



INTERNATIONAL FURNISHINGS
AND DESIGN ASSOCIATION

NETWORK

CONNECTING YOU TO THE GOLD STANDARD

IN THIS ISSUE

- So What Did You Do in the Pandemic?
- The American Home in 2030?
- IFDA's Educational Foundation Announces Professional Grants for 2020

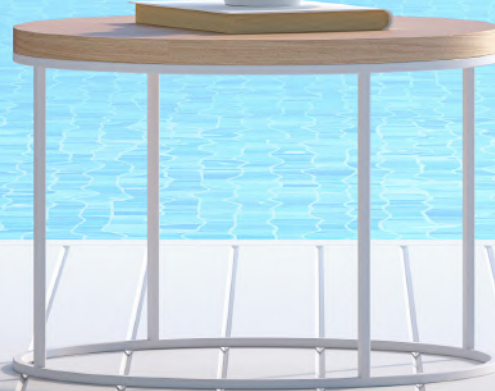
INTERNATIONAL
GOLD SPONSORS

THE
SHADE
STORE

NATUZZI
ITALIA

INTERNATIONAL
SILVER SPONSOR

HunterDouglas 



BOARD OF DIRECTORS

President

Ida J. McCausland

ijminteriordesign@gmail.com

Immediate Past President

Janet Stevenson, FIFDA

janets@closetcity.com

Treasurer

Dave Gilbert, FIFDA

dave.gilbert@bravas.com

Directors

Judith Clark Janofsky, FIFDA

judith@delements.com

Maureen Klein

getklein@optonline.net

Sara Chiarilli

sara_chiarilli@artfulconceptions.net

Rose Gilbert, FIFDA

Gilbert.Rose@gmail.com

Educational Foundation Chair

Gail Belz, FIFDA

gailbelz@comcast.net

Executive Director

Linda Kulla, FIFDA

linda@ifda.com

COUNCIL OF PRESIDENTS

ARIZONA CHAPTER

Don Judd, dhjudd@hotmail.com

CAROLINAS CHAPTER

Dawn Brinson, FIFDA, dawn@tmm.agency

FLORIDA CHAPTER

Michelle Castagna, michelle@musedesign.studio

ILLINOIS CHAPTER

Karen Fischer, karen.designdetails@gmail.com

JAPAN CHAPTER

Akari Koike, akarikoike@kobe.zaq.jp

NEW ENGLAND CHAPTER

John Nicholas, john@oasisshowerdoors.com

NEW YORK CHAPTER

Andrea Warriner, andrea.ifdany@gmail.com

David Santiago, santi@casasanti.com

PHILADELPHIA CHAPTER

Laura Hawley, laurahawleyifda@gmail.com

RICHMOND CHAPTER

Paul Lamborn, plamborn@techpainting.com

WASHINGTON D.C. CHAPTER

Rebecca Penno, rebecca@pennointeriors.com



Washington DC Chapter - The good times rolled on for hours of hot music and dancing!

THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

Contents Summer 2020

Editor: Rose Gilbert, FIFDA

CONTENTS

President's Message.....	1
In Case You Haven't Heard.....	1
So What Did You Do in the Pandemic?.....	2
The American Home in 2030?	4

CHAPTER NEWS

Arizona Chapter.....	6
Florida Chapter.....	7
Illinois Chapter	11
Japan Chapter.....	12
New England Chapter	14
New York Chapter	15
Philadelphia Chapter.....	17
Richmond Chapter	19
Washington DC Chapter.....	20

RESOURCES

Education Foundation.....	22
Membership Updates	24

IFDA NETWORK © 2019 INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION. ALL RIGHTS RESERVED.
Editorial material contained in this publication may not be reproduced without permission. Feature articles are the sole responsibility of their authors. Opinions expressed therein are not necessarily those of the IFDA.

President's Message



These are the worst of times, these are the best of times..

how many times have you heard those famous words in the last 2 months?

But it is true. We have never experienced an event like this- a pandemic of epic proportions. We all know the bad parts, but there are some good things to come out

of it. After all of the earthshattering events of the last century, not only did they change our perception of the world, but also changed our habits and life. WWII brought us women in the work place. 9/11 brought us TAS, airport security and taught us to be more diligent, SARS pushed forward the e-commerce, and now COVID 19 will also change our world. We already know that folks are: eating/cooking at home more, spending more time with their families; working from home; business are realize that: they need less office space. Each of these areas has multiple impacts on our time, talent and treasure.

BUT - The earth has become quieter, is not shaking, pollution is diminished and we have discovered a renewed interest in taking

care of not only ourselves our neighbors, but also those who are less fortunate.

We in the IFDA are in a very fortunate and privileged place to be able to help folks navigate this new home and work landscape. After 'sheltering in place' for the last two months, people are acutely aware of their home or office (or both) short comings! And they will need your help to fix the problem; whether it be space planning/allocation, furnishings/furniture/ additions, sound/air/light quality and control, reconfigurations or aesthetics - we can help.

As we begin to move out of the red phase, and start to pick up the pieces of our former life, we will do it differently, realizing it is a different world out there – we will see it with new eyes.

We all hope and pray for a healthy, just and equitable future.

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

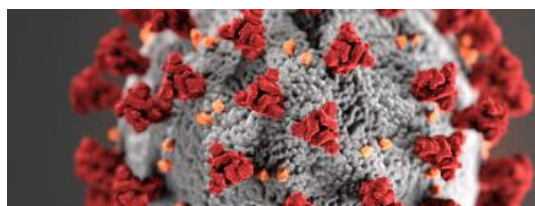
In Case You Haven't Heard... Covid-19 Reshapes High Point; Nine-Day Market to Ease Crowding

In response to the ongoing COVID-19 pandemic, the High Point Market Authority is expanding the Fall Market dates in an effort to spread out attendance and account for expected reduced capacity requirements for showrooms and buildings. Fall Market will now take place over 9 days from October 13 – 21, 2020.

In an effort to control the flow of attendees, buyers and industry members will be asked to select one of three, 3-day periods during the 9-day Market as their primary attendance dates during the online registration process. Domestic buyers and industry members have been divided into two regions based on the home state of their

company headquarters. The regions breakdown was developed in partnership with the International Home Furnishings Representatives Association (IHFR) to be sensitive to sales reps and typical regional territories. Those in Region A will be permitted to register for either Period I or II. Those in Region B will be permitted to register for either Period II or III.

