

IFDA

INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION

NETWORK

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judith@delements.com

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getklein@optonline.net

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gailbelz@comcast.net

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Florida Chapter - January Installation Dinner

THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

Contents Spring 2020

Editor: Rose Gilbert, FIFDA

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President's Message



IFDA STAYS SEQUESTERED AT HOME – LIKE EVERY ONE ELSE!

We, the International Board, stand in the trenches with our chapter presidents and their Boards of Directors as we all make difficult decisions to curtail events, fundraisers, promotional activities, and business meetings for the

health and safety of our members and guests in this time of global pandemic. We also commiserate with our members who have been physically or financially impacted by this event.

While we all appreciate the protocols put in place to contain the coronavirus, it is very disappointing that we – and everyone else -- will miss the exciting IWCE (International Window Coverings Expo) that was to take place this month in Charlotte, N.C. Grace McNamara, IFDA Virtual Chapter, really knows how to put on an informative, exciting exposition. We applaud her difficult decision to postpone IWCE out of concern for public safety, and eagerly look forward to attending the rescheduled IWCE this July 29, 30, 31, 2020!

Meanwhile, let us acknowledge our members who were all set to play important roles at the IWCE, especially IFDA FLA members Mike Peterson, who was to give three presentations, and Sara Chiarilli, who was to be part of a panel discussion. Looking forward to hearing them and all of the other amazing seminars Grace has planned.

We'll also be missing the High Point Furniture Market this Spring. Again, our thoughts go out to all the international and local companies and individuals who depend on the Market for their economic wellbeing. The High Point Market Authority and IMC have made plans to move the HPMKT to June 12-14, Friday through Sunday, with adjusted programming. Even a shortened, tightened market is a bright spot on the design industry's calendar. Whenever the Market is back in full – let's hope that's by October -- we look forward to being together again.

Whether it will be in June 2020 or at the Fall Market in October 2020, we look forward to once again presenting IFDA SELECTS. Meanwhile, I'd like to give a shout out to those design industry

professionals who had agreed to be our judges: Everick Brown, Lisa Brown, Rene Schleicher, Rosa Otero, Kathy Corbet, Cathy Cannon, and Sara Chiarilli. Let's hope they will still be able to fulfill their judicial duties at the next Market opportunity.

And let's not forget a shout-out to our members who were going to be speaking at market: Dawn Brinson, FIFDA (Carolinas President); Nancy Fire (Style Spotters Trend Tours), Charles Pavarini III (Suite Spot Tour, lighting-focused); Ellen Gefen (speaker/moderator), and Nelly Arnold (product development at Personal Space). Plus, a special thank-you to John Conrad, Executive Director of ISFD (International Society of Furniture Designers), not only for planning to collaborate with us at Spring market, but also working with IFDA to promote our events in June. Look for our usual announcement: IFDA Events not to Miss at HPMKT.

We were anticipating a visit from our Japanese Chapter in May, but with the new travel restrictions that's not happening! So, we are considering arranging a Zoom virtual meeting with a special guest speaker (to be announced) who would present the program from the NY Now Design show. If we are able to set it up, all IFDA members will be invited.

Speaking of Zoom, did you know that is how our Virtual Chapter meets each month? One of our most recent members, Leslie Nalewaik, is from Hawaii and has a very interesting background. Leslie will be our guest presenter at the meeting of the Virtual Chapter on April 15. We invite all of you to connect with your fellow IFDA members and enjoy our meeting on Zoom, at 1 p.m. EST. Please contact Linda Kulla, FIFDA (linda@ifda.com), or me, and we will get that Zoom invite right out to you.

Zoom meetings might be the way to go for a time. While it is not the same as actual face-to-face, it is much more entertaining and enjoyable than an ordinary old conference call.

Stay well and stay tuned! **IFDA: Our world awaits!**

Ida McCausland, IFDA

Ida J. McCausland Interior Design, LLC
President, International Furnishings and Design Association (IFDA)

Voice: 610-220-8895

Fax: 610-522-4465

www.idamccausland.com



Stay tuned to IFDA.com for the latest on rescheduled IFDA Chapter Programs and design industry events derailed by the virus crisis.



IFDA To Forecast The American Home Of 2040

Submitted by Rose Gilbert, IFDA

Polish up your crystal balls: IFDA is about to launch an update of the news-making surveys we conducted in 2000 and again in 2010, when our members looked into the future of the American home and predicted how Americans would be living in 2020.

IFDA's prognostications captured wide-spread media attention and positioned IFDA members as experts on trends in home design, construction, and decoration.

We're doing it again this spring, with Susan Hirsh, IFDA NY, again directing the survey project. Updated to reflect changes in lifestyle and attitudes, and important developments in technology, the survey

is currently under construction and will be emailed to IFDA members and design industry colleagues in the later part of March, along with a brief overview of the predictions from the previous surveys, Susan says.

Results will be tabulated and IFDA's "Vision for the Future of Home in 2040" is expected to be released to the press this spring.

