

# IFDA

INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION

# NETWORK

CONNECTING YOU TO THE GOLD STANDARD

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How to Look Va-Va-Voom on Zoom

## THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

# Contents Winter 2020

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# President's Message



## In Lockdown, Membership Is Zooming UP!

We have traveled a long and unexpected way since last year. We have become proficient at an almost unheard-of technology called Zoom, attended more webinars than we ever thought possible, experienced shortages

like a third-world country, and learned to accept face masks as normal wear everywhere we go.

Our lives are disrupted by lockdowns, or, worse, by contracting Covid, or knowing someone who did. Some of us have even lost loved ones or friends.

**But IFDA is still here!** Last year this time we were coming off successes like IFDA SELECTS at the High Point Market. And we were seeing record growth, new excitement, new programs, sponsors, members...until Covid hit in March, and it felt like the world was closing in.

**Then an amazing thing began to happen. In the last eight-plus months, we started to grow!**

For an organization that depends on in-person events and one-to-one personal contact for growth, we are attracting attention from the design industry, world-wide! Now members and guests all over the globe can attend our events. This global outreach started when we hosted our first event with our chapter in Japan. Now we have the ability to reach out to folks almost anywhere, and our numbers are showing that: **50 new members in the last three months!**

In a time when people especially crave personal contact, it is even more important to be part of an organization like IFDA. It offers a sense of normalcy, a chance to network, collaborate, commiserate, and celebrate with others. IFDA is also a place to go for education and entertainment, a tie that keeps members connected to their world. And, IFDA will continue to be a lifeline to members of our industry, even after a vaccine is widely available.

Speaking of personal contact, we will be hosting another "Live from Japan" event next month. *Looking into the future: "Trends/New Normal and Smart Society"* with Koji Sakai, assessing cutting-edge developments across three continents...

And then "Looking Back, Restoring the Past" with Akiko Kawahara, honoring the techniques of old Japanese carpentry, which are being revived today.

So we have to say thank you for some things Covid 19 has brought us; the technology that allows us to be part of IFDA. And a chance to slow down, to savor the moment, to realize how precious are our family, friends, and other relationships.

As we move into this holiday time, let us reflect on what this season means... the light shining out of the darkness... the "lights" that are so special to us... and the opportunity to be the light in someone else's life.

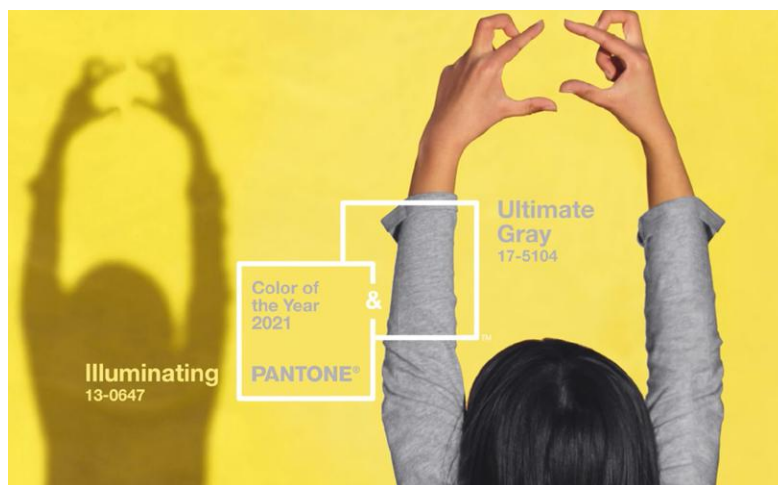
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## PANTONE COLOR(S) OF THE YEAR 2021

*Illuminating 13-0647 & Ultimate Gray 17-5104*

Better than just one? For the second time ever, Pantone has named two Colors of the Year, a 'Smiley Face Yellow' and an 'Ultimate Gray,' the 'gray of wisdom (gray beards), of intelligence (gray matter), and construction.' They are meant to be used together because, said a Pantone exec: "Two colors are needed to capture 'the meaning of the moment.'"



# Meet The New IFDA Board Members

Submitted by Linda Kulla, FIFDA, Executive Director

Members have voted in three new members of the Board of Directors, including President-Elect Dawn Brinson, FIFDA, a long-time member of the Carolinas Chapter.

Also taking seats as new directors are Grace McNamara, Virtual Chapter, and Sue Williams, FIFDA, of the Richmond Chapter.

**DAWN BRINSON, FIFDA** Vice President of Strategic Marketing, Dawn Brinson brings more than 25 years of marketing, communications, and public and media relations experience to her work at The Media Matters. She creates successful strategies for clients ranging from home furnishings and décor manufacturers, design professionals, and celebrities, to non-profit agencies and charitable organizations. Her clients and their work have appeared in the pages of virtually every design and shelter magazine, and in most major newspapers, online portals, regional publications, trade journals and on national TV shows.

Dawn has served on the Carolinas Chapter board for more than a dozen years, including three stints as Chapter President. She was director of communications for the IFDA Educational Foundation; *Network* editor; and a board member-at-large for the International Board of Directors of IFDA. She has received the IFDA Fellows appellation and was the recipient of the 2017 Valerie Moran Memorial Grant.

**GRACE McNAMARA** has been the owner & publisher of Window Fashions VISION magazine since 1986, the same year she joined IFDA. In addition, Grace produces the International Window Coverings Expo (IWCE) and the Window Fashions Certified Professional (WFCP) online Courses. She is the proud recipient of the IFDA Trailblazer award. Her company has supported IFDA throughout the years by:

- Offering scholarships to the IFDA Educational Foundation.
- Offering complimentary exhibit space for IFDA to recruit members at the IWCE and regional events.
- Promoting IFDA's efforts through ads and articles in Window Fashions VISION magazine.

**SUE WILLIAMS, FIFDA** After a career in NYC with Associated Merchandising Corp., Seventeen Magazine, Celanese and Congoleum-Nairn Floor Covering, Sue founded a boutique in New Jersey, and showrooms in Manhattan and High Point.