The states breakdown for each region and the dates included in each period are outlined on the High Point Market website on the [COVID-19 Updates page](#).



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

So What Did You Do in the Pandemic?

How They Have Been Coping... What They Have Learned... IFDAers Analyze the Big Time-Out

Submitted by Jeanne Blackburne, IFDA DC

**DAWN BRINSON, FIFDA, President, IFDA Carolinas,
VP Strategic Marketing, The Media Matters, Inc.**



We provide marketing services to designers, and for the vast majority of them, that work continues unabated. Where we see a change -- across the board -- is in the amount and frequency of communication we have with them. We're all craving connectedness.

Where we might have had a weekly meeting, we're now Zoom chatting with them three times a week.

I hear the same thing from my designer clients. Their clients want to interface with them all the time now! It's an unexpectedly great benefit from this strange situation, I think. We're all tying ourselves closer to those who can bring comfort, leadership, confidence and support.

Because I've worked mostly remotely for a number of years, staying motivated isn't a problem. I've already built that muscle. The great gift I've been given in all of this is time. Time to think deeply, to allow myself to be completely unfiltered in the creative process. Time to do interesting research. It's brought about some good ideas and some real revelations for me personally.

Ehen all this navel-gazing gets too much, I plant. I now have hanging baskets, large urns, and small containers all over my porch and deck, and a wildly oversized herb garden in my kitchen. I've been thinking about an avocado tree....

**RUTH OLBRYCH, IFDA NY, Sales Rep, Antiques by Zaar,
Our House Designs**



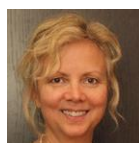
As I am a newly minted "independent sales rep" for NY/NJ/CT I have taken this time to grow my list of designers/architects, to start making introductions in the coming weeks. My 20 years in sales has been

online-based, so this isn't much of a change for me with the retail side of my business.

Now that we've been in quarantine for more than two months and the shock value has worn off, I feel that people are in a place to do what they can to move the needle forward and are adapting to new ways to make that happen.

Frankly, my "mindset" is quite healthy. I start each day with exercise. I like to run and, as I live in a place where it is easy for me to run without seeing people, I'm not deterred from such. At least two miles/day (more on weekends, as my daughter convinced me I should ...and could..., run a marathon with her and has signed me up for one in January 2021.Yikes!). I take time each morning for Gratitude -- five things a day that I'm grateful for, a practice I've done for the past four years. I also practice setting an intention for the day, followed by five things I'm proud of me for, a practice that helps to remind me of, and take pride in, the steps I HAVE and AM taking to move the needle forward for myself. And, yes, I shower and put real clothes on every day. Make up, not so much.

CATHY RINN, IFDA DC, KellyBelle Studios, Decorative Painting



To keep my doors open as a small business, I'm just trying to stay in touch with people/clients who had already reached out, hoping that they will still decide to proceed. I'm not sure how any new business is going to materialize, or how I'm going to go out and seek new business.

As a resource for designers, I know it is definitely time, if not way overdue, to send people some physical samples so that they can see the possibilities (of decorative painting or plastering) and consider it for any projects they are working on. I feed my own motivation and creativity by looking at Instagram, doing Pilates and taking walks (I

have personally told people to take a walk, so I actually started doing it myself!).

Things are likely not going to return to the way they were before COVID-19 anytime soon. But I do hope, and I do think that people will start going back out to restaurants again, and that should help with all my bids that are out for commercial projects... at restaurants!

If that doesn't happen, I will have to start looking for some other kind of job! The service that KellyBelle studios provides has always been a luxury item, so it's gonna be the first thing to go if builders, architects, designers, and clients start tightening the purse strings. And I see myself making more masks because I think we will be wearing masks for a while!

Debbie Cain, IFDA DC, Cain Connect LLC, Marketing

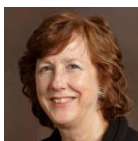


I always work from home so here's my helpful tip on being productive: even though you find yourself thinking, I should put some laundry in or I really need to dust and clean the floors, don't do it. You'll find you're more productive if you stay focused.

What I do recommend: before you sit down to work, take 15 minutes a day to do a household task. It helps keep them from piling up and waiting for you to do on the weekend.



Linda H. Bassert, IFDA DC, Masterworks Window Fashions & Design, LLC



How am I keeping my doors open? The short answers: pursuing professional education; staying in communication with new and past clients; adjusting my processes and systems, and scheduling a 3-4 day pause between in-person appointments to reduce the chance of my being a carrier.

I have been taking many online classes on how to tool up for more virtual consultations, how to improve my digital marketing, and use this time to refocus. One client, who needed an exterior color consult, turned out to be an ER doctor, who regularly sees Covid-19 patients. I told her I could come to her home, take photos of the exterior, leave her a fan deck, and we could select colors. After her house was painted, she let me know that she loved the new colors.

I am trying to adapt to a world with more virtual client consultations. I rearranged my office, so that the wallpapered accent wall is now behind me during video conferences. And the days of working in my bathrobe are over. I never know when a client will decide to Facetime me! I have to be dressed with make up on, every day. I am also working on changes to my website, and acknowledging that adapting is better than going out of business.

How am I keeping up a positive attitude? A positive attitude is something I learned a long time ago to protect and nurture. One business coach said to protect your positive attitude "like a quarterback protects his throwing arm." I am a Christian, and over the years have become more and more aware that tapping into the creativity of the Creator just makes me a better designer.

The American Home in 2030?

Latest IFDA Survey Foresees Key Influences: Wellness, Aging-in-Place & Smart Home Features

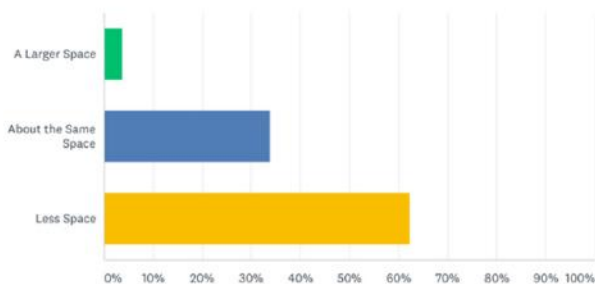
Submitted by Sarah Fletcher, IFDA NY

Ten years from now, will we be living in a modern glass box with voice- and sensor-activated *everything's*? Will wellness and aging-in-place considerations become a priority in residential construction and design?

