

IFDA
INTERNATIONAL FURNISHINGS
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The NY gang at the Kaleidoscope Project, celebrating.

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President's Message



Hallelujah – I am a free woman!! At least, that's how I feel, now that I'm vaccinated, Covid cases are dropping, and the CDC has lifted the mask mandate. All of the things we once took for granted we can now enjoy again. And maybe, just maybe, we have learned to live life more fully, not to put off for tomorrow... to love

fully, laugh loudly, and dance like no one is watching!

With our whole world opening up, we are now able to take a better look at our lives, our work spaces and of course our living spaces! After working/living/schooling so long from home who hasn't cast a critical eye on their surroundings? And not only us, but all of the clients we deal with: there is a whole world that wants change. The craving for new light, new sound, color, comfort, efficiency, more connection with nature has impacted our industries like nothing since the end of WWII.

Consider the changes made to cities following the pandemics of the past. We may take for granted things like garbage and sewage removal, parks, clean water, open spaces, but they were all put in place because of the cholera and Spanish flu epidemics of the 1800/1900s.

Now we are about to find out how will Covid -19 impact our way of life for the next 10-20 years. Tell us how your world has changed for the better after Covid. Tell us what things are not as good as they were. Share with us your journey.

This past year has opened up international webinars for IFDA. We have hosted three exciting live webinars with our Japan Chapter, with more in the pipeline. We have learned that you can have successful Zoom meetings that are sometimes more efficient than in-person.

We have learned that you don't need to be in your "office" to be productive.

We have also learned that remote work means you are never off the clock! With no need for travel, you can get more done in less time. We are talking with and meeting more folks from other countries, and we have more members joining our Virtual Chapter. With Zoom you can attend events in any part of the country or the world. So much to learn and experience.

On the other hand, IFDA is made up of very visual, social individuals, and we can't wait to get together again in person. As we return to "business as usual" (*we actually doubt it ever will be that!*), let us focus on the future and rethink what a healthy environment and lifestyle look like. Let us take time to celebrate those folks around us who pulled us through. Not only our front-line workers, police, fire, ambulance, nurses, orderlies, sanitation, drivers, receptionists, waiters, teachers. But also the others: kids who have lived through a lock-down they didn't understand, students who persevered through remote learning, home health aides, isolated older folks, parents working from home and teaching full time, mom and pop business who took a big hit, musicians, dance studios, florists, coaches, artists...the list goes on.

Celebrate them! Thank them and encourage them! Be extra kind, be generous, be loving, and give your selves the same praise you would others.

Give grace! Because you are all heroes!

Ida McCausland, IFDA

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

LOOKING FOR A FEW GOOD FELLOWS

A Fellow is an IFDA member who is recognized for service both in the Association and to the community, and for contributions to education and service to our industry. This is the highest honor that can be bestowed upon a member.

The IFDA Fellow has served in many Board Positions, assisted on committees, and possibly served as a Chapter President and/or in a position on the National Board. Community service is also a component for completing the necessary criteria to qualify for Fellows. All of these positions and activities accumulate points that contribute to the awarding of the Fellows designation.

A few of our members work such long and tireless hours to achieve great goals in our chapters and our communities that they deserve an award. If you feel that you may have achieved this level, we encourage you to enlist the assistance of your local Chapter's Fellows Chair or Historian and start compiling your application. You will be surprised at how much you have accomplished. Your application should be submitted to your Chapter's Fellow Chair or President, if your chapter does not have a Fellows Chair, who will review it and forward it to National. The applications must be received at National for review by October 1st, but don't wait until the last minute.

WHO ARE OUR IFDA MEMBERS?

Submitted by Judith Clark, FIFDA

We need to get together, to find and know each other. We really are a wonderful, talented group. During the pandemic we managed to have had informative, interesting and fun webinars that enriched our collective design soul. These webinars have been sponsored by all our chapters, letting us understand how each different chapter rolls.

Yes, the pandemic has made it difficult to get our jobs done, but look how it has connected our members throughout the world. Get inspired and enjoy how we are the same and yet different.

