have 31 new members since Market!

On-going conversation about taking Design Harmony to Toronto. Also talk of starting an IFDA chapter in Toronto and in Australia!

Also under discussion: IFDA event in Northern California; Century roll-out events in Denver and Atlanta.

## LOOKING AHEAD TO 2020 VISION OPPORTUNITIES

**January** – Dawn Brinson, IFDA is speaking at Las Vegas Market, and we are planning to stage IFDA SELECTS (need people/boots on the ground).

**February** – Florida Chapter's Design Competition Awards. All members invited.

**March** – International Window Coverings Expo. IFDA will have a booth. Keynote address: Mike Peterson and Design Harmony.

**April** – IFDA SELECTS at High Point Market – again! First Design Harmony CEU certificate roll out – Century sponsors. Details to follow.

**First quarter:** As many chapters as possible will roll out Design Harmony where Century Furniture has showroom or market presence.

**So there you have it: where we have been and where we are going in 2020! We really can't pour out enough praise for all that the chapters have been doing. Every chapter is having a renaissance: new members, top-notch events, and sky-high enthusiasm.**

**As we head into 2020, please try to get some rest over the holidays. You are going to need it for all of the exciting events in 2020!**

Ida J. McCausland

Ida J. McCausland Interior Design, LLC



Networking For Education: Mike Peterson presents one of the first Design Harmony programs to Arizona Chapter members and invitees.

## Arizona Chapter

### Q: Does Networking Still Work?

### President Don Judd Has Questions and Answers

Submitted by Don Judd

All IFDA Chapters hold networking events and educational events to help keep our members well-informed on what's happening in the design industry. But what about using those events to also educate designers and suppliers on the importance of building *relationships* through one-to-one networking?

Relationship-building is an important part of our industry. Relationships between designers and suppliers help us both to further our business interests, allowing for growth and prosperity on both sides. Some business relationships become friendships that last for many years and allow us to grow both professionally and individually.

The scenario has always gone like this: attendees are introduced, a conversation is started, business cards are exchanged, and a relationship begins. It's about meeting in person and getting to know each other, and each other's talents and capabilities. But here's my question: Is the Internet Generation willing to accept that current model. Or does the design industry need to reinvent the concept?

Why do I ask? It is a cold, hard fact that IFDA and all the design industry organizations around the globe are experiencing the same problems: loss of membership, low attendance at meetings/events, and a lack of interest in participating in the governing of local and national boards. We as an industry need to get out of the box. We



Is Networking Effective?  
Don Judd, IFDA AZ



Networking to Build Relationships: Arizona invited designers and suppliers to Wonderspaces in Phoenix for 'an extraordinary, immersive virtual-reality experience.'

need to realize that the only way IFDA and other organizations will survive is to convince the next generation of suppliers and designers how important it is to build personal relationships through in-person networking. Cyber-space has its place, but nothing replaces actual face-to-face.

*IFDA provides the perfect opportunities for face-to-face to take place.*

I believe we should approach the problem through education. We, the professional design organizations, need to work with the institutions that are currently educating the designers of the future. We need to participate in their programs. In short, we need to network with them to prove just how effective and important networking truly is.



# Carolinas Chapter

## Happy Five-Oh, Carolinas Chapter! Worth Celebrating More Than Once

Submitted by Dawn Brinson, FIFDA

Back in 1969, I doubt any of our chapter founders had an inkling what our industry would look like 50 years in the future, but they did know that professional development, education, leadership training, and the promotion of more women into key roles would uplift individuals, as well as the furnishings and design businesses. Fast-forward to October 2019, as the Carolinas Chapter happily celebrated its 50th anniversary with two special events.

During High Point Market, we joyously raised our collective glasses with a reception at High Point Market's The Point. In collaboration with IFDA-EF's DesignEDGE Summit kickoff, IFDA members from around the country, guests, friends and family enjoyed libations and noshes, fun and fellowship (as you can see from photos of the event!).

Then, on November 6, the Chapter was celebrated yet again, during our 9th Annual Night of Luminaries and Rising Stars. Industry notables, undergraduate colleges and universities around the two-state area, and honored guests saluted Carolinas Chapter for its many years of continuous commitment to the values our IFDA founders set forth a half-century ago (trays of cupcakes in IFDA teal, silver and white sweetened the festivities.)