First joining IFDA in New York, Sue transferred to her hometown chapter, where she served as VP Scholarships and Grants for the IFDA Educational Foundation, as well as VP of Public Relations.

Nationally, she was EF's Director of Scholarships and Grants and served on IFDA's National Board of Directors as Editor-in-Chief of *NETWORK*.

Her business, *Sue Williams and Colleagues*, now based in Richmond, is a boutique marketing and sales promotion business focused on assisting foreign-based companies in home furnishings, gifts, and interiors/hospitality industries navigate the enormous North American marketplace.

Clients have included government trade offices for Ireland, Canada and Kenya, plus export projects from St. Lucia and New Zealand, and numerous individual manufacturers, worldwide.

Returning to the IFDA Board for 2021 are Ida McCausland, President; Directors Sara Chiarilli, Judith Clark Janofsky, FIFDA, Dave Gilbert, FIFDA, Rose Gilbert, FIFDA, Maureen Klein, and Advisor Janet Stevenson, FIFDA. Karen Dzendolet also serves in her role as Chair of the IFDA Educational Foundation.



**IFDA PRESIDENT-ELECT**  
Dawn Brinson, FIFDA



**NEW IFDA DIRECTOR**  
Grace McNamara



**IFDA DIRECTOR**  
Sue Williams, FIFDA



# Seeing Past COVID

## How Do We Foresee A Post-Pandemic Future?

When we all start up again, where are we going to go? What will the design world look like when we all come out of our caves?

Farsighted IFDA members share their thoughts on what's coming next.

"Our future has been altered. Design will be amplified as our home has evolved into the center of work and life. Color, sustainability and safety will be at the forefront. Where will we go? Into a country focused on health, innovation, technology and energy efficiency. It is a whole new frontier lying before us."



**Joanne Douds** - IFDA New York  
Weichert Realtors  
Director, FIABCI NY

"I think folks are looking for a fresh look, a fresh idea. People are ready to change up their environments...and the \$\$ not spent on vacations and travel will be funneled into upgrading and re-decorating The Nest...I think consumers will find it important to invest in quality and comfort... comfort will be important."



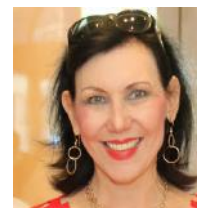
**Robin Gainey** - IFDA Carolinas  
Gate City Kitchens

"Our post pandemic future is a more mindful, conscious and connected place. The impact will be global, but we will return to being more local with our purchases. Supporting each other, our lives will be leaner and greener, and filled with optimistic color. We'll focus on Nature and an awareness of our planet. Hugs will be infinitely more appreciated. As our lives were restrained, our hearts have grown. I am optimistic we will emerge stronger."



**Patti Carpenter** - IFDA New York  
Global Trend Ambassador  
carpenter + company/Trendscope

"As a society we will have gained improved cleanliness and healthy practices, which is a good thing. We've all also had alone time to reflect about what's important, survival, and be reminded that just when you think you've seen everything, life happens."



**Karen Post**  
IFDA Florida  
Home Frosting

"This terrifying global pandemic has changed families, companies, every aspect of our lives in profound ways. I envision design to continue in the trajectory created by this pandemic: the enormous importance of the home and our ability to make design changes that are adaptable for working, schooling, multi-generational families. Our homes have seemed vastly under-utilized...used on weekends. I envision homes with working spaces, at-home gyms, rooms for extended families, and, along with that, better wi-fi and better electronics."



**Pauline Alexander** - IFDA New York  
Fine Design

"The pandemic has proven that the best investment (both emotionally and financially) is the one we make in our homes. I expect that this trend will continue. In a time that is so unpredictable the luxury of a simplified, safe, cozy home and life will become more and more important. The design world, much like the fashion world, will become more individualized-- less set on trends. There will be more emphasis on individuality-empowering a personal point of view for one's surroundings whether it be through the customization of new furnishings, or via great vintage, consignment finds and repurposed articles."



**New Member Kym Petrie** - IFDA Carolinas  
Driven Associates

"Rockets may be headed for Mars, but my journey takes me to the Maldives to quench my curiosity. I'm emerging with an ignited awareness of myself and LOVE for the moment.

The special relationships I foster on personal and professional levels continue to be golden as we work together to make the world a better place for everyone. The value and aesthetics of handmade functional clothing and objects, and simple artistic beauty in our everyday lives, will reign!"

**Mary Jaeger - IFDA New York**  
Mary Jaeger Designs in Textiles



"One thing is for sure—Zoom will be a permanent fixture, but I'm hoping it's used as an option/tool—not a new mandate for designers. There is something to be said for getting out of your pajamas, driving to the showroom with a cup of coffee in tow, and touching fabrics & finishes that ultimately transform our client's homes into peaceful sanctuaries."

**Kim Eggert, Board Member - IFDA Illinois**  
Critical Decisions



This pandemic has forced us to take a look inside and focus on what matters—what's closest to us—and that often starts with our home. With travel and dining out on hold, we are using our homes more than ever—some of us our kitchens for the very first time!

As designers, we have been challenged with making the most out of tight spaces and creating areas where each family member can find some peace and quiet to work. More than ever we are designing at-home gyms and yoga rooms, full-blown home theaters and amazing playrooms. I think that once we come out of the we will appreciate more than ever our home as a redesigned sanctuary.

**Laetitia Laurent - Florida IFDA**  
LAURE Nell Interiors



"In the aftermath of the pandemic, people will continue to seek greater levels of wellness through sustainability and health-related goals. We designers will also strive to create experiences that are pleasurable, exciting, soothing, and intuitive. That is where smart technology, wellness, and sustainability meet, and what will take us into the future.

With an increasing focus on reducing global warming as well, the more we use our power to make sustainability-supporting materials more approachable, affordable, and attainable, the better."

