

**IFDA**  
INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION

**NETWORK**  
CONNECTING YOU TO THE GOLD STANDARD

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Design Student Scholarships  
For 2021

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## THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

# Contents Spring 2021

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# President's Message



## IFDA & THE LONG COVID LOCKDOWN

Can you believe it has been a year!! A year of lockdown-- Yikes!

It can't have been that long! On the other hand, it feels like a million years!

Although we have been physically separated, we have been spending

lots of time together on Zoom. I've attended more on-line events this past year than I attended in person for the last five years!

Not that I'm complaining; Zooming has kept us in touch all this time, and kept IFDA making news and attracting new members. The Virtual Chapter threw its first-ever cocktail party, virtually, of course, and we had folks on there from Hawaii to Florida – two warm, sunny spots, with everyone in between deep in ice and snow!

Many other Chapters are also managing to keep on keeping on, despite the odds.

**December** Holiday Parties abounded even if they looked a little different from last year. **Arizona** was actually able to host a live holiday party -- and with social distancing. **Philadelphia** hosted a virtual silent auction to raise money for the IFDA Educational Foundation.

**January** A rich offering of IFDA webinars included presentations by celebrity design entrepreneur Robin Baron and thought-leader/style spotter designer Nancy Fire. From HPMKT, the **"Historically Elevated"** webinar featured David Santiago, NY Chapter president, interviewing renowned designer Gary Inman inside the Bienenstock Furniture Library in NC. It was followed by the hosts' live, hour-long chat with the audience, which included a record number of students. This webinar is now available on the IFDA site, and will be used as a showcase for IFDA and EF to colleges and universities.

**February** Live from Japan! Our second in a webinar series showcased our Chapter in Japan, bringing us cutting-edge news from Japan and Milan. Read more in Maureen Klein's report in this issue. Other

info-rich February webinars archived at ifda.com for your viewing or reviewing include **Design Chat with Kathy Corbet**; live tour of **Hafele America's new NY showroom**; the **Art of Blending Design with Technology by Bravas**, and **Navigating the Client Relationship with Psychotherapist /Designer Patrick Ryan**.

**There's More to come** Here's a teaser of what IFDA has in the planning for Spring. So much for being isolated! Every week puts at least two important, informative events at your very fingertips. Hone your professionalism. Increase your skillset. Have fun and meet new friends!

**March** Joined the Richmond Chapter for good craic and St Patrick's Day Trivia.

Helped IFDA NY support the Bailey House in Harlem, NY, recognized nation-wide as the first to offer housing, support, and advocacy for individuals living with HIV/AIDS. Tickets available for the gala & auction.

Know thyself: IFDA Philadelphia presented (live and virtual) "What is Your Brain Type?"

**April** Stay tuned for our next installment of "Live from Japan" ...IFDA Japan's intriguing update on innovations in design and sustainability.

**May** Well-regarded business coach/designer Gail Doby will be live for IFDA, friends and guests on May 20th at 3pm. Based on Gail's new bestselling book, *Business Breakthrough: Your Creative Value Blueprint to Get Paid What You're Worth*, learn five key components to business success and reaching your life goals.

We are looking forward to seeing you on Zoom – and before you know it – **in person again!**

Stay safe, stay sane!

Ida McCausland, IFDA

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**"Nature's Way is a lifestyle. It's not a trend, not a fad; it's not going away"**

- Nancy Fire, Style-Spotter



# Ideas From the Zoom Classroom

## IFDA Experts Expound

Submitted by Rose Gilbert, IFDA

The means may be virtual but the information flowing from IFDA's year-long series of Zoom events has been real, valuable, and often, just plain fun. Since Covid shut us in last March, we have sat through dozens of webinars – the New York Chapter alone has created 60-plus, most of them archived at ifda.com. Here's an instant-replay of advice and ideas we've picked up from IFDA's experts along the way.

**Patrick Ryan, psychotherapist-turned-interior-designer (2019 IFDA RISING STAR), holds a master's in social work from Fordham U, worked with the Coalition for the Homeless, The Family Center (families with a parent terminally ill from cancer or HIV), then Mt. Sinai Adolescent Center for homeless or deeply troubled teens.** "Then I went looking for a less emotionally stressful job," following his interest in art and design to a couple of classes at Parsons. Patrick was soon juggling his private psychotherapy practice and a parttime position at a design firm. "Design quickly won out...but the two careers are surprisingly similar." Now Patrick practices what he calls "a type of motivational interviewing, aka, "OARS. O for open-ended questions (encourage discussion); A for affirmation (shows you agree that the clients' wants are valid; R for reflective listening (repeating what a client says establishes a rapport), and S for summation: Did I get it right? Now is the time to take notes."



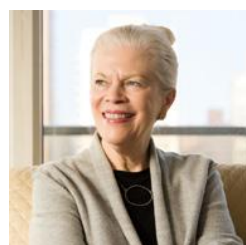
Patrick Ryan: 'Design as therapy'

**Robin Baron, celebrity interior designer, product designer, public speaker and thought leader** "Think about where you want to go in your career, not how to get there. Confidence begins at home. I had no idea what I didn't know" (when, after a 30-year career in the design business, she decided to develop her new e-commerce collection and offer "Robin Says" advice about every item). "If you don't take a chance, you don't get one!"



Robin Baron: 'Covid time was productive!'

**Mary Knackstedt, designer, speaker, teacher (Harvard adjunct), consultant and author of 11 books, including The Interior Design Business Handbook, now in its seventh printing:** "Everything has changed in these uncertain times. Designers need to think of new sources of income. This is definitely a time for specialization – designers with the greatest name recognition and financial



Mary Knackstedt: 'Specialize!'

success are those who have specialized (in areas as diverse as acoustic design for restaurants to greenhouses, medical offices, prisons, and medical centers). Our market today demands high-level work, and specializing permits us to give clients the quality work they desire and demand. Also, it most often leads to better profit."