"Our members are a cross-section of our industry," Susan points out. "They have the pulse of the design industry, so we look forward to an enthusiastic response to our predictions, and great deal of positive IFDA exposure in the media."

IFDA Offers New Health Care Package Easy On-Line Enrollment

In keeping with IFDA's goal of providing members with tools and resources that enhance your businesses, the association has established a new collaboration with DesignersHealthCare.com, offering affordable healthcare options for members, members' families, employees, and businesses.

The new offering will save 8-10 percent from comparable ACA (Affordable Care Act) plans. All healthcare coverage options are bundled with Prosper Benefits, at no additional cost.

How to Enroll: click on "Let's Get Started" to choose the plans best suited to your needs. You will receive an email with a link to your employer dashboard, where you can manage your plans and team members and billing. Your team members will also receive an email link to a separate portal, when they will be able to handle their own enrollment process.

NOTE: DesignersHealthCare.com offers concierge-level customer service representatives who are available, via chat, email or phone, to assist you in navigating the healthcare marketplace. You can also speak to a live agent, at (888) 272-1513.



Come for Dinner with IFDA Friends: Elegant High Point Country Club dates to 1923.

Carolinas Chapter

Carolinas Chapter Welcomes All IFDA Members and Friends to High Point Market

Submitted by Dawn Brinson, IFDA

JOIN US FOR DINNER DURING THE HIGH POINT MARKET
WE'LL LET YOU KNOW WHEN AS SOON WE KNOW

We take our reputation for Southern hospitality seriously!

So we look forward to having IFDA members and their friends join us for a
 IFDA Dutch-Treat Dinner

At the High Point Country Club
 800 Country Club Drive

Watch for the update coming your way soon.



**Zoom in on the Next
 Virtual Chapter
 Meeting**

APRIL 15, 2020

**Meet an IFDA Art Expert
 from Hawaii**

Florida Chapter

Florida Chapter Makes Dreams Come True

Taking Kids on Shopping Spree; Gifting Needy Families with Bedding

Submitted By Michelle Castagna

Recently, our Florida Chapter had the opportunity to make children smile, some 150 of them, to be more precise. Each child was gifted with \$50 through Boca West Children's Foundation (<https://www.bocawestfoundation.org>) to spend at Old Navy, when the store opened its doors early one Saturday morning just for the event. To see 150 children shopping their hearts out was so touching

for IFDA members, who were partnered with a child to help them budget their money and make good decisions while shopping.

These children who have very little were so generous. Many of them wanted to spend part of their money on gifts for their mom, dad, or siblings. It is amazing how these kids who have nothing want to give so much. It is a lesson for all of us.

We spent such a wonderful morning with these precious children. The little girl I shopped with gave me so many hugs she absolutely melted my heart. I heard similar stories from our other members as well. This will definitely be a repeat event at the end of 2020!

Another amazing cause the Chapter supported was **Sweet Dream Makers** (<https://sweetdreammakers.org>). Our generous members gifted bedding and other items to be given out to families and children in need in the year ahead. Sweet Dream Makers' goal is to make sure that Palm Beach County children and parents have safe, clean beds at no cost. We collected a table full of items to be distributed.

Not only will the families have a place to lay their heads, but we can all rest better knowing that there are such organizations out there doing such good deeds.

In Other News: We installed our new Board at a festive dinner that drew some 25 members, including some newcomers to our Chapter. Next up: our first-ever Florida's Finest Design Competition. With almost 130 entries, we will have a lot of news to share in the next Network issue.



Promising a good night's sleep: IFDA Florida collected fresh, comfortable bedding for families in need.



Ready, Set, Shop! Florida Chapter members and lucky little shoppers waiting for Old Navy to open its doors.



Hail, Hail, the Gang's all here for the Installation dinner in January.



On board for the Board event: (from left) Anthony Grant, Chris Bennett, Rose and Ted Arevalo



Bringing on a new Florida Board: Mike Peterson is flanked by Melissa Blanchenay (left) and Chrissy Moore, both from Chapter Gold Sponsor Behr Paint.



Members of the Board: (back row): Rose Arevalo, Marsha Koch, Lynn Sciarone, Beverly Stewart; (front row): Janet Ireland, Michelle Castagna.

Illinois Chapter

Illinois IFDA Designer Voted 'Best of the Best' By Chicago Paper Readers – Two Years Running

Submitted by C. Beth Arntzen

The Chicago Daily Herald asks readers to nominate their favorite local businesses, services and places, then narrows the nominations to the Top Picks in each category for the paper's annual "Best of the Best" Readers Choice list.

For the past two years, IFDA Illinois member Lisa Scharm Monoson and her Lake Zurich design firm, LSM Interiors, have been named "Best of the Best."

How has she nailed this honor two years in a row? How does she foster such loyalty from her clients? What advice does Lisa have for new designers just starting out?

Lisa shares her success story and advice.