From Carolinas Chapter to all our other IFDA colleagues, sponsors and friends, we say, "Cheers to the next 50 years!"



Renae Farley and Karen Wurring, FIFDA flank the always sartorially splendid David Santiago, President-Elect of the NY Chapter.



Carolinas Chapter's 50th anniversary celebration and kick-off for DesignEDGE Summit was a great way for far-flung friends to reconnect. That's Rose Gilbert, FIFDA, NY Chapter, with Wilma Hammett, Carolinas Chapter and DesignEDGE Summit Chair.





Some of the Carolinas board members get together to salute 50 years of our dynamo of a Chapter.



Raising A Glass at the Luminary Awards, attendees salute 50 years of the Carolinas Chapter.



Wine may or may not have been involved! Anyway, it looks like many of our attendees had a good time!



Carolinas Board members JoAnn Owings, Robin Gainey and Kathleen Koch get into the spirit of the evening.

# Florida Chapter

## Smart Design At Work In Florida Comforts Young Cancer Patient, Automates Orthodox Observance

Submitted By Marsha Koch

In-coming president of the Florida Chapter, Michelle Castagna is like most of us in the interior design world: she is in the business of making dreams come true through design. Only, Michelle's recent project was especially poignant: her client was a young cancer patient who had lost a leg to the disease and was confined to his bedroom, awaiting a prosthesis.

Her assignment: create a calming, comfortable environment loaded with games and things that would keep a young boy amused and entertained between chemo treatments. Working with Special Spaces, the not-for-profit that has branches in 13 states, Michelle created her design magic in accordance with Special Spaces' motto: "One child. One room. One day." It was, she says now, "A blessing to have the opportunity to do this." And she urges other IFDA members to seek the same blessing: contact [specialspaces.org](http://specialspaces.org).

**Another member of the Florida Chapter** worked a different kind of magic to help solve a conundrum for an orthodox Jewish family. Maria Eraso Taylor and All Digital Inc. was called in to solve a conflict between cutting-edge technology and ages-old religious practices.

The problem: the client loves the latest in smart-home automation, but he also wanted to be true to his orthodox faith, which prohibits using his \$250,000 system on the Sabbath and Jewish holidays. The solution may sound like science fiction but it was intriguing enough to rate coverage in *The Wall Street Journal*.

As Maria explains: "We specified a 'full-blown' Control4 home automation system that controls panelized lighting, 16-zones of audio, 8-zones of video, climate control, security, intercom, motorized window treatments, pool control, and irrigation system control. To overcome the challenge of being able to use this great technology during the observed Holidays and allow the client be true to his orthodox faith, we integrated the cloud-based Hebrew calendar with a Control4 hebcal driver (that) automatically detects Jewish holidays and the standard Shabbat, observed from a few minutes before sunset every Friday evening and ending with the appearance of three stars in the sky on Saturday night (Havdalah)."

The system sends an alert for Candle lighting exactly 18 minutes before sundown...allows the homeowners to have all the electronics in the house automated, so that no touch is required for their use... it is synchronized to turn all audio and video off and execute specific lighting and security scenes at the beginning of Shabbat every Friday at sundown. Because there cannot be any manual or motion-activated use of electricity, certain lights are programmed to stay on during Shabbat, as well as some security cameras and alarm system that are turned off. Shabbat runs through Saturday at sundown, at which point the system resets to normal operations. This solution certainly enhances the homeowners' lifestyle allowing them to enjoy technology during their regular days, as well as observe their holidays.



'Dream Room' for young cancer patient combines fun with calm and comfort.

### PLUS: FLOIDA INAUGURATES FIRST ANNUAL SPONSOR ROUNDTABLE

In appreciation of all our Chapter Sponsors and in an effort to connect sponsors with each other, we held a special breakfast event, exclusively for sponsors and Chapter board members.

Not only did we get to see our sponsors make new contacts and build on established relationships, we had the opportunity to let sponsors know about the many benefits of both membership and sponsorship, and discuss ways we can better serve our sponsors and how they can offer support to IFDA, as well.