We are also all interested in each member's strengths and what each member has to offer. What are our



Judith Clark, FIFDA, wants to know more about each IFDA member.

intrinsic gifts? We have an active Instagram page at IFDA.official. We would like to fill it with photos of your inspirations. The more we post, the more our creativity will be inspired by others. IFDA will grow and your business can also grow, enhanced by our divergent views.

We would like to publish your story and on our Facebook page, International Furnishings and Design Assn, (IFDA). Let's develop a conversation about you... about all of us. For more Facebook information contact me, Judith Clark, FIFDA: judith@delements.com

Let's get together, support each other, and get really inspired.



Carolinas Chapter

IFDA Benefits from Members' Visibility as Industry Experts

Submitted by Earline Feldman

A recent spike in the number of IFDA members who have been tapped by various organizations and trade shows as experts or leaders has brought our association greater visibility and increased credibility. The halo effect from these successful appearances results in more opportunities to promote IFDA and an increase in our membership.

An example of one such opportunity was the recent presentation given by Carolinas Chapter member and IFDA's president-elect, Dawn Brinson, IFDA. Reality Shifts: What Consumers Want and How They Want It was presented by International Market Centers (IMC) on behalf of High Point Market, Atlanta Market and Las Vegas Market. The program was offered through all three markets' events calendars and offered via Zoom to registered attendees and live on Facebook for all interested parties. With just under 200 registrants and countless online participants, Brinson



BUILDING IFDA'S CREDIBILITY
IFDA President-Elect Dawn Brinson, IFDA

provided a look at changing behaviors in the consumer market, giving analysis, insights, challenges and opportunities for designers and retailers across the country. With such a strong response, IMC added the presentation to all three of their markets' YouTube channels (if you would like to see the program, you can access it here: HP YouTube: <https://youtu.be/Bmz92UYz7gw>.)

Brinson, a member of the Carolinas Chapter since the mid-1990s, believes these sorts of awareness-building opportunities are vital to IFDA's reputation as an organization of highly regarded professionals in all fields. "Each time any of us is tapped to talk to a group, write an

article, offer advice or opinion, be on a podcast, or the like, we have a chance to celebrate and uplift IFDA through our words and actions. It's great for your own brand building and great for ours as well."

HPxD

Submitted by Earline Feldman

High Point can be a thriving destination for design, designers and shop owners year-round, and, ultimately, a vibrant design mecca. While Covid may have spurred the launch, these efforts have been in the works for years. It began with the High Point Furniture Association and

Designer Wednesdays. A group of flagship showroom owners and directors, mostly High Point locals, reframed the concept and moved it forward, calling this iteration [High Point by Design or HPxD](#) for short.

The initial group of HPxD planners hosted by John Muldoon of Cohab.space call High Point home. In March, as it became evident that COVID was radically changing the traditional trade show market schedule, conversations about what to do began. By mid-April the group had grown. High Point Market Authority (HPMA) president Tom Conley and chairman Dudley Moore Jr. took seats, too, and concern evolved into possibility.

Everyone in the group agreed in the power of digital, but they also agreed that technology could not truly replace the connections made in person. While many showrooms had already had designers and retailers in by appointment, the High Point natives felt that a more official organization was needed, leading to the creation of HPxD, which was quickly deemed a solution for brands and designers that would also rub off positively on the city's economy.



Panel of HPxD experts (from left): Dr. Jane Nichols, IFDA, Gary Inman, IFDA, Christi Barbour, Tom Van Dessel.

One of the HPxD founders, Tom Van Dessel of Splashworks said "While we love market and the fast-paced excitement it brings, interactions are often short and condensed because everyone is on a schedule. More time will also allow us to showcase our capabilities better. For the city, it will be an enormous win to have a steady stream of design professionals and enthusiasts come and visit. It will greatly support the revitalization effort among all the other great initiatives that are ongoing."