HOW DID YOU GET INTO BUSINESS?

I literally grew up in the business. My parents owned a flooring store and after my mother got an Interior Design degree, the store expanded to fabric, wallpaper, furniture, and window treatments. I got my Interior Design degree and worked in the store with my mother for 25 years before going out on my own in 2014. When I left the store, I already had clients, knew the best places to shop, and had a strong group of vendor, contractor, and craftspeople relationships.

HOW DO YOU GET AND KEEP YOUR CLIENTS?

Even in this age of the internet and social media, I get more than 90 percent of my business through word of mouth. Many of my current clients are the children, relatives, and friends of previous clients. The remaining 10 percent come from a variety of online resources, such as Google, Yelp, Facebook, a Hunter Douglas Dealer Search, or my website.

I also joined LeTip, an international networking group that represents many different businesses. This group meets weekly and shares leads and resources. I also am a Hunter Douglas dealer. My window treatment business often opens a door for me to get into a client's home and from there, other design work follows.

I love my clients and want them to have a good experience. I try to make the whole design project fun and painless. On the first shopping day with a new client, I bring them a "survival" bag large enough to hold samples. It's filled with survival items, such as graph paper, a pen, water, a snack, and my business card magnet that can be prominently displayed on the fridge. I am always just a phone call away during the whole process. I oversee every detail of the project personally: consultations in their homes, shopping trips, managing a team of professional vendors and craftspeople, ordering, delivery and installation, answering all questions and following up to make sure the project is completed successfully. At the end of the project, we celebrate with a bottle of private labeled Champagne.

WHAT'S YOUR BEST ADVICE FOR NEW DESIGNERS?

Love your clients! Pay attention to the details and communicate frequently.

Look for a mentor and build relationships with other designers. Become active in a design group like IFDA!

Don't overlook the small jobs. Designing a window treatment is just a start. Many times these small jobs can lead to a life-long stream of projects.

Build a strong relationship with your vendors, contractors, and craftspeople. I would not be a success without this strong network of people supporting me. When I received the awards from the Daily Herald, they honored the recipients with a Red Carpet Reception. We were allowed to bring guests. I brought my contractor, my mentor, and "my people." I felt it was important to recognize their role in my success. As a result, my team is closer than ever.



Red Carpet reception honors the 'Best of the Best,' Lisa Monoson, between Colleagues Juliette Rene and Camille Sullivan.

Japan Chapter

A POLITE DISCUSSION, INDEED

Submitted By Maureen Klein and Yasue Ishikawa

OMOTENASHI-STYLE: Koji Sakai, an IFDA Japan member who participates in the APSDA (Asia-Pacific Space Designers Association) is in charge of coordinating the next Design Talk, Omotenashi Style, for that organization. Several members of IFDA Japan will be speaking at the Design Talk, but for now it has been postponed to a later date as public events in Japan have been cancelled due to the coronavirus concern.

Omotenashi, a spirit of hospitality unique to Japan, refers to the kind treatment involved in sincerely welcoming guests. The spirit of Omotenashi hospitality is expressed in every way, including architecture and interiors, says Mr. Sakai. To create that welcoming and warm feeling, the aesthetic sense of ancient Japan can be seen in fantastic spaces created by shading or the beautiful patterns that emerge with light and shadow, or the wall pattern that looks stunning and calming when viewed from a distance or near, all giving a sense of comfort.

Mr. Sakai, an architect and research fellow at Kokushikan University, has been studying bamboo and wood materials to develop next-generation interior products. He has a proven track record for developing events and ideas too. In 2013 he founded the TuTuMu Exhibition in Milan, Italy, with his first theme "Washi to the World!" where he successfully spread the word about this traditionally made Japanese paper. For more about Mr. Sakai see sia-furniture.com.

Another presenter is Risa Ishikawa, (image 15) daughter of IFDA Japan founder and current president, Yasue Ishikawa. Ms. Ishikawa, who graduated from Parsons School of Design in NYC, has returned to Japan to assist Risabnaire Designs, which has been creating award-

winning interiors and window treatments for years. Now with her added expertise, they are also creating their own line of custom-designed, elegant wallpapers and fabrics, and are especially known for their Risabnaire Original Chinoiserie Collection, made in their five-story retail design center in Kobe. Daughter and mother will be presenting some of these beautiful images at the conference to express the essence of Omotenashi. You can see more of their work at risabnaire.com.

OMOTENASHI THROUGH THE AGES

Members of IFDA who visited Japan in 2017 raved about how warmly they were greeted, everywhere. The tea ceremony is considered the symbol of this gracious attitude. Senno Rikyu, the master of the tea ceremony in the 16th century, set the rules of how to treat tea ceremony guests, symbolizing the Omotenashi attitude - acting politely and decently, naturally, and not overdoing or exaggerating.