The energy level was great and all shared ideas enthusiastically. We can't wait to plan another for next year. Thanks to the efforts of Rose Arevalo our VP of Sponsorship who was the creator of this event, to Mike Peterson for emceeing, and Bev Stewart, our VP of Events who helped make it all happen.





Touchless technology allows Orthodox family to keep conveniences, and religious practices, too.



All about Sponsors: (from left) Florida Chapter President Marsha Koch, President-elect Michelle Castagna, Gold Sponsor Marissa Pecchia.



Up early to greet Sponsors from JL Closets (center), Florida Chapter members Caroline Rogow (l.) and Lynn Sciarrone.



Enjoying breakfast salute, Sponsors Ashley McDaniel with Amanda Gross and Sponsor Joan Goodman.



# Illinois Chapter

## 16 Lessons Learned in 16 years of Business

Submitted by

The Arlington Design Center and IFDA Illinois partnered to bring design entrepreneur Susan Brunstrum and her daughter, Kelsey, to share the expertise she's acquired in the process of growing her Sweet Pea Design Studio in Libertyville, IL, into a powerhouse design firm on Chicago's Gold Coast. Susan mesmerized the record-size audience of IFDA members and guest designers as she ticked off "16 Lessons

Learned in 16 Years of Business. Her insights included the good, the bad, and the ugly she's experienced along her road to remarkable success.

Animated discussion continued right through the lunch that followed, and participants said they were leaving the October 10 event stimulated by ideas that they could apply to their own businesses.



Susan Brunstrum and her daughter, Kelsey, enjoying presenting an enthusiastic audience.



Karen Fischer introducing Susan and her daughter, Kelsey.



Participants listening to Susan Brunstrum

# Illinois Chapter

## Illinois Chapter Goes Back To School

Submitted by Beth Arntzen

IFDA Illinois designers not only got to learn the basics of Universal Design when they went back to CEU school in early November; they saw those basics actually applied to the latest product offerings for kitchen and bath.

Ron Cowgill, a Universal Design Certified Specialist and experienced remodeler with over 28 years in the business, provided an overview of the seven Universal Design principles. With his experience and certifications, Ron was able to both talk about the theory and discuss applications for using them in every kitchen and bath project. Michelle Henderson, Banner Kitchen and Bath Showroom Manager, followed Ron's presentation with a tour of their newly remodeled showroom full of just-released products and vignettes exemplifying these principles. Event host Banner Plumbing provided the perfect venue to see and learn in this very informative hands-on session.



Sandi Boyles and Camille Sullivan discussing the presentation.



Michelle Henderson showing examples of universal design used in a bathroom vignette.



Michelle Henderson, Banner Showroom Manager, demoing new add-on bidet.



# New England Chapter

## New England Chapter Update: What's New/Next In Home Building

Submitted by Larissa Cook

Its title succinctly summed up New England's autumn event: "Innovation in Design," held at The Inspired Bath in Waltham.

Aimed at updating professionals in interior design, construction and the home building industry, the discussion focused on innovative ideas and technologies already being applied out in the field by the

panel of local experts. Moderated by Bob Ernst of award-winning FBN Construction, the Panel featured Chris Brown of b.Architecture Studio, Betsy Forelich of Kohler, and Jessica Chabot of Hawthorne Builders. The Q & A session that followed was lively, as could be predicted.



What's new and next in construction and design? New England's panel of experts had plenty of answers. From left: Bob Ernst, Betsy Froelich, Chris Brown, and Jessica Chabot.

Continuing the discussion after the panel discussion: Chris Magliozzi, immediate Past President of the NE Chapter (l.); Gail Ravgiala, Editor *Design New England* magazine; Karl Ivester, Chapter treasurer.

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# New York Chapter

## 'Rising Stars' Sparkle At NY Chapter's Awards Fete

Submitted by Sarah Fletcher

New York's annual Rising Stars of Design event, organized by a committee headed by Andrea Algaze, VP Programs, and Rose Hittmeyer, IFDA NY Chapter Administrator, was not only a sparkling, joyful success.

It was also a family affair, in a way. The setting was the NY Design Center showroom of FAIR, the resource for high-end, handcrafted design and craft headed by interior designer Brad Ford, who himself had been a Rising Star in 2008.