IFDA members looked into the future this Spring, and predicted how the American home will look and function 10 years down the pike

As tabulated, this year's *Vision for the Future of Home* survey came up with a number of predictions that promise to influence home construction and design during the next decade. Here's a round-up of top findings, with some comparisons to the forecasts IFDA members made in 2010, when we asked members to forecast the American home of 2020. (Note: the results of the 2030 survey were calculated AC -- After Covid -- and may reflect the effects of the lockdown.)

On average, in the year 2030, do you think people will live in:



ANSWER CHOICES	RESPONSES
A Larger Space	3.67%
About the Same Space	33.94%
Less Space	62.39%
TOTAL	109

Bigger is Not Better

In 2010, IFDA members predicted that homes would be getting smaller. Sixty-two percent of the current survey respondents now agree; surveyed back in 2000, only 49% foresaw homes getting smaller. The trends toward fewer rooms and the waning of the formal living and dining rooms were predicted in 2010 and again this year for the American home of 2030. In both surveys, then and now, indoor/outdoor rooms were also seen as continuing to be popular.

The Smart Home Bandwagon

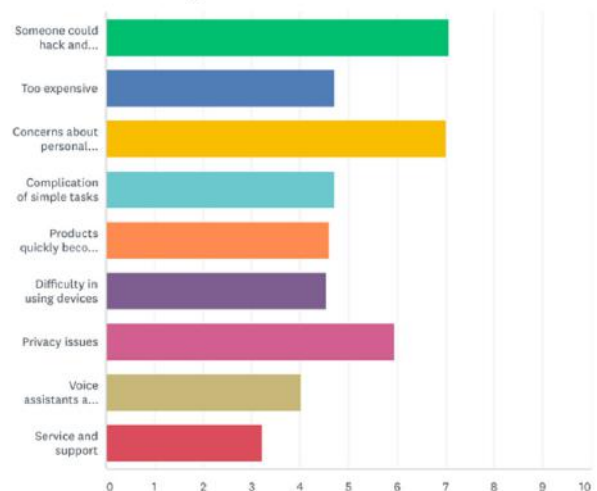
The IFDA survey taken in 2010 predicted that by now much home equipment and many home furnishings would be activated by voice and sensor. That has not come true to the extent predicted, but this year's survey also foresees continued growth in the popularity of voice and sensor activation. Hacking and privacy concerns were listed as top reservations about the smart home. Note: earlier complaints that technologies complicate simple tasks and were difficult to use were not as much of a concern (it appears that we, too, are getting smarter!).

Aging-in-Place & Wellness Lead the Way

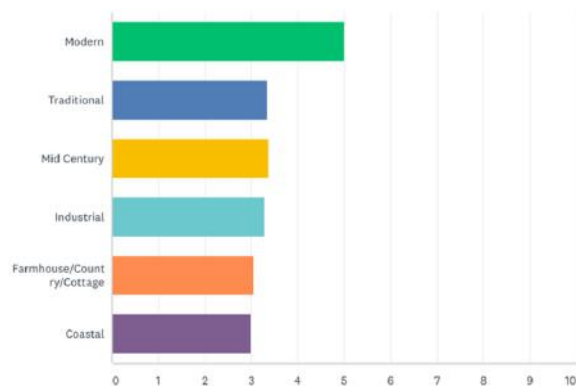
Aging-in-place and wellness ranked as high considerations on this year's survey, surpassing sustainability and green design. Ninety-six percent said that aging-in-place would be considered in any design plan and 94% said ditto for wellness concerns. By comparison, a lower number, 81%, said more sustainability in design would be a factor in their design planning. However, 90% said they expect appliances to become more energy-efficient, compared to 83% in the 2010 survey.

Wellness features were most prevalent in the bathroom, where 83% expect to see more such features in the homes of 2030. Smart glass on mirrors and shower doors was a specific enhancement that won out over water-saving/smart toilets and multi-jet showers, popular in the 2010 survey.

The potential concerns of Smart Home devices. Please rank the following:



Rank these design styles in order of their importance in 2030:



Products Light Up

Product multi-functionality is a trend cited in both the earlier and the current surveys. This year, products that produce lighting as a secondary function (64%) beat out the idea of products that can also heat, cool, or change color.

In product categories, quartz was the winner for the future of countertops, wood for flooring, and more wallcovering were predicted by 47% of the respondents. Fifty-six percent see

3-D-printed furnishings increasing, and 62% foresee growth in quick-ship furnishings by 2030.

The Business of Design -- Virtual Reality Will Take Hold

The 2020 survey also addressed how the interior design community will function

In 2030: 92% predicted more virtual reality presentations. The trend of consumers ordering over the internet will continue to rise, the survey results say, (83% agree), and 73% see an increase in the trend toward clients doing their own ordering and 72% say the trend toward clients being budget-conscious will continue on the upswing.

Will more clients be hiring interior designers in the future? Survey-takers say no, that the stats will remain the same as at present.

Modern Matters

Stylewise, IFDA members predict that Modern will outpace all other styles by a significant margin.

To see the results for yourself, visit:

<https://www.surveymonkey.com/results/SM-8YY32JDX7/>

"Thanks to all of you who participated in our Vision for the Future of Home in 2030 -- Susan Hirsh, IFDA NY, who directed both studies, in 2010 and 2020.

Tangible Take-Aways from Trying Times

Submitted by Rose Gilbert

We've been home, but not so alone during the quarantine. Dozens of experts have Zoomed into our home offices, bearing tips, tidbits, and terrific advice. Here's just some of what we've learned.