Moving on to recent times, Omotenashi became an international buzz word in 2013 when TV news anchor, Christel Takigawa, one



NY Chapter planning itinerary for Japan Chapter visitors (from left) Maureen Klein, Pat Gericke, Su Hilty, FIFDA, Andrea Warriner, Rose Ott. The coronavirus outbreak has made the May visit uncertain, but New Yorkers will meet Japan IFDA with Omotenashi, USA-style, whenever they can reschedule.



Soft lighting of bamboo illustrates Omotenashi Style.

of Japan's ambassadors in its bid to host the 2020 Olympics, was remembered for the way she slowly enunciated and gracefully hand-gestured the word Omotenashi, which helped Tokyo become this year's Olympic site. See for yourself at: <https://www.youtube.com/watch?v=ZNigPTJZZ0E>.

We will probably be seeing a lot more of Christel Takigawa since last year she married Shinjiro Koizumi, the son of one of Japan's most popular modern prime ministers and who may very well be a future prime minister. It is interesting to note that this politician recently announced he is taking a paternity leave to help care for his newborn. Japanese fathers are entitled to take up to a year off after the birth of a child - the same right granted to mothers, yet very few men do. Perhaps he is starting a new tradition!

If you happen to be coming to the 2020 Olympics, be sure to let IFDA Japan President, Yasue Ishikawa know, as she invites all IFDA members to visit her in Kobe where you will definitely experience Omotenashi Style!



Serene bedroom in custom printed fabrics and wallcoverings from Risabre Designs.



Omotenashi Style: Cherry blossom branches printed on sheers and opaque silk fabric.

Celebration APSDA Board Meeting in Osaka 2020
 Relay talks with 5 groups related to interior
 International Interior Design Conference & Forum
 The theme is the design and style of Japanese hospitality OMOTENASHI

Omotenashi Style

Apsda Board Members, welcome to Osaka Kansai Japan.

We have a way of welcoming you, which we can only do.
 It can be expressed in a single word in Japanese.
 It is **Omotenashi**.
Omotenashi is a hospitality unique to Japan.
 And s a deep meaning of sincerely welcoming and welcoming visitors.
 It has been handed down for generations.
 Since then, it has been firmly rooted in modern Japanese advanced culture.
 This spirit of **Omotenashi**(hospitality) is expressed in everything, including architecture and interiors.
 And this **Omotenashi**(hospitality) is also related to Japan's ancient aesthetics.
 And the specialty products and interior materials created from the aesthetic sense of Japan
 and the nature of Japan are excellent.
 We are now continuing the traditional techniques
 and designs for the future and proposing designs for the future of **Omotenashi**.

2 SAT. 22 KASHIWA
 KASHIWA, Osaka showroom
 Doujima-building 1st floor,
 2-6-8 Nishitenma, Kita-ku,
 Osaka City, Osaka, ZIP 530-0047
<https://www.kashiwa.jp/showroom/osaka.html>

Membership fee : 2,000Yen (Student : 1,000Yen)

Opening : 16 : 30 ~
17:00 ~ 19:00 : Relay talks
International Interior Design Conference & Forum
 The theme : The design and style of Japanese hospitality OMOTENASHI

1. The design of OMOTENASHI (Koji Sakai)
2. OMOTENASHI Hospitality heart (Keiko Mizuta)
3. Furniture and OMOTENASHI (Atsuya Kotsuki)
4. Japanese traditional patterns in modern materials (Risa Ishikawa)
5. A wallpaper collection that combines traditional Japanese materials and techniques (Hiromasa Tomita)
6. Connecting traditional architecture and crafts to modern times (Noriko Sawayama)

Facilitator : Masayo Ando, General moderator : Chie Inosaka
 Interpreter : Frazee Craze Inc. (Aki Motoyama)

19:00 ~ 20:30 : Welcome Party

Koji Sakai
 Design Director & Board Member of JD
 Special Researcher and Fellow
 Science and Engineering Research Institute of Kansai University
<http://www.kashiwa.jp/showroom/osaka.html>

Keiko Mizuta
 Interior Coordinator & Space Planning Author
 Chairman of Interior Coordinator Association Kansai
 Headline of Office special
<https://interior-sakai.com/>

Atsuya Kotsuki
 Manager of KASHIWA's Osaka showroom
 KASHIWA Collect
 Supporting member of JD
<http://www.kashiwa.jp/>

Risa Ishikawa
 Interior Designer & Importer
 Supporting member of IFDA
 Risabre Co., Ltd.
<https://www.risabre.com/about/>

Hiromasa Tomita
 President of KASHIWA Co., Ltd.
 Interior Designer,
 Supporting member of JD
<http://www.kashiwa.jp/>

Noriko Sawayama
 President of Noriko Sawayama Design & Associates Ltd.
 Member of IFDA & JD
 Chairman of JD - Kyoto Chapter
<http://www.wyda-ak.com/>

Masayo Ando
 Interior Designer
 Area Manager of JD WEST 2019
 studio Ma Member of BIL
<http://studio-ma.jp/>

Chie Inosaka
 Interior Designer
 Area Manager of JD WEST 2020
 President of acia
<https://www.acia.net/>

The flyer for the Omotenashi Style event, now rescheduled by the coronavirus concern.