**Laurence Carr - IFDA New York**  
Laurence Carr Inc.



"The pandemic demonstrated that everyone in the family still needs "their space" to escape to get some private time. I think good space planning is going to become much more important; rooms that can be transformed from den to bedroom to office, keeping in mind the built-ins, the closets, the like, when building."

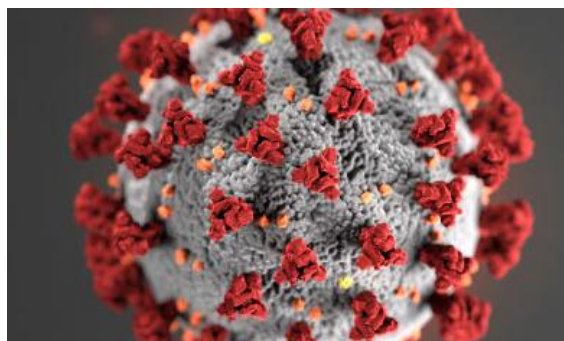


**Breda Kellner - IFDA Florida**  
Kellner & Co.

"This pandemic has given many of us a chance to refocus on what is important to us individually and collectively. More than ever, the values of Home will determine how the home furnishings industries and designers approach decisions. I see them based on Home being a safe haven, a healthy environment for work and play, a place that inspires, a place for family and friends to celebrate.

More thought will be given to choices of products and services that support well-being. There is a new awareness that embraces home furnishings that include a mix of culturally influenced products and services. It's already showing up and can only get better!"

**Michelle Slovak - IFDA New York**  
Michelle Slovak Designs

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

# How To Look Va-Va-Voom On Zoom

Submitted by Rose Gilbert, FIFDA

Never mind that last year this time Zoom was still a verb. Ten months – and a big crisis later – Zoom has, well, zoomed into the epicenter of our daily social and business lives.

Clearly, this is no time to be camera-shy. The trick is to turn those virtual meetings into a stage on which you look your best and most effective self.

We asked Jennifer Munich and Garette Johnson, stars of the New York Chapter's on-going series of webinars, to tell how they manage to look Va-Va-Voom on Zoom.

Jennifer confides that she didn't like to be in front of the camera: "I felt very uncomfortable and shy and did not like how I appeared on camera." So she did some on-line research and found an answer, a ring light. The name says it all: set to shine on your face, the small light bathes you in flattering warmth, and, Jennifer attests, smooths out eye circles and wrinkles.

"I purchased mine on Best Buy after seeing Martha Stewart do a video using the Sun Pak brand. I thought, if it is good enough for Martha it is good enough for me! The basic model is around \$100. I immediately took new photos and updated all my social media accounts." (Editor's note: other ring lights can cost as little as \$20; even battery-powered portable models are available).

Another Jennifer trick: Prop your laptop up on books, so you're on eye-level with the web camera. "You don't want to look down – it's not a photogenic look!"

Adds Garette, who has led the NY Chapter through 55+ webinars and 9 CCC (Cocktails, Conversation & Connections) networking events: "Keep your eyes on the camera lenses, not the person who's talking on screen. It's hard but train yourself to stare at that little red light, not the screen. You'll create a more meaningful relationship with your audience."

Garette's tips on dress and make-up: "Dress 'office-y.' Avoid wearing small stripes or graphics – they go nuts on the screen. Use make-up to define your features: eye shadow, mascara and anti-shine face powder."

And pay attention to the background that shows on your Zoom screen, she cautions. "It reflects who you are." As an artist and marketing/brand developer herself (*Garette has just been named Advisor Multichannel for the Consulate General of Denmark in NY*), she says, "You can brand the space that shows behind you. Make it reflect your business and tell who you are."

Final tip: "Lean in toward the screen when you're saying something important. And don't be shy about talking with your hands. Be animated, but without looking like a crazy person!"

Final final tip: check out more good advice from a professional TV reporter at <https://youtu.be/JhoFwGaVEEE>.



Flatter Yourself - Ring light does the trick



'The Right Light is Everything'  
Jennifer Munich, New York



'Never Look Down!'  
NY's webinar chief Garette



# Florida Chapter

## Speed Networking, Helping Helping Hands, Planning Florida' Finest

Submitted by Michelle Castagna

We cannot believe it is already time for another Network report! The year is moving faster than any of us can keep up with -- yet moving slower than ever as we all feel trapped in a time warp.

Florida has been riding the wave of Covid numbers going up and down and we have held our breath through a record number (29!) of hurricanes and tropical storms! Thankfully, despite all the crazy stuff going on in the world, our industry continues to be doing well. Our members are all very thankful, considering that other local industries have not been as fortunate.

Florida has been doing a series of **Ask The Experts**, giving our sponsors the opportunity to feature their businesses, at the same time, providing useful information to our members. Questions can be submitted ahead of the Zoom call or asked live during the call. We have found the series to be productive and plan to continue them virtually until we can have in-person events again.

Trying to think outside the box, we also created a member mix-up that was set up as a speed-dating type of platform. Our own special version of speed networking! Since we are desperately missing that personal interaction, we wanted members to be able to network one-on-one, but virtually, through Zoom break-out rooms. Each member was given a private zoom breakout room and five minutes in which to share about their businesses with another member. Then they were rotated and connected to another member.

Our trial run was so much fun, everyone on the call wanted to do it again. So we will add speed-networking to our events rotation, hopefully every other month.

When Thanksgiving was just around the corner, we figured it was the perfect time to show how truly thankful we are by volunteering a day at a local food shelter, Boca Helping Hands. Up to 20 of our members could sign up for the day to make toiletry bags and pantry bags. Members who couldn't come in person could donate items for the bags. Being able to do something good during these challenging times brought our hearts some joy.

Last but not least, **Florida's Finest Design Competition** is back on the horizon! Submissions for the 2021 competition are officially open and we are so thrilled to offer this as a way to elevate Florida designers. We are grateful for our industry partnership with the prestigious Florida Design magazine and also the SFDP- South Florida Design Park.