Host Brad has obviously lived up to the Rising Stars name and criteria (in addition to being talented, honorees have to be beginners, in business less than six years, who have won no other award).

On November 21, the night of the awards, the excitement was rewed up by moderator, designer Amy Lau of Amy Lau Design, who cited her own inspiration for success: artist Alma Thomas and her exuberant, colorful abstract compositions.

First up was Tina Ramchandani of Tina Ramchandani Creative, who shared her joyful journey to becoming an interior designer under the watchful eyes of her immigrant parents. She says her style, "*Soulful Minimalism*," incorporates her global perspective and her infatuation with amazingly crafted, custom elements.

Next came Patrick Ryan of Patrick Ryan's Office, who had transitioned

from psychotherapy to interior design, professions he says that have more than a little in common. He's certainly skilled at listening to clients to help them achieve an ideal interior environment tailored to their own refined aesthetic. Patrick also designs custom furniture.

Jake Szymanski of J.M. Szymanski was named a Rising Star for product design. His work demonstrates a fascination with severe geometries, raw materials and unique forms, designed and fabricated in his Bronx studio. His design education was influenced, he reported, by his early childhood when he lived in Nepal and by later travels to Spain and Morocco.

Tamara Stephenson and Susan Young of *root cellar designs* also claimed the Rising Stars award for product design. Friends since college, they merged their talents in textile design and interior design to create their unique design company, building their business through exposure in charity events, showhouses, and trade shows, and now have their products "in more showrooms than they can count."

As event chairs Andrea and Rose observed at the end of the festive evening: "We are proud to have celebrated the careers of these emerging industry talents and look forward to their future successes."



The Rising Stars Line Up (l to r): Jake Szymanski; David Santiago, IFDA NY President-Elect; Andrea Warriner, IFDA NY President; Patrick Ryan; Amy Lau; Tina Ramchandani; Tamara Stephenson; Andrea Algaze, IFDA NY Selects Committee Co-Chair; Susan Young; Rose Hittmeyer, IFDA NY Selects Committee Co-Chair.



# Richmond Chapter

## An Afternoon for Entrepreneurs

### IFDA Richmond Presents Day of Design

Submitted by Paul Lambon

The location was historic – a scenic restaurant on the banks of the James River -- the autumn day, clear, and the view exciting: in fact, the Richmond Chapter could see all the way into the future of interior design, thanks to the guest presenters at the Chapter's annual Day of Design.

Focusing members' insights into the future were Keynote speaker, author/entrepreneur Julianne Taylor, and a panel of design industry experts. Emerging quickly one of the home decor industry's most prominent female entrepreneurs, Julianne is the founder and creative director of Taylor-Burke and author of DesignHER, her new book sharing ideas and hints on how she did it.

Moderated by Gary Inman, Baskerville, the Design Forecast panel included Dana Gibson, Dana Gibson, Inc; Jenn Glave, GlaveKocen

Gallery, Maria Oliveira, PPG Paints, and Cindy Haynie, Appomattox Tile Art Company

Always a high-point of the Chapter's year, Day of Design lives up to its name: luncheon includes an afternoon of listening to and learning from a keynote speaker and panelists, drink tickets, and networking with other design industry experts. Guests also had the opportunity to pre-purchase Julianne Taylor's book at a special discount, and have it personally inscribed by the author. Final feature: each guest went home with a souvenir swag bag, including amazing gifts from our sponsors.



Looking into the future of design: (from left) Michael Maszaros, Patti Ryan, Julianne Taylor, Keynoter.



On board for Richmond's Day of Design: (from left) Georgia Kukoski, Guy Gazzilli, Richmond Chapter President, Diane Williams



Panel of experts: (from left) Maria Oliveira, PPG Paints; Dana Gibson, Dana Gibson Inc; Jenn Glave, GlaveKocen Gallery; Guy Gazzilli, Richmond Chapter President; Cindy Haynie, Appomattox Tile Art Company; moderator Gary Inman, Baskerville, Julianne Taylor, Taylor Burke Home.



They listened and learned: Gail Boykin, Linda Harris, Adam Elliott, Linda Chinn, Holly Kidwell, Guy Gazzilli, Richmond Chapter President, Sandra Hall, Paul Weimer.