**Libby Langdon, interior designer, author, product designer, and TV personality** "Clients are starting to ask, 'What are you bringing into my home? What is it made of?' (But) they want a balance between style and function. They drink red wine, the kids eat spaghetti. They want performance fabrics. (Also) they want to jump on the outdoor trend, so the industry is looking for ways to reuse what has been waste, for example, Polywood, made from recycled high-density polyethylene bottles."



Libby Langdon:  
'Balance style, function'

**Linda Jovanovich, Executive Director, Hardwood Manufacturers Assoc. (speaking of the trend to wellness in design)** "The look and feel of Nature has a soothing effect...trees are 49 percent stored carbon. Studies show that natural materials like wood floors (in hospitals) actually shorten the time it takes to heal. We're also seeing thermally modified wood used for outdoor living...and wood as a structural product for buildings up to 19 floors high."



Linda Jovanovich:  
'Wood aids wellness'

**Thom Filicia, designer, Emmy-winning TV personality, partner with designer Alexa Hampton in 'Market on the Move' to bring news from the Fall HPMKT to the NYDesign Center for a month of in-person or virtual meetings** "Alexa and I had been talking at the last High Point Market about doing something together. This 'Market on the Move' is a silver lining, a chance to stay abreast of what's doing in the design industry. A lot of positives are coming out of these bizarre times. People are realizing that our homes are everything to us, our office, our gym, our spa. And they're saying, 'Hey, if it's going to be like this let's make it live up to our expectations.'"



# Arizona Chapter

## Hello from Sunny and Warm AZ (Where the Design Business is Staying Steady)

Submitted by Donald H. Judd

That's right, we are truly enjoying our 78-degree temperatures as we hear about the extreme cold temperatures elsewhere. Remember: but there are quite a few of us in State 48 who are from places where the weather is frightful.

Arizona doesn't have the usual amount of winter visitors this year, even though the weather has chased some people here for the sunshine and warm air. Business for designers and suppliers has stayed steady throughout the pandemic -- interesting what happens when people spend so much time in their dwellings. They discover that their home space is unable to deal with a multifunctional life. Children need school space, mom and dad need office... so closets are now becoming one or the other. Designers are becoming experts at repurposing space and suppliers are busy providing the products and services they need. For IFDAAZ, this is a time to show our existing and new members/sponsors that we are here to support them

Like everyone else, Arizona is waiting for things to return to something like normal. The AZ Chapter board has events planned and are hoping that by late spring-early-summer a majority of people will have received the vaccine and be ready to do some



Donald H. Judd



serious in-person networking

Until then all we can do is make sure we are ready to help when needed. And hope that all of you are staying safe.

# Carolinas Chapter

## Fast Funds, First Look At Furniture Hall Of Fame

Submitted by Earline Feldman

Zoom made the Carolinas Chapter bloom, despite the lockdown. As the December holidays rolled around, we enjoyed a "get-together," with a scavenger hunt to enliven the festivities and a 50-50 raffle to raise money for the IFDA Educational Foundation (a quick and fun \$475!)

The February spotlight was on the American Home Furnishings Hall of Fame in High Point, illustrated with a Zoom presentation by Karen McNeill Harris. The 30-year-old Hall of Fame, which honors outstanding players in the furniture business, is expanding into a new home in High Point, and Karen invited Chapter members in for a sneak preview.



Karen McNeill Harris

The 2020 Ina Mae Kaplan Historic Preservation Grant went to Dr. Kyle Hughes. He 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.



# Carolinas Chapter

## Iconic 20th Century Chairs Are Learning Tool for Design Students.

Submitted by Earline Feldman

Forty-five chairs that are considered “icons” by furniture historians form the core of the 20th century collection in The Chair Library at Salem College in Winston Salem, NC. Each chair is unique in design, use of materials and technology, innovation, and creativity.

According to Dr. Rosa Otero, a member of IFDA Carolinas Chapter and chairperson of the Art, Art History and Design Department at Salem College, “... the chair has always fascinated designers and architects, and accordingly has been a focus of incessant experimentation, most especially in the 20th century. Designers in the 20th century have drawn on the possibilities offered both by new materials and new technology to transform the chair into a functional item that is also an object of sculptural beauty.”

Design students in the Art, Art History and Design Department use and study these chairs for inspiration. No wonder: the Library’s chairs have all stood the test of time, or seem poised to do so. A few have passed millions sold. Some have been in continuous production since they were first designed and marketed. And they are all still in current production.

The Chair Library is a major component of SIDE (Sutton Initiative for Design Education), thanks to the generosity of Charles and Martha Sutton. In addition to donating funds for The Chair Library, the Suttons donated their personal library of more than 1,000 books on furniture, architecture, design, history and interiors, making the Sutton Collection the most comprehensive outside of the Bienenstock Library in High Point, NC.

Dr. Rosa Otero credits her membership in IFDA Carolinas for obtaining the latest additions to the Chair Library: “The Milo” chair, designed by Milo Baughman for Thayer Coggin, and the Gingko Chair, designed and produced by Davis Furniture.

Every year the Carolinas Chapter honors an industry Luminary, as well as “Rising Star” students from 13 colleges and universities in North and South Carolina. In recent years, Thayer Cogging and Davis Furniture have been recognized by the chapter. After connecting with Dr. Otero at the Luminary events (in 2014 and 2020), both companies donated their signature chairs to the Chair Library.

To see the chairs or learn more about these iconic designs, visit The Chair Library at [www.chairlibrary.com](http://www.chairlibrary.com).



Dr. Rosa Otero,  
Carolinas Chapter



Pull up a chair...or two:  
Milo Chair by Thayer Coggin



Deep-seated design knowledge: Chair Library at Salem College



Icons on display: 45 chairs still making design history

# Florida Chapter

## Florida Chapter Goes 'Live' April 1

### No Foolin' And Love's On The Agenda

Submitted by Michelle Castagna

As I sat to write this, love was in the air: the next day was Valentine's Day. Which always gets me thinking about love on every level, a perfect theme, I think, for where our Chapter has been focusing. We are trying to create an experience and grow a network of people for IFDA Florida that our members truly **LOVE** being a part of.