Competition winners will be announced in February and we truly hope we can have another amazing in-person party like last year's. Something special to look forward to....!

Until then, this is Florida signing off.



A Florida members ready to lend helping hands at Helping Hands.

B Feeling good for doing good: (l to r) Deborah Gregg, Maria Eraso Taylor, Melissa Blanchenay.

C Proud participants: Patricia Civil and Anthony Grant.

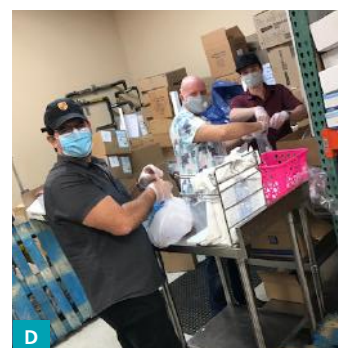
D Dimitri Philippas (left), Michael Gough, and Blair Wunderly give thanks by giving back.



B



C



D



# Illinois Chapter

## Virtual Reality in Action

### Illinois Chapter 'Tours' Famed Pullman Mansion

Submitted by C. Beth Arntzen



Thanks to Board member Camille Sullivan's skills with a camera and notebook, the Illinois Chapter could enjoy an inside, annotated look at this year's Lake Forest Infant Welfare Society Showhouse despite the Covid restrictions.

"Lucky for us who were unable to attend in person, Camille took copious notes and pictures," commented one vicarious visitor. "When she finished her Zoom presentation, you felt as if you had attended the Showhouse in person."

The Infant Welfare Society of Chicago has provided healthcare to Chicago's medically underserved communities for more than 100 years and the biennial showhouse is one of their biggest and much-anticipated fundraising events. This year's house was built in 1906 and later purchased by the AP Pullman family, who in 1928 hired the architect Stanley Anderson to make extensive changes. Many of these details are retained to this day in the 23-room, 11,000 sq. ft. home. More than 30 interior and landscape designers donated their talent to transform these rooms with new and visionary ideas.

And this just describes the interior trends. The landscape surrounding the house was just as beautiful and inspiring, befitting Pullman's role as president of the Chicago Horticulture Society, which founded the Chicago Botanic Garden. The virtual tour made sure everyone took home some ideas they could apply to their own projects. To enjoy Camille's PDF tour, copy and paste the following link: <file:///C:/Users/Rose/Desktop/CAR/IFDA%20NETWORK%20WIN%2020%20ILL%20PULLMAN%20HALLWAY.pdf>

#### SOME OF THE TRENDS CAMILLE POINTED OUT INCLUDED

- Ceiling treatments: Very few rooms had a basic white ceiling. Rather they were painted, wallpapered, adorned with molding, stained or covered with murals.
- Windows: Moldings and window frames were painted contrasting --in a few cases -- bright colors. More elaborate window treatments are back!
- Furniture: Furniture choices were eclectic, traditional, mid-century modern, and contemporary. There were a lot of mixed metals and some good examples of vintage, repurposed furniture.
- Texture was abundant. Rattan and cane are back. So are sheepskin, macrame, and rope. Lots of trim, eg. bullion trim as sofa skirts.
- White accessories were everywhere.
- Circle motifs were evident in curved love seats, bulbous upholstery, in metal decoration, and occasional pieces.

# Japan Chapter

## Making the Most of a Crisis

### Japan Members Recycle Bamboo, Win Awards, Redo Showrooms, Revisit Traditional Carpentry

Submitted by Yasue Ishikawa & Maureen Klein

Lockdown needn't mean lost time. To wit: look how members of IFDA Japan have been filling their days during this ongoing reality check.

**Koji Sakai** and **AKiko Kawahara** have each created Zoom webinars to be presented early next year (watch for dates).

Koji is **Looking Into the Future**, examining trends and explaining how he foresees "New Normal and Smart Society." His multimedia tour illuminates eight cutting edge developments he has defined as he works and travels across several continents.

**Topics** range from new materials made from bamboo and luxury acrylic washi panels to a New Age movable house and town. There's also Koji's experimental "Woven City."

Koji is actively working on sustainable design with the unit group of other designers and researchers. He won Milano Genius 2019 competition and displayed the installation and products in IFDA's **Take a Seat 2019** in Superstudio Milan during Milano Salone. Its theme was Boschetto di Bambu (with Bamboo). To help solve global environmental problems, it is important to make effective use of unused natural resources that have usually been turned into waste. Koji and researchers are looking to use bamboo chips from neglected forests and trees felled by natural disaster like typhoons to make new building materials. For example, they created FTCFB (Fallen Tree Chips Filled Bamboo) by compacting the chips into the bamboo cavity. They are surveying the development of sustainable interiors and considering installations of their furniture prototype in select venues around the world.

After the Corona crises is past, Koji says he hopes to exhibit such an installation at an IFDA event.

**AKiko Kawahara's** program is all about **Looking Back, Restoring the past**, in particular Kominka Renovations. Kominka refers to Japanese traditional homes, built with old Japanese carpentry techniques. Aiko, herself a potter who studied in Denmark, married into a family that renovates many Kominka and Machiya (traditional wooden townhouses). The seminar will take us on a visual journey to see how this is accomplished and examine the skill and expertise demonstrated in these traditional Japanese techniques.

**Akihisa Morishita** has been awarded an official commendation, the Present Exceptional Craftsmanship Award, for excellence in upholstery. The honor was bestowed by the Ministry of Health, Labor and Welfare.

**Shinya Nakao** designed the lighting for the "Utsuroitsuchiya Annex," the renovation of the 47-year-old Kinosaki Fire Department Office in the northern part of Hyogo prefecture. After protecting the town of Kinosaki since 1970, the building was transformed to a new



Akihisa Morishita, acknowledged for Exceptional Craftsmanship

style Japanese inn, gallery and café within the main frame as it was. The project received a Good Design Award 2019.