Koji Sakai, IFDA Japan member, is orchestrating the Omotenashi Style event. US IFDAers saw his chair in the first *Take a Seat* event.



APSDA FULL MEMBERS

AUSTRALIA
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Australia (DIA)

HONG KONG
Hong Kong Interior
Design Association
(HKIDA)

INDIA
Institute of Indian Interior
Designers (IIID)

INDONESIA
Himpunan Desainer
Interior Indonesia (HDII)

JAPAN
Japan Commercial
Environmental Design
Association (JCD)

JAPAN
Japan Interior
Architects/Designers'
Association (JID)

MACAO
Union for International
Design of Macao (UIDM)

MALAYSIA
Malaysian Institute of
Interior Designers (MIID)

PHILIPPINES
Philippine Institute of
Interior Designers (PIID)

SINGAPORE
Interior Design
Confederation, Singapore
(IDCS)

SINGAPORE
Society of Interior

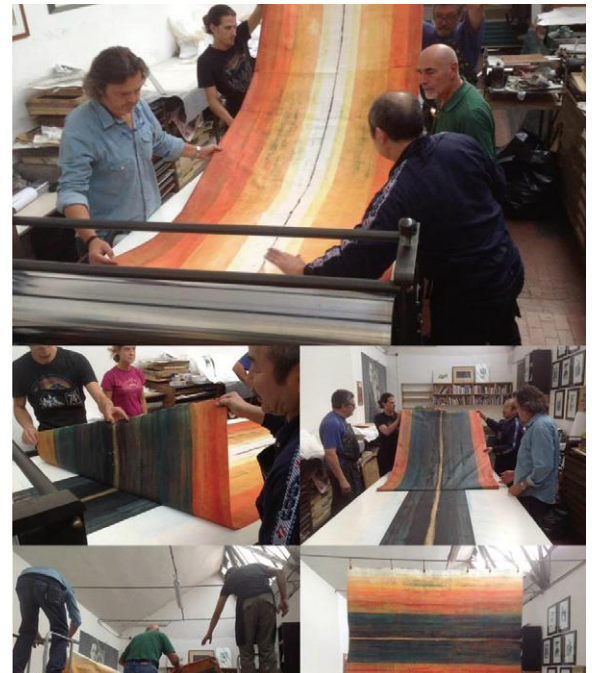
TAIWAN
Chinese Society of Interior

THAILAND
Thailand Interior

APSDA website map shows countries that participate in the Asia-Pacific Space Designers Association, <http://apsda.org>.



Risa Ishikawa examining a wallcovering she designed as it emerges from the printer at the Risabrarie design center.



Koji Sakai and assistants create a 7' x 9' Washi paper wall-hanging for a 'Washi to the World!' exhibit in Milan.

New England Chapter

The Roaring 2020s, IFDANE-Style: Flappers & Champagne Are These Cats' Meow

Submitted by Larissa Cook

Forget the ordinary old holiday party. IFDANE decided to skip right past the usual Yuletide

fete and ring in the 2020s with a Roaring 20's Party instead.

Dressed to impress, members and guests in flapper attire flocked to the Ross Ballroom at Granite Links in Quincy in early January, where

they were greeted with Champagne, dinner, and music from the Roaring '20s of a century ago: Charleston, Lindy-Hop, and all that jazz.

The press took note: watch for event coverage in Builder Architect and New England Home magazine.



'Prohibition Ends Here,' proclaim the balloons behind Betty Moore (left), Bob Ernst, and Larissa Cook



Aren't they just the bee's knees! (l to r) John Nicholas, Peter Griffin, John Speridakos, and Kyle Tripp.



About to '23 Skiddo?' Melissa and Paul Bunis are all dressed up and ready for fun.



Partying like it was 1920: Flappers and fellows from IFDANE gave the new decade a riotous welcome.



New York Chapter

'The Future Is Here'...

And it Looks a Lot Like Your Office

Submitted by Sarah Fletcher and Rose Gilbert, FIFDA

Annie Block, Executive Editor of Interior Design Magazine, looked into the future of design and saw "The Big Blur," as she told an audience of New York design professionals gathered at the Resource Furniture showroom recently for a discussion of coming design trends. Citing stats to back her observations, Block pointed out that currently some 35 percent of the US workforce works at home – more than 4 million joined the at-home work crowd in the past five years. "By 2027, half of all Americans will work from offices at home," she said.

As a result, the lines between residential, hospitality, and office design are becoming increasingly blurred. "If the trend continues," she mused, "we may all end up sleeping in our offices!"

In fact, the trend has already created a pervasive demand for office-like flexibility and multi functionality, as panelist **Michael Chen** pointed out. Principal of Michael K. Chen Architecture (AKCA), he also said there is "more demand for more use from smaller spaces," and a growing focus on health and wellness, and environmental concerns in design.