We have been collecting quotes from our members for social media, asking: **What do you love about IFDA?**

The answers are wonderful and so telling about why we are all part of this dynamic and growing group. We're sharing those quotes on Wednesdays' social media. If you have a quote for us, please email to: [michellec@ifdaflorida.com](mailto:michellec@ifdaflorida.com)

In addition, we know we must focus on providing useful information and opportunities for our members. Our **Ask the Experts** series is continuing. The next one will be on March 25, with Garrett Leather, whose president, Max Brown, will share tips, tricks, and inspiration for using leather in our design projects.

Also in the pipeline is the announcement of our **Second Annual Florida's Finest** design competition winners. Despite a Covid year of delays in finishing projects and getting them photographed, we were thrilled to have a substantial number of beautiful submissions. The judging will soon be wrapped up, and we will be looking for a date in the near future to announce the winners. Be on the lookout!

And, **drum roll please...** We will be having our first in-person event, outside and with proper precautions, on April 1. No foolin'. We are getting together in the flesh. It's been just over a year since things were shut down. We have had a lot of requests to "go live," and we are thrilled!! All members may not be comfortable -- we certainly understand that -- but for those who are eager, we want to do this. We may not be fully able to see smiling faces, but the smiling eyes over masks will be good enough!

Life is good. Our industry is blessed and thriving, and getting back to some sort of normalcy again feels great. We have a lot of new Board members with fresh ideas and are all looking forward to a very successful year ahead for IFDA in general.

Be well, stay safe, and hold off on any Botox you may have had planned because we want to see those smile lines around your eyes when we finally get to see you in April!

With Love,

Michelle  
Florida Chapter President







The fireplace glows on top, too.

## Illinois Chapter Illinois Chapter Tracks Resources, Takes Virtual Class (Lunch Was Real)

Submitted by C. Beth Arntzen

We first saw MegMade's customized furniture at the Lake Forest Showcase House and were so impressed with a shiny black buffet that they refinished that we tracked them down a few months later to learn more. What we saw convinced us that they are a great designer resource.

Founded in 2012, Meg Piercy has grown from painting changing tables in a home basement into MegMade, a business that sells its customized furniture nationwide. Although best known for their painted and restored vintage furniture, they continue to expand, adding a line of paint for DIYer's, furniture, upholstery, rugs, and accessories to their product lineup. [www.megmade.com](http://www.megmade.com)

MegMade was enthusiastic about sponsoring a Zoom event with us. Hannah Kellam, showroom manager, prepared a video walk-through of the warehouse and work areas and then hosted a Q&A session about what they do and how to work with them. During our session, she announced that MegMade has been hired by HGTV to produce an eight-episode series that will air early next year. We are all looking forward to their launch.

**When It Was Beginning to Look a lot Like Christmas** back in early December, we enjoyed a three-part virtual series on decorating for the holidays with past Board member Kim Eggert.

Kim, who grew up in the floral industry and had the honor of

decorating the White House in 2017, is known for her creative and unusual florals so this was a special treat. She used her home to demonstrate how to decorate an outdoor urn (Session 1), followed by how to decorate a mantle (Session 2). In the third session she opened her house for a tour of her fully decorated home. During her presentations, she shared tricks and techniques and answered our many questions. As a result, we are all better prepared and stimulated to decorate clients' homes -- or our own.

When COVID-19 caused us to cancel plans for a year-end party, we looked for a fun alternative and came up with Charcuterie, Cocktails, and Conversation, a huge success, just before Christmas. We arranged to have each of our members receive a special charcuterie gift box delivered to their homes just prior to a 5:30 Zoom Virtual get-together. These beautiful boxes were created by "MY CHARCUTERIE", [www.mycharcuterie.com](http://www.mycharcuterie.com), a local small business recently featured on NBC's "Chicago Today." Owner Elizabeth Turnbaugh joined our Zoom Session from her kitchen and gave us a demonstration on how to create a beautiful charcuterie board on our own. Following the demonstration, we explored our boxes, drank a toast to a better new year and shared in lively conversation. What a great way to thank our members for their loyalty and support during this tough year!





Zooming into the MegMade showroom.



A trove of offerings in the MegMade warehouse.



Trees sparkle throughout Kim's house.



Decorating diva Kim Eggert gathers her makings.





Specializing in restored vintage furniture



Kim's annual display begins at her front door.



A fine finale: our custom charcuterie lunch box.



# Japan Chapter

## Japan Chapter's Webinar: A Journey Back...And Forward

Submitted by Maureen Klein

Do you fantasize about the future? Koji Saki does. And often. With his students and his Japanese architectural/design firm, SIA, Siesta-International-Associates, he develops concepts and models of furnishings, environments and future cities that may, indeed, be the New Normal.

Koji made his vision of the future available to all of us in his recent IFDA webinar.

But first he took us back to review the process and history of some of the sustainable materials Japan has been known for, such as Washi paper. With soothing music in the background, it was hypnotic watching the rhythmic movements of the craftsman making Washi, a paper formed from the fibers of mulberry plants.

We next visited TuTuMu, a collaborative exhibition in Milan which Koji founded to bring international attention to Washi works of art. Then we saw how Washi is being incorporated into luxury acrylic panels, creating a product that blends traditional beauty with innovations that make it stronger and more durable than glass and, so relevant, it can be used as an excellent barrier material that provides coronavirus protection.

With a nod to tradition, Koji's "knock-down" Japanese tea ceremony house attracted a lot of media attention in Japan and Europe with its sustainable Igusa wall boards that have bactericidal and antibacterial properties.

He also introduced us to Komatsu Matele Corporation's **Greenbiz**, a product made from plankton carcasses that can grow plants without using soil. Then, a real eye-opener, WOTA, a portable water reclamation plant that addresses the universal need for clean water. WOTA offers an AI-based filtration system for hand-washing and showering that can be moved to wherever it's needed, airports,

shopping centers, wherever. As Koji said, "It's getting a lot of attention as an infrastructure that will transform the way we can create cities."

"Connected City", a prototype city of the future developed by TOYOTA at the base of Mt Fuji, was also amazing. Then, to end our journey, Koji showed a tantalizing promo video about EXPO OSAKA KANSAI 2025, the People Living Lab - Designing A Future Society for Our Lives.