See it at <https://utsuroi.co.jp/>

**Risa Braire** renewed the fourth floor as the showroom of soft furnishing products and antique chairs because this Covid crisis has led them to focus more on soft furnishing products and chinoiserie. "We had lots of time during a month of Covid confinement to produce cushions and decorative panels to sell online because we could not visit our customers' houses and no one could visit our shop," Yasue reflects.

"Covid made us realize that it is possible to communicate with our clients through Zoom and sell chinoiserie wallpapers and panels. It is especially easy to communicate with customers of our office online. People are used to communicating online without seeing one in person. It is a new discovery and a step to another approach to potential customers. Still, we believe people need advice when buying wallpapers and draperies even online."

**NEW MEMBER: AKiko Kawahara** recently joined IFDA JAPAN. She works with Kawahara Kobo, a construction company based in Kansai area. They excel at building houses with natural materials that are better for human health.





Cozy tablesetting in Rise Braire showroom speaks to the crisis-weary

Rise Braire's showroom renovation focused on soft goods and antique chairs.



Lockdown spurred on-line marketing of decorative hangings and pillows.



Rich, warm velvets offer emotional refuge from the Covid confusion.



Seeing the Rise Braire showroom in a fresh new light.

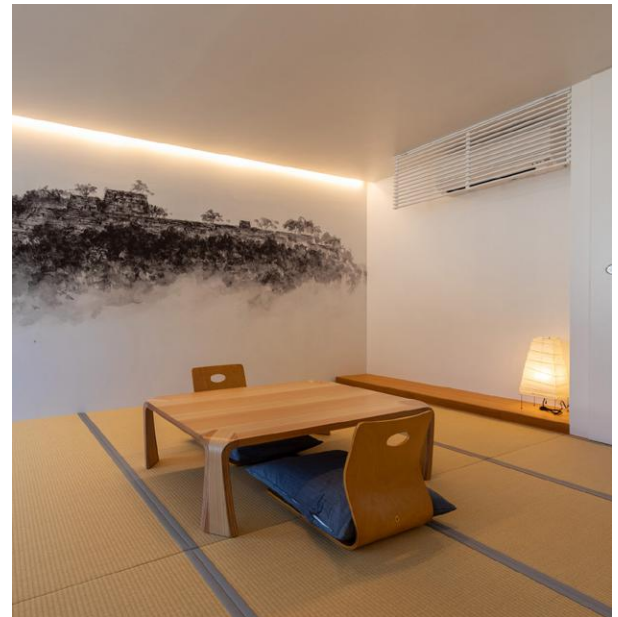




Artist/environmentalist Koji (right) with one of the Expo judges who praised his exhibit.



At Milano Design Week expo, Koji Sakai demonstrated how bamboo can be recycled to aid the earth.



Shinya Nakao's award-winning lighting design brightens the Utsuroi Annex in Kinosaki.



After 47 years protecting the citizens of Kinosaki, the Annex has morphed into an elegant Japanese style inn.

AKiko Kawakara is documenting the revival of interest in Kominka, old Japanese houses built with traditional carpentry techniques.





# New England

## New England Examines Sustainability

### Despite Technical Difficulties, Design Week Show Goes On

Submitted by Jacqui Becker

As part of Boston Design Week this fall, IFDA New England hosted a panel of top industry experts discussing ***Sustainability in the Time of Climate Change, New Decade, New Solutions for New England***, a webinar presentation. An annual event, Boston Design Week was held on line after being postponed due to the pandemic.

Our panelists, designer Lisa Tharp, architect JB Clancy, green vendor and builder Bob LaFond, and contractor Rachel White, shared how they practice sustainability and stay in the vanguard of green innovations in home design, building and interior design via ZOOM. Moderated by Jacqui Becker, New England VP of Community Service, the program was supported by a grant from the IFDA Educational Foundation.

The good news: there were 126 registrants for the event. The distressing news: due to a technical snafu, many of the registrants were unable to log on to Zoom. In the subsequent 15- minute delay (and mad scramble) the webinar did not get taped for later reviewing.

So here's a consolation prize: major take-aways from this important program:

1. You cannot be an architect, builder or interior designer today without addressing climate change and sustainability, unless you want to appear really arcane.
2. Green building and interior design materials are now mainstream. They no longer look like they are medicine we need to take, but can compete with high-end unsustainably manufactured materials and old-school building techniques in terms of beauty and cost.
3. If you want to have the greatest impact on climate change, always look at the total carbon footprint of any materials or methods you employ as an architect, builder or interior designer, not just the out-of-pocket cost.

**SUSTAINABILITY IN  
THE TIME OF CLIMATE CHANGE:**

**NEW DECADE, NEW SOLUTIONS  
FOR NEW ENGLAND**

Lisa Tharp Rachel White Jacqui Becker JB Clancy Bob LaFond

**BOSTON  
DESIGN  
WEEK  
2020**

**IFDA**  
INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION  
NEW ENGLAND CHAPTER

**IFDA** **EDUCATIONAL  
FOUNDATION**  
INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION

# NY Chapter

## Latest Crystal Ball Survey Sees New Rooms, More Zooms In Our Homes

Submitted by Rose Gilbert, IFDA

Four top talents in the home design and furnishings business gazed into IFDA's Crystal Ball recently and foresaw some exciting Post-Covid developments ahead on the American home front. Such as:

- Three never-before rooms emerging under our rooftops (most likely, standing seam metal roofs that can last a half-century);
- Extremely low-maintenance, sustainable materials, like fiber cement siding (eg., HardiePlank) and self-cleaning facades of Neolith Sintered Stone that need only a power-washing every 30 years or so;
- Faux products so realistic and practical they'll nudge the real, like fragile marble, off the most-wanted list;
- Nearly everybody buying home furnishings on line;
- An overweening concern for wellness/healthy products and design;
- Self-cleaning bathrooms?

No, wait! Self-cleaning bathrooms are still wishful thinking on the part of HGTV personality Anthony Carrino, who shared the Crystal Ball panel with builders Mary and Al Giaquinto of the well-known Hamptons firm Plum Builders, Inc., and Warren Shoulberg, the acclaimed home furnishings retailing columnist (The Business of Home, The Robin Report, Forbes.com, etc.).