# Washington DC Chapter

## All About Learning – New Resources, Student Day, Easier Gift-Giving

Submitted by Jeanne Blackburn

**Resources Day** - At a new venue, and with some new participants as well as some welcome familiar faces, it was an event we were happy to have sponsored.

The setting at Waterford at Fair Oaks in VA graciously accommodated 40-plus vendors in the ballroom with a buffet lunch served in an adjacent room that kept attendees interested, informed, and well fed.

Highlighting the day was an inspiring presentation by Jennifer Sergent, “DC by Design” blogger and writer, who produced a stunning visual presentation to accompany her talk “Passion and Storytelling in Design”.

“My goal is to evangelize about the power of interior design to go so much further than just a pretty picture in a magazine;” Jennifer explained. “My presentation is an appeal to designers to go for that undercurrent, to translate a client’s deeply held feelings or desires into design and decoration,” she says. Her presentation includes slides from designers who have successfully told their clients’ stories.

Jennifer says she is proud enough of both her message and the slide medium through which she tells it to offer her slide presentation to other design groups.” For more information contact her at [www.jennifersergent.com](http://www.jennifersergent.com).



Keynote speaker, Jennifer Sergent, presenting ‘Passion and Storytelling in Design’ to participants and attendees at ‘Resources’ in September.



Our chapter’s panel discussion ‘The Transition from a Student to a Professional’ as part of The Washington Design Center’s ‘Focus on Business and Design’ include (from left) Laura Fox, Amanda Lowery, Arlene Penrose, and moderator Rebecca Penno.

**Student Day at the Design Center** – IFDA-DC presented “Focus on Business and Design” in late September, hosting keynote speakers and showroom presentations throughout the day. The Chapter was well represented as a prominent member of the local design community with a panel discussion produced and moderated by Rebecca Penno, of Penno Interiors in Mc Lean, Virginia.

As President-elect of our chapter, she gave us all a sneak peek at what’s in store for the chapter during her presidency. She focused the chapter’s efforts on students, engaging three talented and insightful designers to speak about the transition from student to working designer. The panel included Laura Fox of Laura Fox Interior Design; Amanda Lowery of Sherwin Williams, and Arlene Penrose of Arlene Penrose Designs. Rebecca’s questions and the panelists’ answers were both insightful and practical (and often very entertaining!). A Q&A followed. Information about IFDA membership pertinent to students and the IFDA Educational Foundation was also available.



# Washington DC Chapter

**November Knowledge College** -- Delta Painting in Warrenton, VA, hosted the lunch-included event on Nov. 12. Amanda Lowery of The Sherwin-Williams Company presented "Colormix Forecast 2020", introducing their 45 trend colors for the coming year, followed by a Q&A. According to Amanda, the colors are gathered into "five welcoming and intuitive palettes that bring joy, serenity, and focus to the mind." A timely objective, indeed.



Amanda Lowery, standing at right, Sherwin-Williams, introduced her company's 'Color Mix Forecast 2020' to attendees at our November Knowledge College, hosted by Delta Painting.

**For gifted gift-giving** - Laura Fox of Laura Fox Interior Design has simplified gift-giving with the launch of her *Gift Guide 2020*. Reflecting Laura's inimitable style, it's a source of accessory suggestions for the home - someone else's or yours! "We started the gift guide for a couple of reasons, but mainly I wanted to have beautiful gifts and accessories accessible to everyone. ... we wanted to create a pretty guide that would help point (gift-givers) in the right direction." [laurafoxinteriordesign.shop](http://laurafoxinteriordesign.shop).



The cover and some featured gift items in Laura Fox's '2020 Fox Finds Gift Guide,' recently launched by Laura Fox Interior Design.

# Educational Foundation

## IFDA's Educational Foundation Announces Professional Grant Winners For 2019

### From Technology to Historic Preservation, the Grant Recipients Advance the Interior Design Profession =

The Educational Foundation (EF) of IFDA has announced the winners of five of its professional grants. Since the early years of this 72-year-old global design industry alliance, EF has awarded grants to talented professionals as well as scholarships to high-achieving design students, internationally. Last year, the funds awarded totaled more than \$32,000.