"How about this?" he asked, "this" being an IFDA International Meeting at the Osaka Expo in 2025! Are you in? Let us know and we'll all help make it happen.



### FUN FACT

When viewing foreign language websites, open a second viewer window and [click on this link](#)

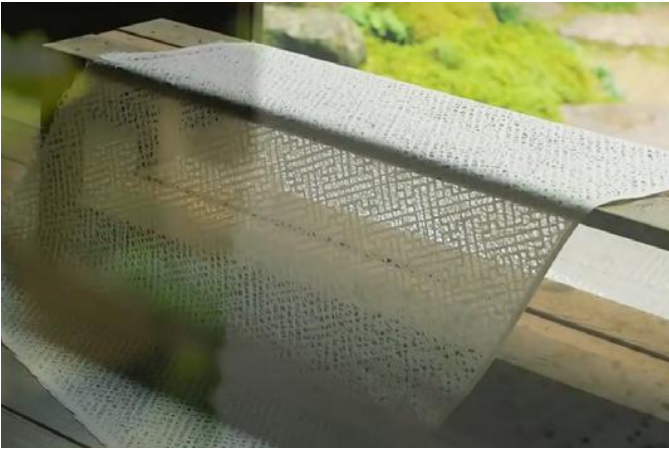
Simply copy and paste the text into the first box and almost instantly see the translated text in the next box. Use the drop down menus to select the languages desired, if necessary. Google translate has certainly come a long way in the last few years.



The craftsman's rhythmic movements turn mulberry pulp into Washi paper.



Credits for the Washi video, see it all [HERE](#). The Mino Washi has officially been added to UNESCO's Intangible Cultural Heritage list.



The lace-like Washi that was being created in the video.



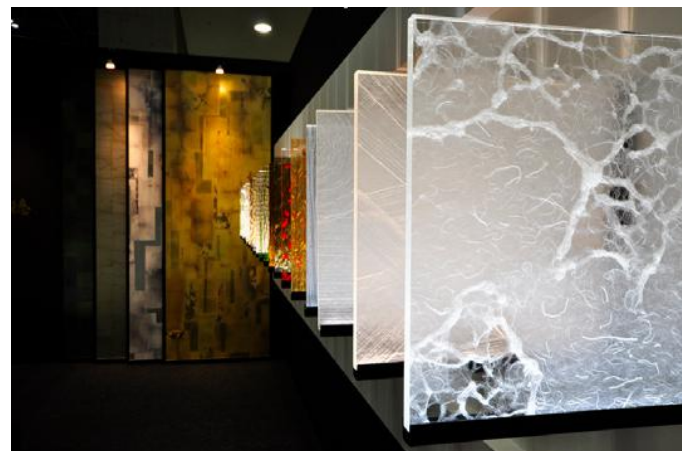
Water poured onto the GreenBiz block disappears without a drip.



'Dorakuan,' one of many tea houses created by Koji Saki, uses Igusa wall panels that naturally provide bactericidal and antibacterial effects.

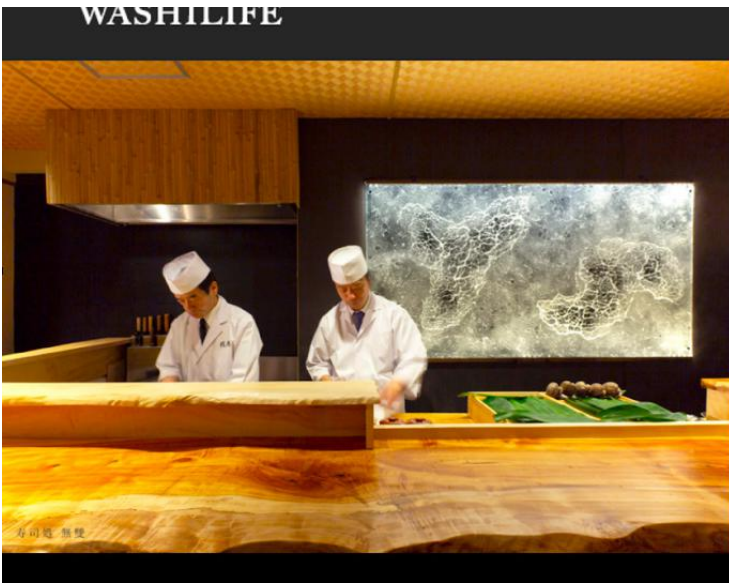


GreenBiz structural blocks are formed. [Click here](#) to learn more.



Beauty and function: a collection of Washi acrylic panels.





Kitchen is hidden behind strong and stunning Washi acrylic window.



Viewers were charmed by the little girl whose hip sneakers were delivered by a drone (see the rest of her antics in this promotional video from the Japan Government about Society 5.0)



And we thought they just made cars! See what Toyota is creating at the base of Mt Fuji.





Living walls are one part of the green-scape planned for this new connected city.



Night-time exploring under the mist and pod hangouts in the Toyota Woven City.



WOTA wowed webinar attendees. Here, some of the portable showers and sinks that this company already makes.



It's easy to sanitize while dress-shopping with the handy sink that recycles water.



Cleaning stations in the station, no excuses for unclean hands. Want more info on WOTA? Go to: <https://wota.co.jp/>.



Thanks to WOTA's accessible handwashing, a great read and lesson, too, about staying safe from future covid strains.

# New York Chapter

## Accolades & Awe

### NY Design Students Interpret Loss And Grief In Covid-19 Memorials

Submitted by Rose Gilbert, FIFDA

Once upon other times, memorial monuments were made of marble and bronze. Not at New York's Fashion Institute of Technology (FIT).

Responding to a challenge from the Covid-19 Community Memorial Competition, three students in Professor Marvin Clawson's class translated the world's collective mourning into ethereal monuments with "emotionally evocative impact."

The FIT projects met that criterion dramatically during an emotionally evocative and impactful webinar presentation to members of the IFDA New York Chapter last month. Accolades mixed with awe as the students explained their proposals' diverse elements, and poignant, poetic meanings.