On fashion: "It's time to stop this chasing trends. Forget trends! Think style... think about humanity. It's time to be more careful with what we buy and what we need. Brands that sell a 'conversation' with their consumers (will flourish). Large stores will close and on-line sales will grow. And everything will be about sustainability" -- ESP Trendlab, NYC

On sustainability: "Good design can save the world. You designers are in a great position to make a difference. Establish a sustainable procurement policy. There's a list of Eco-Friendly Furnishings manufacturers and products on the Sustainable Furnishing Council site" -- Susan Inglis, Executive Director, Sustainable Furnishings Council

On color: "Trends move (more) slowly (than fads). Trends fade in... out, driven by culture, economics, politics, fashion, technology, the environment. We are curious people. We want to know what's happening, where we are going. A good color during tough

economic times? Orange. It's energetic, the color of adventure, spontaneity, and social communication" -- Andrea Magno, Director, Color Marketing & Development, Benjamin Moore

On working at home: "Set the stage: put your desk in the commanding position, facing the door. Keep the top clear -- chaos equals distress. Clean your windows. Insure good air flow. Establish boundaries so others respect your work zone. Learn to be gentle with yourself" - S. Lee Wright, Author, Holistic & Feng Shui Interior Designer, NYC

On nurturing your design business: "Where do we go from here? What are the opportunities? Everything is built on relationships: clients are also friends, our resources are our business family. Have you been in touch with them? Not to sell, to say, 'I'm here.' We will be losing many resources and companies, We'll see every living and working environment changed. Designers always rise to the challenge. We are so interested in making things new" - Mary Knackstedt, IFDA NY, Author, Consultant, Adjunct Professor, Harvard Grad School of Design.

Arizona Chapter

Doing What We Do Best... NETWORKING!

Submitted by Judith Clark, IFDA

It has been my pleasure to be an IFDA National Board Member for the past year. Along with being National President in 2007, I find that I receive a lot of added value from my volunteerism. I am always impressed at the number of exceedingly bright and creative IFDA members I am exposed to -- some of whom have become a part of my wheel house of experts to depend on for my interior design business in Northern California.

Don Judd, for example. Attending Council of Presidents meeting in King of Prussia, I met Don, President of the Arizona Chapter. He is a furniture designer and manufacturer, at his own company, Artisan Furniture. I enjoyed chatting with Don after the meetings, to and from the airport, and on our excursion to take in the historic sites in nearby Philadelphia. If you haven't caught on yet, this is Networking!



Advance forward to February. My client needed a display table for a new blown-glass vase she just acquired. I went through concepts by furniture suppliers who offered some beautiful ideas, but none that really enhanced this piece of art.

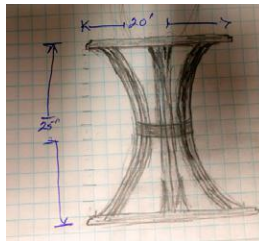


Now that I was good friends with, Don Judd I gave him a call. He asked that I send a photo of the vase and said he would see what he could do.

Within an hour he came up with a wonderful drawing that my client immediately fell in love with... but there was just one thing missing: a light in the center to illuminate the work of art. Added that light so it shines up through the glass vase, and my client was extremely happy. They feel that there isn't a table that could enhance their vase as this one does. Yes, I am in Northern California and Don is in Phoenix, but he boxed up the table and shipped it by UPS for me to deliver personally to the client's home.

It is always a pleasure to work with good friends from IFDA. To enjoy a mutually beneficial relationship -- and perhaps add a new expert to your wheel house --

check out the creative members in your own IFDA chapters.



Original sketch.

Table prior to staining and finishing.

The Final Product!



Florida Chapter

Florida's Design Competition a Hit! Energized Chapter Sees Big Plans Ahead

Submitted by Michelle Castagna

As we all sit home, it is a wonderful time for reflection. Thinking back to pre- COVID-19, I realize how fortunate our Florida Chapter was to squeeze in some really great events before the quarantine began.

We started out around mid-February when we were able to give our members the opportunity to sign up to be docents at the Kips Bay Showhouse that ran all February in West Palm Beach. We had several groups who were spread out over a few different days, working in shifts to help guide people throughout the beautiful home. Those of us who volunteered truly enjoyed seeing something aesthetically pleasing and, at the same time, lending a hand for a positive cause. As always, the showhouse benefitted the Kips Bay Boys & Girls Clubs.

Next up, our big event: our First Annual Florida's Finest Design Competition Awards Gala on Feb. 27. The idea for the Competition was born through the visionary thinking of Board member Mike Peterson, and brought to life by a team led by former President Marsha Koch. We especially thank them both for their efforts to get Florida started on something special and new. The entire Florida team truly deserves recognition for all of their efforts to make this a resounding success. The competition attracted over 130 submissions!

We enjoyed strong industry partnerships with Florida Design magazine, South Florida Design Park, and others. These partnerships allowed us to create an industry buzz and a night truly to be remembered. With more than 150 of South Florida's leading design community professionals, the energy in the Stark Carpet showroom at the South Florida Design Park that evening was absolutely amazing. Mingling and happy, guests enjoyed the food, drinks, and the band.

We had 9 winners from 11 categories, who are currently receiving the recognition they deserve in a 10-page spread in Florida Design magazine's June issue! Be on the look-out for this issue, spotlighting IFDA and Florida's Finest winners:

- Jenna Harris/P & H Interiors:
Contemporary home under 3000 sq. ft.
- Janet Ireland: (Florida Board Member)
Classic home under 3000 sq. ft.
- Laila Colvin: Contemporary home over 3000 sq. ft.
- Kerry Allabastro: Classic home over 3000 sq. ft.
- Jackie Armour: Eclectic Mix
- Bea Pila: Kitchens
- Sarah Zohar: Baths
- Esmeralda Farache & Cindy Bromberg:
Living Rooms & Bedrooms
- Barbara Fina: Outdoor Living

We are so proud of this event and its winners and look forward to an even bigger and better version next year. For all the fun photos of the event, you can go to our IFDA Florida Chapter Facebook page.

Finally, in mid-March, we were able to squeeze in one final networking event at Tap 42 in Boca Raton. This was the week leading into quarantine so we did not know what to expect. Even with the world events, we had a great night: more than 50 RSVP's and a turnout of more than 25.

Coming out of the current tumult, we see continued growth and success for our Chapter, so we are looking at ways to help our members emerge and fare even better than before. Ultimately, we know we are all in this together.