"We congratulate all the winners of our professional grants; it's an impressive group doing very worthwhile endeavors from technology or to the historic preservation arena," said Merry Mabbett Dean, IFDA, Chairman of the Board of the Educational Foundation of IFDA. "While there were a host of qualified applicants, each grant winner perfectly exemplified the goals of the grant they were awarded – whether further education or professional development, which benefits the industry as a whole, or educational programs as well as technology to assist in off-site collaborations and asynchronous learning that support today's interior design students."

IFDA Educational Foundation Grants are offered to all professionals working in the interior design or furnishings related fields, but not to undergraduate students. Winners were notified in late July. For more information, visit: [ifdaef.org](http://ifdaef.org). The five grants awarded are as follows:

#### **Irma Dobkin Universal Design Grant—\$2,000**

Dr. Migette L. Kaup, a professor at Kansas State University and an interior designer specializing in gerontological and universal design, won the *Irma Dobkin Universal Design Grant* open to an individual involved in universal design in: product development; a design project; education; or marketing. The grant monies Dr. Kaup secured will allow her department to complete a research and educational initiative that will focus on the strategies and values of inclusiveness in design.



#### **Ina Mae Kaplan Historic Preservation Grant — \$2,000**

Glen Jeff Fulton, Jr., Assistant Professor of Interior Design at Mississippi State University, was awarded the *Ina Mae Kaplan Historic Preservation Grant* for those involved in restoring or preserving historic sites related to design/furnishings. The grant will go towards research to develop a master's program in Historic Preservation under the umbrella of the Interior Design Program in the School of Architecture, Art and Design at the University.



#### **Elizabeth Brown Grant to Interior Design Programs — \$2,500**

This grant is given to an accredited U.S. interior design program for supplementary materials/resources and not an individual. The winner was the Stephen F. Austin University in Nacogdoches, Texas. Sally Ann Swearingen, Associate Professor of Interior Design/Construction Management, and Joseph Strahl, Data and Technology Manager for the University, applied for the grant. The grant will be used towards the purchase of visual, sound and interactive technology equipment to enable students in remote locations to work together and enhance the quality of the experience. Approximately 75 of the interior design students utilize the studio on campus, while another 20 students join the course electronically from the Houston area.



#### **Tony Torrice Professional Development Grant — \$1,500**

IFDA member Diane Williams, Past President of International Decorative Artisans League and owner of Art to Di For in Richmond, Virginia, was awarded the *Tony Torrice Professional Development Grant* open to





professionals in design/furnishings seeking to enhance skills with advanced study. With a decorative painting career spanning 20 years of experience, Diane creates custom innovative finishes in high-end residential and commercial venues. She will use her grant to attend the IDAL (International Decorative Artists League Convention) as well as the upcoming Society of Gilders conference, where she will grow her abilities in using gold leaf. What's more, she presented a CEU at High Point Fall Market last year and will be writing a new one for presentation at this year's market.

#### **Valerie Moran Memorial Grant — up to \$3,000**

Nelly Arnold, Founder and Principal Designer of personalspace, won the *Valerie Moran Memorial Grant* awarded to an IFDA professional interested in expanding their horizons through travel, trade shows and professional development studies. With her



grant funds, she is going to attend a two-week course in London on trend forecasting offered by the renowned Istituto Marangoni. With a deep past in retail product development and visual merchandising, her signature is working with local artisans to create custom textiles, furniture, and homewares for her projects. She serves on the board of the IFDA Philadelphia Chapter and volunteers with the Philadelphia Furniture Bank and Pathways to Housing to abolish homelessness in Philadelphia.

IFDA Educational Foundation is a non-profit, tax exempt, 501c(3) organization. It's nine scholarships support both full and part-time undergraduate and graduate students in the areas of interior, green/sustainable, product and textile design. In addition, 13 grants support professional development opportunities for IFDA members and other design industry professionals as well as needed resources for design schools. Visit [instagram.com/ifdaef/](https://www.instagram.com/ifdaef/) and [facebook.com/ifda.educational.foundation/](https://www.facebook.com/ifda.educational.foundation/)

## **IFDA's Educational Foundation DesignEDGE 2019 Summit at High Point Fall Market Hits It Out of the Ballpark**

This fall's DesignEDGE Summit at the High Point Market featured not one, or two but three industry superstars who each shared interesting insights into their careers and the design profession. Titled, "Blurring Boundaries: Top Designers Who Defy the Limits of Design...and successfully navigate the crossovers between residential, workplace, hospitality and product in business," the summit began with a Q & A session with Sheila Bridges, who has designed stylish, high-end residences and offices for prominent entertainers, entrepreneurs and business professionals, including former President Bill Clinton and his staff, as well as furnishings for manufacturers and national retailers Bed Bath & Beyond and Anthropologie.