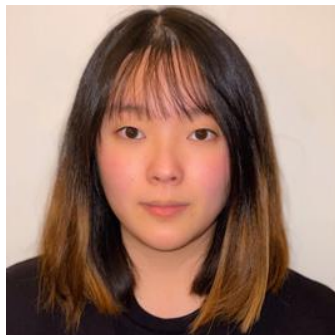
No marble. No bronze. They used plexiglass, transparent photographs, even an entire NY State Park to pay homage not only to Covid's 600,000 dead, but also to the families and communities left to grieve them.

FIT's top winners were Mia Felicissimo, whose First Place proposal embraced the winding paths and water views of the 1,133 acres in Rockland State Park near the Hudson River. Second Place went to Do Hyun Chang's entry, "Can You Hear Me?," a transparent tower with a "waterfall" of photos, including family, friends, and strangers lost to Covid. Shannon Chin's reimagining of Chinatown's legendary Doyers Street took Third Place at FIT, and was also named one of four finalist in the world-wide Covid-19 competition sponsored last year by GoArchitect, LLC, of Loma Linda, CA.

The international competition, which attracted entries from all over the globe, was judged by some 5,000 voters, who awarded the grand prize of \$1000 to a three-student team from the Harbin Institute of Technology in Shen Zhen, China.



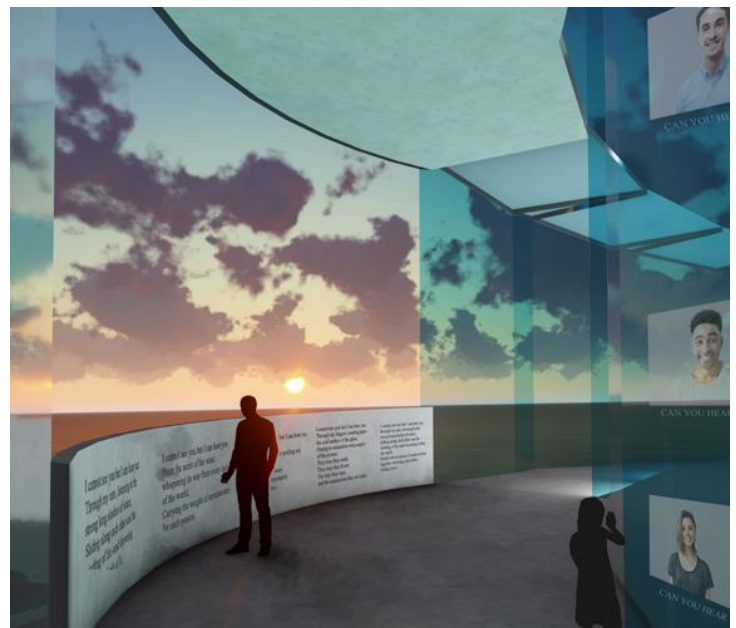
Mia Felicissimo, Winner of FIT's Covid Memorial Design Competition.



Do Hyun Chang's Concept Involved a transparent 'Tower of Photos.'



The pathways in Rockland Lake State Park symbolize the 'journey of life... the benches, the pause we must take.'



Her design implies that 'Memories are alive. I cannot see you but I can hear you. Can you hear me?'

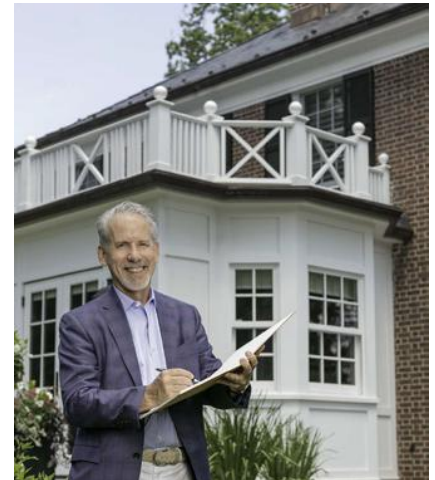




Shannon Chin, International Finalist



Designed to rise over Doyers St., the once-infamous, 200-ft.-long passage that is now a restaurant center of Chinatown, NY, Shannon's memorial uses plexiglass panels 'to open a bridge between physical and spiritual planes.' She also addressed the xenophobia once focused on the area, alludes to the Chinese custom of visiting cemeteries to share a meal with ancestors, and used light boxes to evoke the tenement windows in the historic community.



Architect and FIT professor Marvin Clawson challenged students to create 'emotionally evocative' entries for the international Covid-19 Memorial Competition. They did!



## IFDA INDUSTRY PARTNERSHIPS

IFDA National introduces a new strategy launching a new inclusive program, Industry Partnerships. Our plan is to structure our conversation with potential new **INDUSTRY PARTNERS** promising to highlight their representatives, showrooms, or salespeople with social media from National, which then is shared by all chapters magnifying the reach tenfold. Highlighting and promoting the Partner monthly will demonstrate to the Industry Partners the benefit of this strategy. Creating highlights in our quarterly Newsletter and on Facebook will have additional impact. In the past we have found that our sponsors **NEVER** took advantage of the listed benefits, but with our initiative of being proactive and working hand in hand with the industry partner, we think this new approach will be a win-win for not only our National budgeting needs, but also the Chapters with new members, and the Industry Partner with far reaching exposure to the industry.



# New York Chapter

## IFDA NY Mourns Loss Of Alumni, Both Of Them Stars

Submitted by Rose Gilbert, IFDA

**Jack Lenor Larsen**, visionary weaver and influential textile artist, passed away at age 93 on December 22 at his home in East Hampton, NY. As he was eulogized in Interior Design magazine, "Larsen not only left an indelible mark on mid-century modernism through his textiles but was also ever curious about how art and design impacted the world. His knowledge and influence extended to the realms of education and culture, and his legacy will continue to live on at LongHouse Reserve, his home and 16-acre not-for-profit nature reserve and sculpture park in East Hampton."

Members of the New York Chapter were privileged to be invited to the occasional event in Jack's serene, Eastern-flavored Manhattan apartment. At LongHouse – built near his first legendary home, Round House, which was inspired by an African village – Jack created space for the many interests that made up his eclectic life (including large parties and outdoor dancing), along with his collection of primitive and ethnographic art. Also, most notably: his personal loom.