Anthony, an award-winning renovator who stars with his cousin John in the HGTV hit show, "Kitchen Cousins" (and is launching a new digital series, The Build.tv) was airing his "fantasy forecast" during IFDA's webinar last month. While his dream self-cleaning bath has not yet come true, many of the panelists' other ideas are already being realized.

The Giaquintos are building what Master Builder Al calls "Amazon rooms," exterior spaces designed to receive packages, including refrigeration for fresh food deliveries. Also on the post-Covid floorplan: the humble mudroom assumes new importance as a space to change from outside- to indoor clothes to keep the house itself germ-free.

Plum Builders' up-market clientele is also asking for "Teletron rooms," the Giaquintos report. Named for the electronic luxury lifestyle chain that makes high-end massage chairs and bespoke mattresses, Teletron rooms are separate spaces, not to be confused with your ordinary home gym space, Al explains.

Another new feature for tomorrow's homes that's already showing up today are "Zoom rooms," small, private spaces specifically designed for telecommuting. According to Al, Zoom rooms have simple furnishings, large monitors and whatever technology it takes to work from home.

That's because, as Anthony says, "Covid has proved that telecommuting works, that corporations really don't need so much real estate in the cities." He's a case in point: he attended this Zoom interview from his country place in the Catskills, several hours out of Manhattan.



Mary and Al Giaquinto, partners for 20+ years in Plum Builders, Inc., East Hampton, Long Island, NY, and creators of The Modern Barn and Modern Barn Furnishings.



Anthony Carrino, co-star of Kitchen Cousins on HGTV and his own digital series, The Build.tv, showing real homeowners how to renovate in real time.



Warren Shoulberg, well-known home furnishings retailing columnist and industry expert cited in major newspapers, CNN, and ABC News.

"However," he asserts, "cities are not going away."

Nor, says Warren, is the homeowners' craving for new furniture and decorative furnishings. And more and more of them are satisfying that craving by shopping online. "That includes people who have never shopped online before, and they are going to continue shopping online after Covid." Which means, he says, that brick-and-mortar stores will grow smaller, with not so much "chockablock merchandise."

"Stores will become like 'pop-ups,' like show rooms or showhouses designed by professional designers," Anthony opines. "Maybe there'll even be a drive-through lane."

One thing for sure: it will be a fast lane. Despite what seems like a world in slow motion these days, the Covid lockdown has dramatically accelerated everyone's interest in Home, and the times, they are a-changing, as the IFDA Crystal Ball Survey shows. This was the third such IFDA survey. The first, in 2000, predicted what Home would be like in 2010. The second looked ahead to 2020. Go to [ifda.com/News](http://ifda.com/News) to see the entire recorded webinar on the 2030 survey, which also offers a detailed analysis by Jennifer Munich, IFDA NY. The webinar was moderated by Rose Gilbert, IFDA, also IFDA NY.



# Philadelphia Chapter

## Philly Focuses On Fabrics, Marketing; Takes Virtual Flight To Study Light

Submitted by Rene Schleicher

Chapter members got up closer and more personally involved with fabrics and the latest in protective fabric finishes at Philadelphia's October CEU and student STIR (Socialize, Teach, Inspire & Reconnect) event.

"We want to say a big thank you to Mary Beth Brown (Clarence House), Vita Vygovska (Vitalia Inc), and Rene Schleicher (The FabricShield) for doing a fantastic job with the presentation," reports Rene, Chapter VP of communications and marketing and interim IFDA Philadelphia President. "It is these educational events that help us learn to improve our businesses and experience growth!"

"Thanks to these ladies, we all know more about the intricate world of gorgeous fabrics, from making the right selections to the proper care applications."

The presentation included a dramatic video involving red wine, white fabrics, and vulnerable carpets, a scary scenario with a happy ending, thanks to fabric protection finishes compliments of The FabricShield.

Thanks to new communications techniques, Chapter members were whisked off to Texas by Zoom in November for a virtual introduction to "The Magic of Ketra" at the Ketra Studios in Austin. The

members-only private tour included a live demo of "the world's most advanced dynamic Lighting Solution," using natural light.

The vicarious visit was organized by Philly member Kyra Winsky of Bravas Philadelphia, a Gold Sponsor of the Chapter, who even provided Starbucks coffee treats (via gift cards) so members could sip as they learned.

Speaking of learning, the Chapter's September STIR event drew a "huge crowd" to hear communications pro Amy Flurry's advice on how to improve the marketing and business side of their design businesses. Among the take-aways from her presentation:

- Pinpoint Your Goals.
- Think like an editor for your design section of newspaper and magazine.
- Write your web content based on what your readers are searching for.
- Go where editors go! (events and networking).
- Use podcasts to create relationships



A

- A** Mind your marketing! Amy Flurry shared pro tips with Philly members.
- B** Trio of experts 'Focus on Fabrics' for Philly's CEU and STIR event.
- C** Grab your Starbucks and 'come' see the light at Ketra Studios, Austin, TX.



B

## BRAVAS PHILADELPHIA

INVITES THE IFDA PHILADELPHIA CHAPTER TO EXPERIENCE  
THE MAGIC OF KETRA

BE TRANSPORTED TO THE KETRA STUDIO IN AUSTIN TEXAS  
FOR A VIRTUAL TOUR & LIVE DEMO OF THE WORLD'S MOST ADVANCED  
DYNAMIC LIGHTING SOLUTION!

WEDNESDAY, NOVEMBER 4TH  
2020  
10-10:45 AM EST

JAY WILLIAMS  
KETRA - RESIDENTIAL BUSINESS DEVELOPMENT

C

# Richmond Chapter

## Cover High Point Market On Your Lunch Hour?

Submitted by Paul Lamborn

With some 10 million sq. ft. of showroom space, 2000 exhibitors in about 180 buildings, the High Point Furniture Market is the largest home furnishings industry trade show in the world. So how did the Richmond Chapter manage -- **in one scant hour** -- to see so much of what was new and newsworthy at the Fall Market?