Winner: Contemporary under 3000 sq. ft. P & H Interiors; Coral Springs.



Baths: Sarah Zohar Baths; Miami.



Living Room: Esmeralda Farache & Cindy Bromberg; West Palm Beach.



Miscellaneous Room: P & H Interiors; Coral Springs.



Bedroom: Esmeralda Farache & Cindy Bromberg; West Palm Beach.



Eclectic Mix: Jackie Armour; Jupiter.



Contemporary, over 3000 sq. ft: Laila Colvinm 2id Interiors; Miami.

Always A Winner: Kips Bay Show House



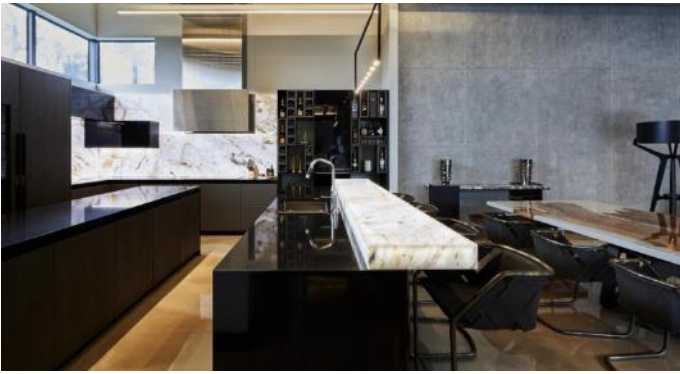
Outdoor: Barbara Fina; Delray Beach.



Classic, over 3000 sq. ft: Kerry Allabastro; Stuart.



Classic, under 3000 sq. ft: Janet Ireland; Delray Beach.



Kitchens: Bea Pila Kitchens; Miami.



Florida Chapter docents lent a hand to a good – and aesthetically pleasing -- cause: the third Kips Bay Show House, in West Palm Beach.



Overlooking the elegant setting of the Kips Bay Show House, which luckily ran during February, before the Covid-19 crisis locked everyone inside.
Photo: Marvin Nievera & Keith Williams, Sargent Architectural Photography.



Mother-daughter day at Kips Bay? Board member Maria Eraso Taylor (left), with Sherry Lee and her daughter; IFDA FLA President Michelle Castagna, and her daughter.



Beaming Board Members at the Gala: (from left) John Stillman; President Michelle Castagna; Maria Eraso Taylor; Sarah Chiarilli (International IFDA Board); Mike Peterson; Janet Ireland; Lynn Sciaronne; Beverly Stewart; Rose Arevalo (missing: Past President Marsha Koch; Caroline Rogow; Ted Perella).

Illinois Chapter

Gets the Hang of Wallcoverings; Adds Two New Members

Submitted by C. Beth Arntzen

IFDA Illinois revisited a “once old/ new again” decorative medium – wallcoverings – at its mid-February meeting when Cathy Campbell of Thibaut Wallcovering and Fabrics presented, “Wallcovering Print Methods and Applications.”

Partnering once again with the Arlington Design Center and the Chicago Design Source Showroom to offer a 1.0 CEU course, the Chapter members were introduced to the many different wallpaper printing methods and learned which styles and materials are most suitable for different rooms. They also learned the fine points of selecting and specifying wallpapers from Jef Reese, an experienced wallpaper hanger and owner of 30-year-old firm, J.R.’s Wallpaper in Arlington Heights, who led a discussion on selecting and specifying wallpaper from an installer’s point of view.

As a result, the participants reported that they would feel more comfortable specifying this “once old/now new again” medium. They also walked away with samples of each of the printing methods discussed and tips on how to make the installation process less painful for them and their clients.

New Member Profiles

IFDA Illinois welcomes new member, **Rebecca Bobroff**, who comes to us with more than 15 years of project management/strategic planning experience, namely with such Fortune 500 companies as Willis Group, and Chubb.

Most recently, Rebecca has returned to school to pursue a degree in Interior Design. Industry areas of interest include hospitality and residential design.

Dawn Villardito, an experienced residential designer, joined IFDA, she says, to meet and network with other designers in the Chicagoland area and make new friends in the industry. She has been in the “biz” for 30+ years, working first in two design firms; then, in 2002, opening her own design firm.



All about wallcoverings: Experts Cathy Campbell, Thibaut, and Jef Reese of J.R.’s Wallpaper, explained the not-so-lost art of making walls beautiful walls.



Mark Hermann, co-owner of the Chicago Design Source Showroom, fielded designers’ questions during the Illinois IFDA CEU session.

Japan Chapter

Live from Japan!

Digital Printing Changes Design

Submitted by Maureen Klein and Yasue Ishikawa

IFDA members took a design journey half-way around the world this month to learn, first-hand, the latest on digital designing in a presentation led by Yasue Ishikawa, the founder and current president of IFDA Japan, and her daughter, Risa.

Via 21st-century ZOOM technology, members saw how this creative duo from Risa Braire CO., LTD, uses centuries-old prints, including Chinoiserie, to create custom designs for their commercial and residential clients.

- They laid out sources for copyright-free art;
- Shared tips on transferring original art for custom designs;
- Showed unique residential and commercial applications;
- Explained why the right printer, inks and materials make the difference.

Created by the Japan Chapter for viewing and participation for all IFDA members and friends of IFDA, the presentation spanned the globe, showing on the East Coast USA at **8 pm on Wed., June 17**, the West Coast at **5 pm Pacific Time**, and Japan itself at **9 am on Thursday, June 18**.

"It called for a lot of technology and time-juggling, but certainly confirmed IFDA's global reach," said IFDA Board member, Maureen Klein, New York Chapter. She called out special thanks to Karen Wirrig, FIFDA, for her advice and editing of translations.

For more about the creative team in the Japan Chapter, see risabraire.com; [instagram.com/risabraire/](https://www.instagram.com/risabraire/); shop-risabraire.com



Yasue Ishikawa, founder and president of IFDA Japan, and daughter Risa, a graduate of Parsons, NY, demonstrated the surprising possibilities of digital printing for other IFDA members around the globe.



Digital design in black and white provides architectural detail to a luxury beauty care salon.