Born in Seattle, Jack actually studied architecture at the University of Washington. But it was weaving that truly engaged him, leading him to pursue an MFA at the Cranbrook Academy of Art in Michigan. He then moved east to New York and established Jack Lenor Larsen Inc. in 1953. Among notable early clients were Marcel Breuer, Florence Knoll, Eero Saarinen, Frank Lloyd Wright, and Gordon Bunshaft, who commissioned Larsen to weave gilded linen curtains for Lever House, as well as Marilyn Monroe, Braniff and Pan Am airlines, and Louis Kahn, whom he taught to weave. In 1997, he sold Larsen Inc. to Cowtan & Tout, where he remained a consultant.



Jack Lenor Larsen: Weaver of Textile History

**Jeannie (Belinda) Bochette**, 77, long-time member and generous supporter of the New York Chapter, died on January 16 in her beloved hometown of Akron, Ohio, where she had retired after a 40-year career in the design industries of New York.

Some 38 of those years were invested at Steelcase, where she rose to the position of Marketing Manager of Business Development and became renowned as the gracious hostess of festive, innovative events that felt like personal, at-home parties despite the sleek Steelcase showroom on Columbus Circle.

One of Jeannie's prescient events was IFDA's 2005 Circle of Excellence honoring companies that embraced sustainability as a business initiative. High-profile honorees included NRDA (Natural Resources Defense Council); Hearst Corporation, which had just completed its new office tower on 57th St. (the first Gold Leed building in New York State); Clodagh, the designer hailed as "green before green was more than a color;" ICI Paint, inventor of VOC-free products; Rodale, Inc., for stimulating reader awareness of environmental issues, and Interface, Inc., which had achieved 100-per cent sustainability in manufacturing.

The Gala was held at the newly restored Hudson Theatre off Broadway, and the honorees received hand-made Baccarat crystal awards, presented by emcee Daniel Tishman, CEO of Tishman Construction Co., NY.

One of Jeannie's last productions was a Valentine's Day gift to the USO (United Services Organization): hundreds of Valentines, hand-signed and sent to members of the US Armed Forces around the world. Of course, there was also a gala evening at Steelcase, co-hosted by Ms. USO herself and famed NY radio-TV personality Joe Franklin, with stage lighting designed by IFDA member Charles Pavarini III.

Jeanne herself is remembered as "a most beautiful loving light, with a heart of gold ... a hostess extraordinaire who lit up every room she entered. She was graciousness personified, and made friends easily with people from all over the world and in all walks of life that she embraced with her warm style."



Jeannie Bochette: Creator of Events That Mattered

# Philadelphia Chapter APPLAUSE! APPLAUSE!

## Philadelphia Salutes Chapter's Award-Winners

Submitted by Rene Schleicher

Claiming bragging rights, IFDA Philadelphia takes its hat off to three of its outstanding members:



### Deanna Lorenti

- **FAME Award** for Best Interior Merchandising for a Clubhouse Under 8K Sq Ft - Venue at Lighthouse Station in Barnegat, NJ, from the Shore Builders Assoc.
- **FAME Award** for Best Interior Merchandising for Single Family Home in Adult Community \$450K & Under - Venue at Lighthouse Station from the Shore Builders Assoc.
- **SAM Award** for Best Interior Merchandising for a Detached Community-Venue at Lighthouse Station from the NJ Builders Assoc.
- **SAM Merit Award** for Best Interior Merchandising for An Associate from the NJ Builders Assoc.
- **Synergy Award** for Best Interior Merchandising for a Townhome - Townes at Shannon Hill from the Home Builders Assoc. of Bucks/Montgomery Counties



### Kathleen L. Penny

- **Best of Houzz 2021**, 9th year in a row.
- Elected to the IFDA Educational Foundation Board of Directors as 2021 Director of Resources



### Kyra Winsky, LS

Kyra has recently been promoted in Bravas to Sales & Business Development Manager and Assistant General Manager.

## DesignersHealthcare.com has a NEW benefit, Prescription Savings!



DesignersHealthcare.com has partnered with Clever Rx to offer EVERY IFDA member this benefit. These savings are for everyone, you do not have to enroll in healthcare coverage with DesignersHealthcare.com to use this amazing benefit.

**3 simple steps to start saving on your prescriptions today!**

**CLICK HERE TO SAVE TODAY!**

**Enter your mobile phone number in the box that opens and click Text Me Now!**

**Open the text and download the Clever Rx app to start saving!**

# Richmond Chapter

## Richmond Chapter Zooms In On Colorful Webinar, Sets Trivia Battle

Submitted by Stephanie Theofanos, President

The Richmond IFDA Chapter kicked off 2021 with a splash - a splash of color, that is! In January our own Diane Williams of Art to Di For presented her webinar, "Painted Design Solutions to Help Your Business." A member of IDAL (International Decorative Artisans League), Diane's presentation aimed to show interior designers how decorative painters can be an exciting addition to their usual pool of resources. Indeed, Diane dazzled her audience with her colorful collection of hand-painted design projects, from floors to ceilings, rugs, and walls, including eyesore thermostats, cleverly camouflaged to match the wallpaper.

Thanks to today's communications technology, Diane's artistry is also available to other IFDA Chapters. Reach her on the IFDA website.

In February, our social hour Zoom program featured past Chapter president designer Kathy Corbet at home, sharing tablescapes and showing how to make festive arrangements using what you have already on hand. For our educational program in February, we enlisted the talents of two of our Chapter's window treatment fabricators/suppliers, Grace Oeters-Medford of Elegant Drapery and Sonia Howard of Specialty Drapery.

Now we are looking forward to March and our second Trivia Night Social. Our first Trivia Night was very lively (read: cut-throat!) --and great fun!



**PHOTO A**

Up against a (handpainted) wall: Richmond artist Diane Williams.

**PHOTO B**

Diane's legerdemain makes an obtrusive fixture disappear.

**PHOTO C**

Color underfoot: decorative painting a client's kitchen.