Chen illustrated that architecture, interiors, industrial and product design are becoming more conceptually rich and materially refined than ever, thanks to technological advances.

Panelist **Joseph Muscarella**, who heads up design strategy for

Knotel, detailed how the modern office -- where everything is tailored to work needs and furniture now acts as space division and phone booths take on new meaning -- amounts to environmental branding for a company. For designers, understanding the culture is paramount, he asserted.

Challie Stillman, design director of Resource Furniture (NY Chapter Gold Sponsor), has a phrase for the trend to eke more use from less space: "Reveal and conceal." Her company's wall beds famously disappear when not in use. Desks fold down and up... a 17-inch-wide console table opens up to accommodate dinner for 12 when five leaves are inserted. "People want flexibility and balance in their lives."

What if they also want more traditional design?

"Our clients often integrate our units into more traditional settings, leaving crown moldings, chair rails, and other decorative furnishings within the space," Stillman reports. "While it is true, our design aesthetic is quite clean and modern, we have seen our pieces installed in traditional homes with great success!"

New York Chapter

Industry Savant See Clues In Smash 'Prince of Chintz' Auction

Submitted by Mary Knackstedt, IFDA NY

A strong catalyst for change The January auction of design icon Mario Buatta's vast collections sends us a very important design message.

Sotheby's had estimated that the sale would bring \$1.8 to \$1.9 million in total volume. To many people's surprise, it netted a whopping \$6.7 million. There were 950 lots in all – 19 truckloads-worth – and all of it from what the *NY Times* called "Mr. Buatta's by-gone world" of 19th century dog paintings, lacquered furniture, Delft china, obelisks, porcelain vegetables, botanical prints, Regency furniture, and architectural fragments like the columned and swagged George III fireplace that lived propped up in his purple-painted bedroom.

In sum, Mario's collection was all about traditional design. Not for nothing was he dubbed the "Prince of Chintz." Famously allergic to minimalism – he blamed his childhood in an all-white Art Deco house on Staten Island – Mario attracted a class of like-minded clients who, according to *The Times*, included Doubledays, Forbes, Newhouses, two presidents, and Mariah Cary,

So – here's the question -- just how "by-gone" is that world really when more than 400 visitors flocked to the Sotheby's auction, with an even larger number more bidding online?

A man of charm and mischief, Mario's projects always offered incredible detail and personality. He often said, "You have a family; I have these beautiful items." And he praised even the layers of dust he allowed to accumulate on those items: "Dust is a protective coating," he'd quip.

Many people see the market moving much more toward traditionalism. Will this experience with Mario promote that movement? It's definitely getting a lot of attention. The auction was quite an event. Sotheby's did an outstanding job in presenting the collections. They created a replica of Mario's own living room with its "buttah yellah" walls, blue satin bows, and a life-size cardboard cutout of the designer himself.

I feel that the impact of the auction will radiate throughout the design professions. It's a very strong message: People are bored with the basics. They want to live with some of the excitement that Design can give them. We designers must be ready to address this need.

It takes much more effort to determine the appropriate styles for each of our clients. And then to create an environment which stages them for their many activities. Yes, we must be efficient and organized. But more than that, we have to show our clients the power that Design can bring to their lives. This leads us into a most exciting time in the world of design.

Are you ready for it?



YESTERYEAR-STYLE FOR TOMORROW?
Consultant MaryKnackstedt, IFDA NY



PRINCE OF CHINTZ IN SITU
Mario Buatta's Legacy Lives On



ENGLAND FOREVER - Mario's 'Buttah Yellah' Drawing Room

EDITOR'S NOTE: Mary Knackstedt is an acclaimed speaker and sought-after consultant, founder of two successful design firms, and prolific author. Her bestseller, *The Interior Design Handbook* (John Wiley & Sons) is in its fifth printing.

Richmond Chapter

Richmond Chapter Scores a Hole-in-One Social

Submitted by Paul Lamborn, President

Too cold to get out on the links and play golf? The Richmond Chapter took the inside track to warm camaraderie last month when they moved their February Design Chat Social to the River City's newest entertainment destination, Top Golf Richmond.

"Top Golf has made socializing a sport through a blend of technology and entertainment," as one chapter member observed. In addition to driving ranges and miniature golf, "They also have a fantastic bar and food menu, so members and guests enjoyed a night of networking, collaboration, and fun!"



A new sport center combining technology with entertainment and food, Top Golf Richmond suited IFDAers to a tee as the venue for their cold-weather social.



Relaxing at the 19th hole? Jill Erwin of Jill Erwin Interiors (left) and Grace Medford of Elegant Draperies at Richmond's Design Chat Social.

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Keeping a jump ahead of Australia's fires: Kangaroo in famous NYTimes photo (by Matthew Abbott) survived the inferno. Many others did not.