Outdoor rollers screen fabricated by Risa Braire is laminated to withstand the elements.



Digitally designed Chinoiserie-like wall panel brings in an element of Nature.



Digital design works beautifully for wall and runway.



Table art echoes the digitally created wall art.

New England Chapter

The Game Was Trivia; The Fun, Anything But!

Submitted by Lauren Hamilton

It's a lucky thing New England's VP of Programming has been hanging out in a particular bar for the past couple of years: that's where she met Boston-based trivia quizmaster Jesse Simons, who guided the IFDA Chapter through a rollicking mid-May evening of virtual *Team Pop Quiz Trivia: Quarantine Edition!*

Sponsored by the Holly Hunt Boston Showroom, the contest attracted six teams of trivia-enthusiasts, including several NY Chapter members, who collaborated in private Zoom 'Breakout Rooms' to field trivia questions that ranged from 90's power ballads to biology terms.

Lauren shared: "As silly as it may sound, trivia night has become an important anchoring point to our week, offering a glimpse of normalcy (and fun!) during this crazy time in life. Knowing how much my friends and family look forward to Jesse's trivia each week, I was so excited to offer a similar game night to our members!"

The competition was fierce and *Dream Team* (comprised of Elaine Fredrick, Lauren Hamilton, John Nicholas, and John Speridakos) scooped up the win on the last question of the night: "Before *Parasite*, there were three movies in the last 30 years to win a Best Picture Oscar but had no acting nominations. Name any one of them."

Do you know the answer? Hint: one of films was *Slumdog Millionaire*!

Other participants: Jessica Chabot, Lorelle Carlson, Karen Dzendolet, Kat Gallagher, Rose Gilbert, Ashley Gillespie, Su Hilty, Maureen Klein, Tony Miklaszewski, Andrea Plotkin, David Radar, Cheryl Savit, John Trifone, and Kyle Tripp.



New York Chapter

Merry 'Mask-Q-Raders' Network in New York

Submitted by Rose Hittmeyer

IFDA NY's popular CCC "Cocktails, Conversations & Connections" networking event, which happens every first Monday of the month, stepped out with a new theme on May 4, calling it a "Merry Mask-Q-Rade." (The Q was for Quarantine.)

The event, usually held at a cool bar or hotel lobby so everyone has the chance to check out hip locales in NYC, has moved online since April.

Mask-Q-Raders were instructed to "Bring your own lock-down libation. Wear your most marvelous mask. Be social. Be safe. Be sensational."

Attendees logged in sporting every variety of masks from fantasy to "branded." Many were made of signature fabrics from favorite home furnishings vendors. Others were uniquely creative. Maureen Klein covered her mask in faux floral petals and was the picture of springtime. Oscar Burgos showed off an elegant carnival mask he bought in Europe. The safest "mask" was worn by Michael Taylor, who covered his whole head and torso with a tablecloth topped with glasses.



INVITATION OFFERED INSPIRATION for New York's Merry-Mask-Q- Raders.

Most creative, everyone agreed, was Jeanne Isaacson's white mask with big red lips and a dramatic crown of blown-up black latex gloves that surrounded her head like a halo. Chatter was lively, all about the lock-down and what everyone was doing to try and "stay sane." Howard Levinger's Rx: "Experience Zen through sock-drawer rearranging." Michael Taylor had another idea, inspired by ZOOMing into other designers' living quarters: "Do something about your own apartment! Maybe you need to go out and hire a designer?"



APPLAUSE GOES TO HER HEAD: Jeanne Isaacson's mask won 'most creative' accolades at New York's on-line networking night.

Antidote to Covid-19 Downturn

IFDA NY Launches 'Career Advancement Committee'

Submitted by Sarah Fletcher

Designed to help the industry re-emerge and flourish from the Covid crisis, IFDA NY has created a promising initiative, a new "Career Advancement Committee" that will list job openings and host programs on job search and networking.

"Our diversity is IFDA's strength. IFDA members and our community extends across the whole spectrum of the design/furnishings industry, from designers and marketers to product manufacturers and media," said Rose Hittmeyer, IFDA NY administrator, who originated the new committee and is chairing it, as well.

"Especially in light of the economic downturn the coronavirus has wrought, our Career Advancement Committee couldn't be more timely and important," according to Andrea Warriner, IFDA NY Co-President. Under her tenure with Co-President David Santiago, the organization has seen its weekly Zoom webinars on a variety of topics

become a go-to staple in the design industry. "It is more important than ever before for us to work with one another to move the industry forward, one step at a time," Andrea emphasized.

Job Bulletin listings are free of charge and will be distributed to IFDA members nationwide, with all inquiries directed to the hiring manager of the hiring company.

Companies can send relevant listings to ifdanyny@verizon.net. Include company name and location (NYC, Long Island, NJ or Connecticut); job title, description, qualifications and skills needed; what paperwork is required, and company contact information, including phone (if phone contact is desired).

Full or part-time positions, freelance, consulting jobs or internships should be specified. Search firms are welcome to participate, Rose pointed out.

NY Floral Designer Surprises His Beleaguered City

Submitted by Rose Gilbert

Big, rough and tough New York City famously hides a warm heart behind its cold concrete and steel exterior. At least, between catastrophes, like 9/11 and the on-going Covid-19 crisis. It's when things get roughest that New Yorkers shine brightest. Like now, for example, as the "spring of our anxiety gives way to the summer of our discontent," to borrow a bit of poetry from journalist Sarah Lyall, writing in the NYTimes. Floral designer Lewis Miller has been

throwing bouquets at his adopted town, slipping out with his crews before dawn to create "Flower Flashes" in unexpected city sites. Surprised New Yorkers have been seeing his byline, "LMDXNYC," chalked at the scene for several years, but the "giving back" bouquets (created with surplus blooms from his studio and the city's flower market) are joyous reminders that life goes on.



WEBINAR MANIA!

Have you missed a Webinar that you were dying to see, but just didn't have the time? You are in luck! Most webinars are now accessible to members only on our website. Sign into www.ifda.com and click on resources in the member section. There you will find links to many of the webinars and some of them have added extra bonuses for members. Be sure to check it out.