# Washington Chapter

## Neither Covid Nor the Grinch Could Steal Christmas From IFDAWashington

### Kennedy Institute Christmas Party Prevails!

Submitted by Jeanne Blackburne

The pandemic may have cancelled the traditional Christmas Party itself but couldn't dampen the Christmas Spirit we've built up after more than 30 years' worth of holiday fun with the developmentally challenged children served by the Kennedy Institute.

Through the generosity of our members, we were still able to fill stockings with gifts and goodies for each of the more than 60 children there this year. And on December 6, we delivered them to the caring staff at the Institute, who gratefully accepted them for distribution to the children.

Our hope is that next year we will once again be able to be with the children for a party just before Christmas.



On the steps of the Kennedy Institute, (left to right): Kimberly King, Child Development Center Director, and Barbara Lankster, Child Development Senior Program Manager accept Christmas stockings from Jeanne Blackburn, IFDA-DC.



'Drone's-eye view' of the stockings awaiting delivery.

## January Knowledge College

Designers and architects have the ability to substantially influence health and wellbeing, believes Mike Peterson, IFDA Florida, President of Visionary Design Marketing, and a well-known leader in the design and furnishings industry.

Speaking on "Design Harmony: Design's Influence on Health and Wellness" at the Chapter's first Knowledge College of the New Year, Mike shared the conviction that great design improves health and wellness in the home. He cited studies from Harvard, Johns Hopkins, the UK and beyond to help designers realize that their value proposition goes beyond aesthetics to include health at home.

## Yet Another Houzz Award for Linda Bassert

No doubt Chapter member Linda Bassert may have to add more show-off shelving to her office at Masterworks Window Fashions & Design in Fairfax, VA. Linda was just awarded Best of Houzz --Service for 2021, an award she has earned for seven of the past eight years. The honor acknowledges consistency in delivering excellent results for clients. Congratulations yet again, Linda!



Winning never gets old for Linda Bassert of Masterworks Window Fashions & Design.

# Educational Foundation

## Educational Foundation Announces Design Student Scholarships For 2021

Submitted by Sarah Fletcher

It's scholarship time again! Please help us get the word out! Applications will be accepted between March 1 and March 31, 2021 for nine scholarships from the Educational Foundation of IFDA. Since the early years of our 74-year-old global design industry alliance, EF has awarded scholarships to high-achieving design students as well as grants to talented professionals, internationally. This year there are nine scholarships available for a total of \$19,000.

"These scholarships nurture and celebrate the talented individuals who are emerging in the design and furnishings industry," said Karen Dzendolet, Chairman of the Board of IFDA EF. "Our commitment to improving our industry by supporting students and enhancing public awareness of design through educational and philanthropic programs never wavers."

Applicants must be currently enrolled and scholarships are paid to the school for the 2021 fall semester tuition. Winners will be notified by July 31, 2020, unless otherwise stated.

### THE NINE SCHOLARSHIPS ARE AS FOLLOWS

#### IFDA Leaders Commemorative Scholarship - \$1,500

Open to currently enrolled, full-time undergraduate students; extra credit for volunteer work/leadership.

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

Open to undergraduate students.

#### IFDA Student Member Scholarship - \$2,000

Open to currently enrolled, full-time undergraduate IFDA student members.

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

Open to currently enrolled, full- or part-time graduate students.

#### Ruth Clark Furniture Design Scholarship - \$4,000

Open to currently enrolled, full- or part-time undergraduate or graduate students.

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

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

### 2020 IFDA EF SCHOLARSHIP WINNERS



Alexander Nguyen



Rebecca Covarrubias



Molly Taylor



Samantha Fonseca



Daniela Mujica



Elizabeth Goebel



Lenna Keshishian



Cary Reynolds



Lauren Smothers

#### IFDA Philadelphia Scholarship - \$2,500

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

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

Open to currently enrolled, full- or part-time undergraduate students.

#### Window Fashion Certified Professionals for Certified Professionals Fast Track Scholarship - \$1,000 (one full registration for the webinar series).

Open to currently enrolled, two- or three-interior design or related program undergraduate students



# Educational Foundation

## Announcing the Educational Foundation 2021 Board of Trustees

Submitted by Sarah Fletcher

The Educational Foundation of the International Furnishings and Design Association (IFDA) announced its 2021 Board of Trustees, selected to oversee and administer more than \$30,000 in annual design-related scholarships and grants.

### **Karen Dzendolet of the New England Chapter Named Chair IFDA-EF Chair for 2021**

Karen believes in intuitive, client-focused design, collaborating with and valuing her clients' lifestyles and goals.

After a career in corporate IT, managing products and projects for operating system software, Karen decided on a career change, and received her Master of Arts in Interior Design in 2006 from the New England School of Art and Design at Suffolk University in Boston, MA. She started her design business, KDZ Designs in 2009, in Western Massachusetts, focusing primarily on residential design consulting.

Karen has been a member of the IFDA New England chapter since 2009, serving as a board member, starting in 2010, and as IFDA NE Chapter President from 2014 through 2016. She joined the IFDA EF board in 2018, as Director of Scholarships and Grants through 2019, and became Vice-Chair in 2020. Karen is excited to be working with a great board in 2021!! She resides in Pelham, MA.



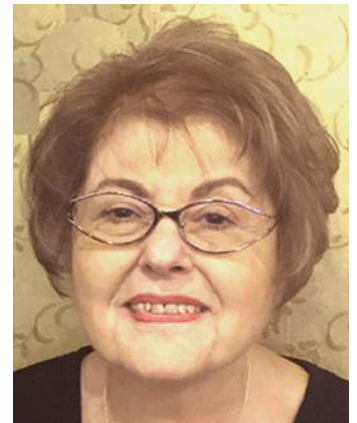
headquarters in St Paul, Helen continued as a member of the New York IFDA Chapter and participates in a variety of initiatives and committees while frequently traveling to New York.

She has served as Chapter Secretary and received two Circle of Excellence Awards. She was the recipient of the Community Service Award in 1994 and the Public Relations Award in 2003. In 2002 and 2003, she was a member of the IFDA Educational Foundation Board of Directors.