The answer: Bring in an expert reviewer. Which is exactly what we did just after the Fall Market closed in October. Our Education Series featured expert Beverly Jerome of the Jerome Group, the Mid-Atlantic's premiere manufacturers rep group for furniture, accessories, and artwork. From 1 -2 p.m. on October 29, Beverly **Zoomed** in on new trends emerging at the Market, including in the showrooms of her own clients, among them Palacek, Bliss Studio, and Ann Gish.

Chapter members (and first-time guests) could sit and see in the comfort of their own homes what other homes will be wearing in 2021.



Richmond Chapter President Paul Lamborn



# Virtual Chapter

## IFDA Goes, Virtually, World-Wide

Submitted by Linda S. Kulla, IFDA Executive Director

Established just last year, the IFDA Virtual Chapter now has 38 members in 14 of these United States plus Puerto Rico and three countries on three continents.

Open to professionals in the design and furnishings business who live far from an established IFDA Chapter, the Virtual Chapter has attracted members from Missouri, California, Texas, Minnesota, Georgia, Tennessee, Hawaii, Washington State, Montana, Utah, Iowa, Ohio, Delaware, and Virginia, plus Australia, the United Kingdom, and Puerto Rico.

Virtual Chapter Zoom meetings, which are open to all IFDA members, focus on professional education, trends updates, and presentations by outstanding experts in the design and furnishings business. Virtual Chapter members are also welcome at any other Chapter's event, which are all being held virtually due to the pandemic.

"Being remote doesn't mean these members are removed from the action," says IFDA President Ida McCausland. "Thanks to modern communications, we can keep in touch and keep them informed. IFDA offers a vital connection to the US design and furnishings community and what's happening in our business, world-wide."



# Washington DC Chapter

## Skirting The Covid Crisis, Washington Chapter Zooms Ahead

Submitted by Jeanne Blackburn

Like every other IFDA Chapter, we modified our programs to comply with Covid 19 restrictions. Nonetheless, this fall we have succeeded in offering a successful Knowledge College and several product information events, and navigated a well-organized annual planning meeting, as well.

So we are looking forward to the New Year ahead with the hope of health and prosperity for all our members and the return of in-person events when it's safe.

## Knowledge College Bells Rang Right On Time

We held our October Knowledge College on the 13th via Zoom, and Darla Powell of Wingnut Social offered strategies on "How to Find Your Audience on Social Media." As an interior designer herself, Darla is keenly aware of the specific challenges faced by others in the profession.

Her counsel: "Finding your tribe is only part of it." Darla also identified what platforms are best for designers and provided pointers on how to achieve success using that best platform.

Brush up your social skills: Advice from Darla Powell of Wingnut Social at the Washington Chapter's Knowledge College.



## Sherwin Williams Forecasts 2021 Colors

On November 5, via Zoom, of course, Amanda Lowery of Sherwin Williams, account executive in the Washington, DC, area, presented "COLORMIX(R) FORECAST 2021."

The CEU program offered 40 exquisite trend colors, grouped into inspiring combinations designed to project a sense of balance for the way we now live and work. Highlighting colors in nature, the projected trends drew inspiration from the rhythm of nature -- the secret, Amanda said, to how the natural world stays in step.

That's also the direction in which Sherwin Williams foresees colors trending.

According to Sherwin Williams exec Amanda Lowery, color trends are following "Nature's rhythms."



## Marymount University Spotlights Washington Chapter President Rebecca Penno

Rebecca Penno is the Owner and Principal Designer of Penno Interiors, based in McLean, Virginia. Rebecca earned her Bachelor of Arts in Interior Design from Marymount University in 2006 and practiced as an interior designer for two award-winning firms in the immediate area prior to establishing her own firm in 2013. For several years, Rebecca served on what was formally known as the Alumni Association Board at Marymount. She currently serves on the board of the International Furniture and Design Association (IFDA) as the Washington DC Chapter President and has volunteered in the past with Room to Rebloom as a designer for creating a beautiful home for survivors of domestic violence.

Rebecca is an active member of The Falls Church Anglican where she volunteers in several of their ministries. As a local alumnus, Rebecca and her husband Leland Penno reside in Annandale with their young children, Wyatt and Charlotte.



Photo: Angela Newton Roy

# Educational Foundation

## IFDA's Educational Foundation Announces Professional Grant Winners For 2020

### From Software Tools to Expand Online Business to Historic Preservation, IFDA Grant Recipients Advance the Interior Design Profession

Submitted by Sarah Fletcher

The IFDA Educational Foundation (EF) has announced the winners of five of its professional grants. 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, internationally. This year, the funds awarded totaled more than \$30,000.

"Congratulations to the winners; it's an impressive group doing very worthwhile endeavors, from investing in new software tools to expand a business online to the historic preservation arena," said Gail Belz, FIFDA, Chairman of the Board of the Educational Foundation of IFDA. "There were a lot of qualified applicants and each grant winner perfectly exemplified the goals of the grant they were

awarded – whether further education or professional development -- which benefits the industry as a whole, or educational programs."

Joyce Poynton, FIFDA, Director of Scholarships and Grants, echoed the sentiment. "There were many qualified applicants from across the country; the judges were challenged."

IFDA Educational Foundation Grants are offered to all professionals working in the interior design or furnishings related fields, but not to undergraduate students. Winners were notified earlier in the fall. For more information, visit: [www.ifdaef.org](http://www.ifdaef.org).

## THE FIVE GRANTS AWARDED ARE AS FOLLOWS



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

**Eric Doppl**, Assistant Professor, Interior Design, SUNY Buffalo State. The grant will be used to obtain images to create graphics that are

vital to support student understanding of Universal Design applications for the book he is authoring. Funds will be used to photograph, obtain image permissions and recreate architectural drawings for case studies in the following market sectors: public buildings, commercial, healthcare, educational, and residential environments.