Virtual Chapter

Submitted by Cath & Gary Olsson

We all watched in horror as bush fires ravaged Australia last fall, burning some 46+ million acres, wreaking approx. \$2.4 billion in damage and destroying the country's unique wildlife by the billions. Those fires burned closer to home than usual, thanks to IFDA's new Virtual Chapter: one of our first VC members is Gary Olsson, mastercraftsman, whose Queensland workshop is renowned for its quality of design and artistry. Alarmed, IFDA Executive Director Linda Kulla, IFDA reached out to Gary via email. We share his response:

Hi Linda,

Fires are a part of Australian life, and we live and work on open bushland acreage, backing onto a nature reserve lake land (water reservoir) which has no vegetation management or fire management practiced by government or water authorities.

It is a worry that one day a fire storm will come out of the lake area and up the hill to our house and workshops, fanned by hot westerlies.

That kind of fire cannot be fought by ordinary people like us.

Each year I report many distant fires I detect by sight and smell.

The fire authorities actively encourage me to continue to do this.

It is far easier to put out a small fire than an out-of-control one, they say.

Touch wood, only one was fought on our boundaries (fought on three different sides of our property!), and that was several years ago.

It included helicopter water bombing, endless fire trucks, and police saying we should leave. But we and our staff successfully fought it.

This year, we have had two scares with fires, but neither actually making it to us, thankfully.

We continue to invest money into fire-fighting infrastructure.

(As you asked about donations), I like giving money to the Queensland Bush Fire Brigade for they are volunteers who fight fires.

They are also very important to people like us, because the normal Fire services vehicles are too big and unsuitable for fighting fires in bushland. They are not much use in the bush. The big trucks require safe roads and lots of space, so the fire needs to be right upon our buildings before they can help.

The 4WD units of the Bush Fire Brigade are far more important to us for they can travel to the fire and fight it before it comes to our house and workshop. They are also great because they give us up-to-date information about fires with their special maps.

<https://www.ruralfire.qld.gov.au/Pages/Home.aspx>

And The Red Cross in Australia is probably a good one to donate to help victims: www.redcross.org.au.

It is nice to know people care, so your email was well received.

Regards,

Cath and Gary

GN OLSSON Mastercraftsmen gnolsson.com

Brisbane, Gold Coast and Sunshine Coast ABN 11594753024

393 Narangba Rd, Kurwongbah, Queensland, 4503, Australia

P 07 38881549 E gnolsson@bigpond.com W www.gnolsson.com

Washington DC Chapter Catholic Charities Honors IFDA DC

Submitted by Jeanne Blackburn

A surprise guest showed up at the DC Chapter's annual Christmas party for the developmentally challenged children served by the Kennedy Institute -- and it wasn't just Santa Claus.

We were delighted to welcome Monsignor John Enzler, President and CEO of Catholic Charities. Members of our Board were also interviewed by their media staff and appeared on Catholic Charities' website to talk about IFDA's long association with kids, Christmas, and the Kennedy Institute. It was an honor.

Honoring IFDA DC (from left): David Jorgenson, Chapter president, Ken Huntsman (aka Santa), and Monsignor John Enzler, of Catholic Charities.



'Icebreaker' In January: DC's New Networking Idea

Submitted by Jeanne Blackburn

There were no nametags in sight at IFDA-DC's first get-together of the year 2020: The bright idea behind the Chapter's happy hour at Blackfinn Ameripub in Vienna, VA, was for members to ask each other's names as the 'icebreaker' leading to a deeper discussion: what is one new goal they have for their company's success in 2020.

A fun way to get a conversation going and share strategies for increasing business, the ploy proved to be an effective networking idea. Other chapters, take note. Soon Blackfinn Ameripub was filled with conversation as members enjoyed good food and a chance to spend time in each other's company in a relaxed setting.



The name of the game was networking: DC Chapter members (from left) Nick Holmquist, Lauryn Holmquist, Marlies Venute, FIFDA, Jacy Everling, Rebecca Penno, Michele Fick, Debbie Cain, and Sherry Stein.

Educational Foundation

IFDA Educational Foundation Offers \$18,000 in Scholarships; Deadline for Applications is March 31

Submitted by Sarah Fletcher

Nine scholarships totaling \$18,000 for both undergraduate and graduate students are on offer from the Educational Foundation (EF) of IFDA. Applications will be accepted until the 31st of March, 2020.

Since the early years of our 73-year-old global design industry alliance, EF has awarded scholarships to high-achieving design students, as well as grants to talented professionals, internationally.

"These scholarships help us nurture and celebrate the talented individuals who are emerging in the design and furnishings industry,"

said Gail Belz, IFDA, Chairman of the Board of the Educational Foundation of IFDA. "We continue to be committed to improving our industry by supporting students and enhancing public awareness through educational and philanthropic programs."

Applicants must be currently enrolled and scholarships are paid to the school for the 2020 fall semester tuition. Winners will be notified by July 31, 2020, unless otherwise stated. The website has detailed information and applications: www.ifdaef.org.