Philadelphia Chapter

Philly's Deanna Lorenti Stacks Up Industry Awards

Submitted by Rene Schleicher

Spring is a time for award season in the building industry. It's also high-time for IFDA Philadelphia member Deanna Lorenti, Deanna's Interior Designs, to start building extra shelves to show off a recent flurry of top industry awards.

An Associate Member of the Home Builders Assoc.- Bucks/Montgomery Counties, & the NJ Shore Builders Association, Deanna received two FAME awards (Fabulous Achievement in Marketing Excellence) from the Shore Builders Association in March: Best Clubhouse Over 8,000 Sq. Ft. & Best Interior Merchandising for Adult Community \$450K & Every year

the Shore Builders recognize & honor companies (Builders, Remodelers & Associate Members) for their excellence in marketing accomplishments.

Then, in April, Deanna received a Synergy Award from the Home Builders Association of Bucks/Montgomery Counties for Best Interior Merchandising for a Townhome Community. The Synergy Awards honor excellence in construction, sales, marketing & design of new homes in Bucks & Montgomery Counties in Pennsylvania.





**BEST CLUBHOUSE/
RECREATION AMENITIES**
OVER 8K Sq. Ft.



BEST INTERIOR MERCHANDISING
ADULT COMMUNITY \$450K & UNDER



Richmond Chapter

Richmond Goes Virtual to Share Real-Life Biz Tips

Submitted by Paul Lamborn

The Richmond Chapter jumped on the virtual-meeting bandwagon in early April, focusing on the government loans that had been made available due to the Covid-19 lockdown, and how they applied to our members. We brought in a bookkeeping expert to share valuable information about the process.

Later in April, we held a kitchen and bath webinar on new design trends in the industry. Finally, we just held a virtual design chat to check on what members are doing with marketing during the pandemic. We shared best practices to help each other come up with a take-away plan to move our businesses forward.

Some of the advice we gleaned:

- Wake up with a purpose each day: control what you can control.
- Make lists for what you'd like to accomplish each day.
- Exercise.
- Keep in contact with referral sources by phone, email text. Check in on how they are doing.
- Pivot to offering virtual consultations or estimates.



Back to work essentials

Stock up on hand sanitizers, masks, and more

[Shop Now](#)

Office DEPOT® OfficeMax®

Washington DC Chapter

We Had a Ball – Again! (Before Lock-Down)

Submitted by Jeanne Blackburn

We didn't know then, how lucky our timing would be: The Chapter's festive Masquerade Ball, our seventh, went off as scheduled Saturday night, March 7, before the world was sent home to shelter alone.

It was a festive evening at Abigail, Washington DC's hottest nightclub, starting at 7 pm with drinks and bidding on the stunning array of items in our traditional silent auction. Then the festivities continued though the evening with delicious food and lots of dancing to music provided by a spirited DJ.

The benefactor of this fund-raising event was Rebuilding Together (Arlington, Fairfax, Falls Church), which provided substantial support to IFDA-DC before and during the event. We were pleased to be able to donate almost \$9,000 to their efforts within the community.



The good times rolled on for hours of hot music and dancing!



IFDA-DC Masquerade Ball committee member and guests from Rebuilding Together walk the 'red carpet' en route to the food, drinks, and dancing.

Washington DC Chapter

Zooming Through Happy Hour

Submitted by Jeanne Blackburn

Chapter members celebrated a “Cinco de Mayo” happy hour a week early via Zoom, and while we discussed business just a bit, we also had a great time catching up with each other and sharing feelings of isolation and boredom. Even if our virtual meeting took place at 11 in the morning – hardly the traditional happy hour time -- there was plenty of laughter and smiles shared by all. Who knows what was in those coffee mugs!

A Very Timely Knowledge College

Submitted by Jeanne Blackburn

The question was “How to Get Others to Like You,” and the answers came from DuVal Reynolds of DuVal Design LLC, at the Chapter’s Knowledge College on March 10. DuVal presented suggestions on “How to get Others to Like You - Mastering the Craft” at Broadway Galleries in Alexandria, VA.

The presentation explored opportunities for maximizing one’s potential in business value, network growth, and overall visibility. DuVal discussed why getting others to like you matters, and how that

benefits relations with peers, the industry, clients, and the business’s bottom line.

As fate would have it, this program was the last time we were able to get together before COVID-19 quarantined all of us. The College gave us lots to think about not only now, but especially moving forward as businesses open back up again. Timing is everything!



Sign says it all: ‘How to Get Others to Like You - Mastering the Craft.’



Professor at the Chapter’s Knowledge College, DuVal Reynolds, principal of DuVal Designs LLC, advises a more personal approach to doing business.

Educational Foundation

It's That Time of Year Again IFDA's Educational Foundation Announces Professional Grants for 2020

Submitted by Sarah Fletcher

To use an old-fashioned expression, "Get your thinking caps on!" It's grant time for the IFDA Educational Foundation (EF) and there are lots of opportunities to hone your talents and grow your business, as well as grants for IFDA chapters. Since the early years of our 73-year-old global design industry alliance, EF has awarded grants to talented professionals as well as scholarships to high-achieving design students. Last year, the funds awarded for scholarships and grants, which included support for IFDA EF's DesignEDGE seminar series, totaled \$37,000.

Applications will be accepted between June 1 and June 30, 2020, for five professional grants. Grants for the chapters are given throughout the year and this year, because of COVID-19, the lead time necessary for applications has been shortened from 60 days to 30 days, as many of the initiatives will be online.

IFDA Educational Foundation Grants are offered to professionals working in the interior design or furnishings related fields, not to undergraduate students. Winners will be notified by July 31 or as noted for that grant.

The five grants, to be applied for starting June 1, 2020, are as follows:

Irma Dobkin Universal Design Grant - \$2,000

Open to an individual involved in a Universal Design project to meet living needs of all ages and capabilities.

Ina Mae Kaplan Historic Preservation Grant - \$2,000

Open to those involved in restoring or preserving historic sites related to design/furnishings.

Elizabeth Brown Grant to Interior Design Programs - \$2,500

Open to an accredited U.S. interior design program, for supplementary materials/resources.

Tony Torrice Professional Development Grant - \$1,500

Open to professionals in design/furnishings seeking to enhance skills with advanced study.