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

**Dr. Kyle Hughes** is a historian and curator for the American Home Furnishings Hall of Fame in High Point, NC. The grant will be used

to procure new, archival-grade storage equipment for the collection of historical documents, photographs, documentary videos and objects.





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

**Andrea Olsen**, a design professional with 35 years of industry experience in northern Virginia, plans to procure Chief Architect 3D architectural

design software for residential design to continue expanding her business digitally and online.



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

**Dr. Carol Bentel**, School of Visual Arts, New York, chair of Interior Design: Built Environments. This grant will allow the department to

create a low-tech fabrication lab, which will give the students other avenues for creativity and also expands their career choices within the field of Interior Design.



### **Valerie Moran Memorial Grant - up to \$3,000 for IFDA members only**

**Melissa Blanchenay** is the southeastern regional account manager for Baer Paint and also

serves on the IFDA Florida Chapter Board. She plans to use the grant proceeds towards color consultant courses, including the Patsy Overton Course in Georgia 2021. These courses will certify Melissa as a color consultant for both interior and exterior architectural applications.

## Narrow your Healthcare Coverage to What's Important

What is important to you? Keeping your current doctor? Having a low deductible? Ensuring your Premiums are affordable? No matter what is important to you or your team, **DesignersHealthCare.com** is here to help navigate the world of healthcare coverage. We have representative available to chat, email or talk (888) 272-1513 and assist you with questions you might have. We are here for you!

The **DesignersHealthCare.com** marketplace empowers you as an IFDA member to be able to choose the healthcare you want and need. One way we empower members is by offering a one-of-a-kind marketplace and ongoing education regarding healthcare related topics by answering FAQs that matter most to you as an IFDA member. Below is an FAQ about your Doctor and your Insurance network.

Finding out if your doctor is in Network with your insurance carrier is very simple. All you need to do is call your doctor's office and ask. Simple as that! It is good to note that not all doctors at the same medical practice accept all the same plans offered by your insurance carrier. With that said, when you call into the doctor's office you should have the name of your health plan, and the specific doctor you are inquiring about. This will make the inquiry a smooth process and can almost guarantee accurate information.

Another efficient way to find out if your doctor is in your network is by verifying their Tax ID number. All you have to do is call your doctor's office, ask for your doctor's specific tax ID number, call your insurance carrier's general line, give them the specifics and they will then be able to tell you if your doctor is in network. Knowing if your doctor is in network is key to knowing how much services will cost you out of pocket and how much your insurance will cover.

**CLICK HERE TO SAVE TODAY!**

## Is your Doctor in-network?



DesignersHealthCare.com

# MEMBERSHIP UPDATES

## IFDA Welcomes Our 50 New Members

### CAROLINAS PROFESSIONAL

Leslie Hug  
LSH Interior Design  
Kym Petrie  
Kym Petrie LLC

### FLORIDA PROFESSIONAL

Nicole Busnardo  
Nicole Busnardo Designs  
Patricia Civil  
Garrett Leather  
Mathew Coleman  
Boca Waterfront  
Development  
Jaclyn Frank  
BCWD2 Inc.  
Tracy Gould  
LT Design Studios  
George Graves  
Wired Custom Lighting  
Pam Hiller  
South Florida Design Park  
Nina Marco  
Casa De Marco Design  
and Build  
Tracy Moore  
Pierre Frey

### FLORIDA PROFESSIONAL

Juan Poggi  
POGGI DESIGN  
Jill Sauer  
South Florida Design Park  
Holly Sharpe  
Holly Sharpe Interiors  
Nina Wasserman  
ASD Surfaces, LLC  
Christopher Zitelli  
Kravet Inc.

### JAPAN

**PROFESSIONAL**  
Akiko Kawahara  
Kawahara Kobo Co., Ltd

### NEW ENGLAND PROFESSIONAL

JB Clancy  
ART Architects  
Angelica McClelland  
Wide-open Home  
Interior Design  
Elizabeth Pallotta  
Elizabeth Pallotta LLC  
John Trifone  
Holly Hunt Boston

### NEW YORK PROFESSIONAL

Georgie Leddy  
Leddy Interiors LLC  
Kate Smith  
Sandow  
Betsy Nichol  
E.N. Interiors, Inc.  
Patti Carpenter  
Carpenter & Company  
Roger Maggio  
Artography Limited Inc.  
Mark Rosenhaus  
Rosenhaus Design Group  
**STUDENT**  
Madison Daches  
Marywood University  
Natasha Gillott  
Marywood University  
Gina Nolan  
Marywood University  
Courtney Mackrell  
Marywood University  
Natalia Colasurdo  
Marywood University  
Kristin Cussat  
Marywood University

### NEW YORK STUDENT

Brenna Heller  
Marywood University  
Kathryn Shea  
Marywood University

### PHILADELPHIA ASSOCIATE

Rebecca Bondi  
Southern Exposure  
Design LLC  
Grace Gibson  
Grace Gibson Artwork  
**PROFESSIONAL**  
Lisa Decker  
Lisa Decker Interiors, LLC  
Chadwick Hunter  
Hunter Kitchen & Bath, LLC  
Lisa Griffiths  
La Bella Casa  
Interior Designs  
Rica Suhanec  
Sherwin-Williams  
Liz Walton  
Liz Walton Home  
**STUDENT**  
Paige Bechtle  
Marywood University

### PHILADELPHIA STUDENT

Jennifer Brown  
Marywood University  
Jocelyn Vottero  
Moore College of  
Art and Design

### RICHMOND STUDENT

Heather Hammelman  
University of Richmond  
Doris Roberts  
The University of Richmond

### VIRTUAL PROFESSIONAL

Ashley Dalton  
Ashley Dalton Interiors LLC  
Dori Lieberman  
Mahogany Bay Interiors

### WASHINGTON PROFESSIONAL

Shipta Chawla  
Benjamin Moore

## 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

Sara Chiarilli  
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(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/)