The Nine Scholarships are as Follows:

IFDA Leaders Commemorative Scholarship -- \$1,500

Open to undergraduate students.

Part-Time Student Scholarship -- \$1,500

Open to undergraduate students.

IFDA Student Member Scholarship -- \$2,000

Open to undergraduate students.

Vercille Voss IFDA Graduate Student Scholarship -- \$2,000

Open to graduate students.

Ruth Clark Furniture Design Scholarship -- \$3,000

Open to undergraduate or graduate students.

Barbara Beckmann Textile Design Scholarship -- \$3,000

Scholarship established by the IFDA Northern California Chapter in honor of Barbara Beckmann, a textile designer and longtime California Chapter member and mentor to new members and students. Open to full or part-time undergraduates with course emphasis on textile design.

IFDA Philadelphia Scholarship -- \$2,500

Scholarship established by the IFDA Philadelphia Chapter to reflect the rich history of design in Philadelphia and beyond. Open to two-, three- or four-year undergraduates. Focus rotates annually among design in textile, graphic, furniture and interior design. This year's focus is furniture design.

Tricia LeVangie Green/Sustainable Design Scholarship -- \$1,500

Open to undergraduate students.

Window Fashion Certified Professionals for Certified Professionals Fast Track Scholarship -- \$1,000 (one full registration)

Open to two- or three-year students.

Applications for all 2020 EF scholarships will be accepted only during the month of March, with winners promised notification in July. For details, please consult the Educational Foundation website www.ifdaef.org. Or, for answers to specific questions about these or any of EF's other scholarships and grants, contact Director Joyce Poynton at jmpoy702@gmail.com.

IFDA Educational Foundation is a non-profit, tax exempt, 501(c)(3) organization. Its 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/)

MEMBERSHIP UPDATES

IFDA Welcomes Our 41 New Members

CAROLINAS

Professional
Chris Smith
Meredith College

FLORIDA

Professional
Nancy Allabastro
Allabastro Designs LLC
Jacquelyn Armour
JMA Interior Design
Melissa Blanchenay
Behr Paint
Monica De Rossi
David Sutherland
Showroom
Giuseppe Van Oordt
Wood Master Guild, Inc.
Christina Ortado
Floor Specialists of
Wellington
Dimitri Philippakis
Designers Mark Inc. / DBA
Designer's Mark
Lucilla Philippakis
Designers Mark Inc. / DBA
Designer's Mark

FLORIDA

Professional
Karen Post
Home Frosting
Aldo Puschendorf
Puschendorf Interiors
Jonathan Rice
Capitol Lighting
Linda Shorr
New Design Furniture
Claudia Tergis
CT Exclusive Homes/
Equinox Home Staging &
Redesign
Jorganna Trachtenberg
Trachtenberg Furniture

ILLINOIS

Professional
Evelyn Phelps
Evelyn Phelps Interiors
Student
Rebecca Bobroff
Harper College

JAPAN

Professional
Hrokazu Taniguchi
Paraagonoise, Inc.

NEW ENGLAND

Professional
Francesca Mills Purcell
Modern.Luxury.Interiors. . . .
Boston
David Rader
Defy Architecture
Student
Elana Shvalbe
Rhode Island School of
Design

NEW YORK

Professional
Pauline Alexander
Fine Design
Mary Knackstedt
Knackstedt, Inc.
Michael O'Brien
PTX Painting, Inc.

NEW YORK

Student
Praveena Aleti
New York School of Interior
Design
Nada Boules
Ware Malcomb
Anna Power
FIT

PHILADELPHIA

Professional
Amie Cafiero
The Shade Store
Dervon Hampton
Hunter Douglas
Kathryn Retzbach
Designs By Katy Lynn
Caryn Rosen
Crown Point Cabinetry
Kim Stranix
Ferguson Enterprises
Nathan Tuno
Roots Landscape, Inc.

RICHMOND

Professional
Adrienne Fabling
FablingBuilt LLC
Student
Sarah Gordon
Goddard University of
Richmond
Lauren Jones
University of Richmond
Lauren Thorup
University of Richmond

VIRTUAL

Professional
Leslie Nalewaik
National Geographic Fine
Art Gallery
Emilee West
Outside The Box

WASHINGTON

Professional
Deborah Broockerd
Closet Factory
Beth Buehlmann
Decor By Beth LLC

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Janet Stevenson, FIFDA
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Rose Gilbert, FIFDA,
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Speakers Bureau Committee

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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

May 17-20

International Contemporary
Furniture Fair (ICFF)
Javits Center
New York City

June 8-10

NeoCon
The Merchandise Mart
Chicago, IL

June 12-14

High Point Market
High Point, NC

June 24-29

Total Home & Gift Market
Dallas Market Center
Dallas, TX

July 29-31

International Window
Coverings Expo (IWCE)
Charlotte Convention Center
Charlotte, NC



High Point Market, High Point, NC

“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

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