Sheila shared many valuable tips, including the exhortation, "If you work for someone else, you help them achieve their dream," and perhaps the most important advice of all, not to care what people think about you. Young Huh, who recently shot to fame with her double-height aerie at New York's Kips Bay Designer Show House, told of her journey from attorney, which met with her parent's expectations, to interior designer, which initially didn't. She also shared essential Instagram how-to's, advising to divide up your posts into five categories: Inspiration, Work, Shout-outs, Social and Personal Insights.

Lauren Rottet, Founding Principal and President of Rottet Studio and an internationally acclaimed architect, interior designer, furniture designer and art curator, provided insights into the worlds of hospitality, office and residential and how they had overlapped one another, starting with the idea of the "Social Hub" first pioneered at the Ace Hotel New York. She also outlined the varying requirements



IFDAers join the speakers for a group, from left to right, Nancy Fire, Dawn Brinson, Sheila Bridges, Lauren Rottet, Young Huh, Wilma Hammett and Sarah Fletcher.

for each, with storytelling being a must for hotels, the varying timelines and how to handle budget with any client. She peered into the future as well, predicting future trends, like "Alone Together" where we want to be connected but we want to be alone as well.

Stay tuned for what is next from the IFDA Educational Foundation and don't forget to spread the word about IFDA Student Scholarships, where applications are accepted each year between March 1 and emailed no later than March 31 and our Professional Grants with applications accepted each year between June 1 and no later than June 30.

For more information, visit: [ifdaef.org](https://www.ifdaef.org) and follow us on [instagram.com/ifdaef/](https://www.instagram.com/ifdaef/) and [facebook.com/ifda.educational.foundation/](https://www.facebook.com/ifda.educational.foundation/).

# MEMBERSHIP UPDATES

## IFDA Welcomes Our 44 New Members

### ARIZONA

#### Student

Frank West

### CAROLINAS

#### Professional

Lewis Mabon  
Leggett & Platt

### FLORIDA

#### Professional

Mark Billane  
Acanthus International  
Gary Cousineau  
Bath & Kitchen Creations  
Laetitia Laurent  
Laure Nell Interiors  
John Eckhardt  
Creative Collection by Petal Pushers  
Antonina Marco  
Casa De Marco Design  
Michael Gough  
California Closets

### FLORIDA

#### Professional

Caroline Rafferty  
The Grand Tour, LLC  
Anthony Grant  
Fabric Pro LLC

### ILLINOIS

#### Professional

Dawn Villardito  
Merlo Designs  
Karen Morrison  
KWM Designs

### NEW ENGLAND

#### Professional

Elizabeth Georgantas  
Georgantas Design and Development  
Diana Tsomides  
Tsomides Associates  
Architects Planners  
Kathleen Marshall  
Kath Marshall Design Inc.

### NEW ENGLAND

#### Professional

Annie Hall  
Annie Hall Designs  
Shelby Simes  
Sterling Design

#### Student

Erin O'Connor

### NEW YORK

#### Professional

Laurence Carr  
Laurence Carr Design Inc.  
Mary Jaeger  
Mary Jaeger  
Laurie Vega  
Axiom Fine Art Consulting  
Ruth Olbrych  
Zaar Design Center  
Ronelle Hill  
Seigerman's Furniture & Interior Design Center  
Martin Hughes  
M. Studiolo LLC

### PHILADELPHIA

#### Professional

Diane Shields  
Gerhard's Appliances  
Student  
Chandini Mathur

### RICHMOND

#### Professional

ShaVonnie Zimmerman  
Rare Gem Interior Designs  
Kathy Corbet  
Kathy Corbet Interiors  
Dustin Ashman  
Sherwin Williams