After 40 years at 3M, Helen retired and now serves on several boards as well as being actively involved in IFDA. She volunteers at a cultural center, a regional theatre and the alumni organization of her university. In addition, she teaches reading to elementary school children, loves spending time with her four godchildren and enjoys traveling. She resides in St. Paul.

### **Gail Belz, IFDA, Member of the Virtual Chapter, Named Past Chair/Advisor**

Gail is a long-time IFDA member. She managed LENOIR ASSOCIATES in the San Francisco Furniture Mart as well as the San Francisco Design Center and has represented several manufacturers to the trade. She has served in many Northern California Chapter board positions – Hospitality, Special Events, Programs, Treasurer, Vice President and President. She was IFDA National President in 2009. Presently, Gail is a member of the Virtual Chapter. She resides in San Francisco.



### **Helen Wagner of New York Chapter Named Vice Chair/President-Elect**

Helen has been a member of the New York Chapter of IFDA since 1993. At that time, she was managing the 3M Public Relations Department in New York City, which represented 3M's home furnishings and fabrics businesses. After returning to Minnesota to head Public Relations at 3M's worldwide



### **Kathleen Penney of the Philadelphia Chapter Named Director of Resources**

Kathleen Penney has been a member of IFDA for the past 20 years, joining as a student from Moore College of Art and Design. Kathleen completed her design education, and subsequently opened her business, Kathleen L. Penney Interiors, Inc. in 2000. She specializes in not only interior design/decorating work, but also in renovation project management. She has served on the Philadelphia Chapter Board for over 15 years in various roles, including President for a two-year term. Kathleen was the first President in Philadelphia to implement the "Take A Seat Charity Auction", and then served on the committee for the following two auction events. Kathleen has also served on the National Board of Directors for a one-year term, working on Marketing initiatives. She resides in West Chester, PA.



2007. Although specializing in residential interior design, she also completed some historic restoration/reproduction work on Mordecai House, a Civil War plantation home in Raleigh, NC, as well as several commercial projects. Joyce and her husband live in Cary, NC and enjoy travel, especially river boat cruising.

### **Sarah Fletcher of the New York Chapter Continues as Director of Communications**

A longtime IFDA NY Chapter member and member of the IFDA NY Chapter Board, Sarah is principal in Sarah P. Fletcher Communications. She specializes in the consumer products and design industry with expertise in the non-profit sector as well. She resides in New York City.



### **Joyce Poynton, IFDA, of the Carolinas Chapter Continues as Director of Scholarships & Grants**

Joyce has been a member of the Carolinas Chapter IFDA for 26 years and has served in various board positions, including President. After completing her degree in Business Management, Joyce received her design training in residential interior design.

She managed her design firm for 16 years before retiring in



**Also returning** to the Foundation board in 2021 will be **Shirley Ebert** as Financial Manager; **Earline Feldman** as Website Manager and **Ida McCausland**, IFDA International Chapter President.



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/)



# MEMBERSHIP UPDATES

## IFDA Welcomes Our 30 New Members

### ARIZONA

#### PROFESSIONAL

Jamie Herzlinger  
ASU

Yvette Jacquez  
Outside/In Living

Jeanette Lawler  
Jemeyson Interiors

#### STUDENT

Alexandra Speights  
University of Richmond

### CAROLINAS

#### STUDENT

Davis Price  
High Point University

### FLORIDA

#### PROFESSIONAL

Javier Fernandez  
Transitional Designs

Sofia Joelsson  
Sofia Joelsson Design

### FLORIDA

#### PROFESSIONAL

Lisbeth Linert  
Clive Daniel

Shawna Simcic  
Bravas Boca Raton

Federico Teran  
Fede Architectural and  
Interior Design

### ILLINOIS

#### PROFESSIONAL

Stacy Wynne  
Ethan Allen

#### STUDENT

Rebecca Wellin  
Milwaukee Institute of Art  
and Design

### NEW ENGLAND

#### PROFESSIONAL

Manny Makkas  
Makkas Drapery Workroom

### NEW YORK

#### PROFESSIONAL

Carol Green  
Carol Green Interior Design

Erika Schlissel  
Erika Schlissel Design

Amy Lynn Schwartzbard  
Life Designs / Kaleidoscope  
Project

Kayne Wilk  
Kayne Designs

#### STUDENT

Caleb Timmreck  
Rocky Mountain College  
of Art & Design

### PHILADELPHIA

#### PROFESSIONAL

Mary Beth Brown  
Clarence House Textiles  
Division of Fabricut

### RICHMOND

#### PROFESSIONAL

Tyra Wagner  
Custom View

#### STUDENT

Elizabeth Milligan  
University of Richmond

### VIRTUAL

#### PROFESSIONAL

Mia Johnson  
Mia Johnson Home LLC

Kristina Sherburne  
Krysia Lynne LLC

Amanda Sosnowski  
Amanda Sosnowski  
Interior Design

#### STUDENT

Carrie Crissey  
Dallas College

Natalie Fleshman  
Virginia Tech

### WASHINGTON

#### PROFESSIONAL

Judy Boitz  
Fabrica

Kristen Bonney-James  
KBJ Interiors

Roberta Drabky  
Unique Perspective Interior  
Design and Decoration

Holly Price  
Simpli-Fli

## 2021 Committees

### By-Law Committee

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

### Fellows Committee

Gail Belz, FIFDA, Chair

### Finance Committee

Karen Fisher  
Dave Gilbert, FIFDA  
Ida McCausland

### Industry Partnership Committee

Janet Stevenson, FIFDA, Chair  
Dawn Brinson, FIFDA  
Michelle Castagna  
Sue Williams, FIFDA

### Marketing Committee

Sara Chiarilli  
Judith Clark Janofsky, FIFDA

### Membership Committee

Grace McNamara, FIFDA

### Network Committee

Rose Gilbert, FIFDA,  
Editor in Chief

### Speakers Bureau Committee

Susan Hirsh, FIFDA, Chair

### Website Committee

Maureen Klein  
Janet Stevenson, FIFDA