Valerie Moran Memorial Grant - up to \$3,000

Awarded to an IFDA professional member interested in expanding their horizons through travel, trade shows and professional development studies.

2019 IFDA Educational Foundation Grant Recipients



From left to right, Sally Ann Swearingen; Diane Williams; Glen Jeff Fulton, Jr; Dr. Migette L. Kaup and Nelly Arnold.

Grants Available for IFDA Chapters - can be applied for throughout the year, at least 30 days prior to the event:

Chapter Partnership Grants - \$1,000 Each, \$3,000 Total

Three grants available to IFDA chapters for educational programs (accepted a minimum of 30 days prior to event). Given our changed circumstances due to COVID-19 this grant program will support educational event programming provided as an online webinar where there are expenses; in addition these online programs should be promoted beyond the local chapter receiving the grant funding; that is, promoted to and made available for all IFDA members.

Claire Coleman Founders Grants - \$1,000 Each, \$2,000 Total

To help IFDA chapters develop marketing and communications programs, events or projects.

Two grants available to IFDA chapters for marketing or communications programs (accepted a minimum of 30 days prior to event). Again, given our changed circumstances due to COVID-19 this grant program will support marketing or communications event programming provided as an online webinar where there are expenses; in addition these online programs should be promoted beyond the local chapter receiving the grant funding; that is, promoted to and made available for all IFDA members.

New Chapter Development Grant - \$1,000

To aid newly formed chapters in creating an educational program to attract membership.

For specific information about the grants, visit ifdaef.org or email Joyce Poynton, IFDA, Director of Scholarships & Grants, at jmpoy702@gmail.com.

Educational Foundation

IFDA EF Grants Make a Difference

Garette Johnson, IFDA NY, Expands Her Horizons with Valerie Moran Memorial Grant

Submitted by Sarah Fletcher

NY Chapter member Garette Johnson applied for the Educational Foundations' Valerie Moran Memorial Grant to further her design career in trend analysis. Her ultimate goal? To build upon her expertise so she could help brands design better products, messaging and experiences in the marketplace based on cultural shifts, consumer behavior and identifying whitespace opportunities.



The grant allowed her to travel to Copenhagen last year to take a Scenario Planning workshop with the Copenhagen Institute for Futures Studies and research how Danish culture impacts city planning and interior design.

"I became inspired by the Danish, Scandinavian and Norwegian ability to design a sense of play, discovery and delight into everyday experiences with simplicity, quality and environmental awareness," Garette says. She also spent a few days in Germany connecting with a transportation logistics engineer, a technology and media project manager and an animal artist/illustrator where sketching at the Hamburg zoo and visit to Berlin were on the agenda.

An accomplished artist, Johnson immersed herself in the cultures and framed her experience through art and design, with lots of sketches and photos to foster to new ideas and possibilities.

After her trip, inspired by Scandinavia and Germany, she's found opportunities to ambassador for great design, consult with agencies as well as lawyers, and help independent brands build global relationships, messaging, products and experiences.

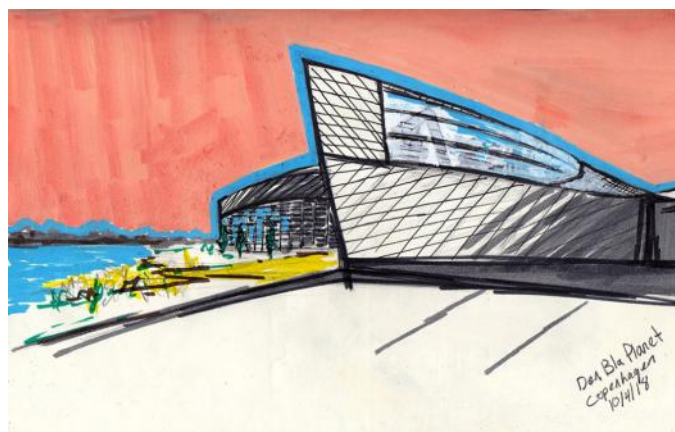
"I feel strongly that pursuing education through passionate inclinations, such as I did, leads to the greatest breakthroughs," Garette advises. "Also, joining organizations such as the IFDA, AIA, and American Scandinavian Society has provided exponential learnings, as well as opportunities to contribute to communities that are immersed in creative interests."

The key takeaway? "The Valerie Moran Grant helped grow value for myself, my clients and my community," she concludes. "I was able to find people of like mind and take the opportunity to learn beyond my practice."

The deadline for IFDA Educational Foundation professional grant applications is June 30, 2020. To learn more, visit: ifdaef.org.



Johnson's research started at the Dansk Arkitektur Center (DAC) located in the new BLOX building, designed by Rem Koolhaas, in Copenhagen.



Europe's largest and most state-of-the-art aquarium was shaped after a whirlpool by Danish architects 3XN. To reduce energy consumption, this Copenhagen building is equipped with cooling units using seawater and double panes of glass separated by a gas vacuum to reduce heat transfer.

MEMBERSHIP UPDATES

IFDA Welcomes Our 15 New Members

ARIZONA

STUDENT

Elizabeth Casillas
Texas Christian University

FLORIDA

ASSOCIATE

Subha Mujtaba

ILLINOIS

Student

Lauren Smothers
Iowa State University

NEW YORK

PROFESSIONAL

Juliette Ozkalfayan
33' Degrees of Juliette

Sandy Hughes
Steelyard

Pauline Alexander
Fine Design

PHILADELPHIA

ASSOCIATE

Ashley Dowse
Punctuate Your Style

PROFESSIONAL

Christopher Hansen
Crisco and Frisco LLC

Elizabeth Kelly
Michael J Kelly & Son, Inc.

Valerie Lambert
New Age Financial
Consulting

Ida Yurgin
Moore College of Art & Design

RICHMOND

PROFESSIONAL

Sonia Howard
Specialty Drapery

STUDENT

Dawn Sharrocks
University of Richmond

VIRTUAL

STUDENT

Molly Taylor
Mississippi State University

WASHINGTON

PROFESSIONAL

Alicia Belleville
Barbara Hawthorne
Interiors

2020 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.

IFDA Educational Foundation is a non-profit, tax exempt, 501©(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/)