#### Student

Katherine Bauer  
Dionne Hearn  
Sharon Green  
Melissa Grossi  
Mary Hall  
Pattie Kelly  
Casey Speck  
Jessica Myrick

### RICHMOND

#### Student

Mary Payne  
Ana Clark  
Amanda McWhite

### VIRTUAL

#### Professional

Linda Chittock  
Linda Chittock Studio

### WASHINGTON, DC

#### Professional

Matthew Rowan  
Dominion Electric Supply Co.  
Manuela Paninski  
The Staging Fashionista  
Lori Jackson  
LoriArt Studios, LLC  
Sharon Dougherty Trifilo  
Sharon Dougherty Trifilo Interior Design

## 2019 Committees

### By-Law Committee

Susan Hirsh, FIFDA, Chair  
Janet Stevenson, FIFDA  
Ida McCausland  
Linda Kulla, FIFDA

### Fellows Committee

Gail Belz, FIFDA, Chair

### Finance Committee

Karen Fisher  
Dave Gilbert, FIFDA  
Ida McCausland  
Linda Kulla, FIFDA

### Marketing Committee

Judith Clark Janofsky, FIFDA

### Network Committee

Rose Gilbert, FIFDA,  
Editor in Chief  
Linda Kulla, FIFDA, Exec. Dir.

### Speakers Bureau Committee

Susan Hirsh, FIFDA, Chair  
Linda Kulla, FIFDA, Exec. Dir.

### Sponsorship Committee

Janet Stevenson, FIFDA, Chair  
Linda Kulla, FIFDA, Exec. Dir.



All members of the International Furnishings and Design Association are members of the Educational Foundation. IFDA-EF is the philanthropic arm of the Association. IFDA-EF offer grants to our members to help them expand their knowledge and strengthen their careers. The student scholarships assist those that are studying to be future leaders in our industries. IFDA-EF's funding comes primarily from Chapter donations but more is needed. When you are planning your end of year charity donations, please keep the IFDA Educational Foundation in mind. As members of IFDA, we feel strongly about our industries and our Association. We should support the IFDA Educational Foundation with the same zest.



# MEMBERSHIP UPDATES

## Upcoming Events

### January 8-12

Showtime  
High Point, NC

### January 10-13

Heimtextil  
Frankfurt, Germany

### January 10-19

Atlanta International Gift  
and Home Furnishings  
Atlanta, GA

### January 12-16

Maison & Objet  
Paris, France

### January 13-16

Domotex Hannover 2001  
Hannover, Germany

### January 13-17

Biennale des Editeurs de la  
Décoration  
Paris, France

### January 14-17

NRF Annual Convention  
Javits Center, NYC

### January 16-21

International Furniture Fair  
Cologne, Germany

### January 18-21

Area Rug Market  
Atlanta, GA

### January 19-23

San Francisco Winter Home  
Furnishings Market  
San Francisco, CA

### January 20-25

New York International Gift Fair  
Javits Center, NYC

### January 24-30

Chicago Gift & Home Market  
Chicago, IL

### January 21-February 2

Surfaces – World Floor Covering  
Association  
Las Vegas, NV

### February 1-2

Pacific Home Fashion Fair and  
Paint & Decorating  
Las Vegas, NV

### February 1-4

Japantex  
Tokyo, Japan

### February 3-7

San Francisco International Fair  
San Francisco, CA

### February 4-8

New York Home Textile Market  
New York, NY

### February 16-20

Ambiente  
Frankfurt, Germany

### March 4-7

Boston Gift Show  
Boston, MA

### March 17-10

Dallas International Gift & Home  
Accessories Show  
Dallas, Texas

### March 18-20

Chicago Gift & Home Market  
Chicago, IL

### March 23-25

International Window  
Coverings Expo  
New Orleans, LA

### March 25-26

International Window  
Coverings Expo  
Charlotte, NC

### March 29 – April 1

Health & Home Expo  
Baltimore, MD

### March 30- April 2

New York Home Textiles Show  
Javits Center, NY

### March 31- April 5

Spring Home Textiles Market  
New York, NY

“Architects and designers have a greater ability to improve public health than medical professionals”

- Dr. Claudia S. Miller, tenured professor and allergist/immunologist, University of Texas, San Antonio