The IFDA Carolinas Chapter had an opportunity to meet three of the HPxD founders during a recent zoom meeting. The panel, facilitated by Dr. Jane Nichols, IFDA of High Point University, discussed their vision and goals for High Point by Design. The participants were Christi Barbour of Barbour Spangle Design, Gary Inman, IFDA of Gary Inman Design and Tom Van Dessel of Splashworks.

Florida Chapter

Florida Hosts 2021 Finest Design, Gives Back Helping Habitat

Submitted by Michelle Castagna, President IFDA FLA

April showers came and went and the May flowers bloomed and faded. By now I imagine people in other parts of the country are thrilled to have Spring upon them and Summer waiting in the wings. Here in Florida we had an absolutely beautiful winter and, personally, I was sad to see it go. We have definitely felt the Florida heat kick in these past weeks. However; before the heat was in full effect, we were able to sneak in a few of our first post CoVid outdoor events.

The opportunity to see people in person was a welcomed one, indeed. We hosted a happy hour at a local bar and had a nice turnout. Some new faces, and some of familiar faces were present.

We then hosted the awards for the Florida's Finest 2021 design competition at an intimate outdoor courtyard adorned with decoratively lit Banyan trees. It made for the perfect backdrop to mix and mingle and to present the awards to the most deserving recipients listed below:

- Contemporary Home under 3,000 Sq. Ft.- JMR Designs Inc. <https://jmrdesignsinc.com>
- Contemporary Home over 3,000 Sq. Ft.- B+G Design <https://www.bandgdesign.com>
- Transitional Home under 3,000 Sq. Ft.- Carrie Bringham Design <https://www.carriebringhamdesign.com>
- Transitional Home over 3,000 Sq. Ft.- Interiors by Brown <http://interiorsbybrown.com>
- Traditional Home under 3,000 Sq. Ft.- Jamie Herzlinger Interiors <http://www.jamieherzlinger.com>
- Traditional Home over 3,000 Sq. Ft. JMA Interior Design <https://www.jmainteriordesign.com>
- Eclectic Style- JMA Interior Design <https://www.jmainteriordesign.com>
- Coastal Style- JMA Interior Design <https://www.jmainteriordesign.com>
- Outdoor Living/Landscape- B. Pila Design, <https://bpiladesign.com>
- Kitchen- P & H Interiors, <https://pnhinteriors.com>
- Bath- Eolo Designs, <http://eolodesigns.com>
- Dining Room- Sarah Z Designs, <https://www.sarahzdesigns.com>
- Living Room/Family Room- Samuel Sandler <https://www.instagram.com/samuelsandlerarquitecto/?hl=en>
- Bedroom- P & H Interiors, <https://pnhinteriors.com>
- Home Office- Sarah Z Designs, <https://www.sarahzdesigns.com>
- Specialty Spaces- B. Pila Design, <https://bpiladesign.com>

The published feature by Florida Design Magazine should be out this summer so be on the lookout! We thank Florida Design and the South Florida Design Park for partnering with us on this wonderful competition.

And last, in true Florida chapter fashion, we found some time to give back to the community and offered two different volunteering days to our members to help out at a local Habitat for Humanity project site. Members painted exteriors of homes, worked on roof tiles, helped with interior details and just had a great time overall. We love giving back!

There is definitely a more positive energy in the air with Covid making an exit and we look forward to getting back to a bit of normal now. We have some fun events in the line-up and love that we are getting to interact in person again. On behalf of the entire Florida board, we hope everyone is safe and happy and seeing light at the end of the tunnel. Be well.



South Florida Design Park supporters: (left) Michael Starr and Pam Hiller of Kravet with Michael and Diane Feibelman, owners of Jeffrey Michaels.



Awaiting the big moment, Florida Finest 2021 Awards at the ready.



Gift bags and Board members (l to r) Melissa Blanchenay, Patricia Civil, and Janet Ireland



Celebrating another rewarding awards event.

Remembering Caroline Rogow

Submitted by Mike Peterson, IFDA FLA

Every now and then, someone comes into our lives and changes them. You realize something is different. You smile more; you feel an air of glorious anticipation of what the next moment might bring. Thank you, Caroline Baer Rogow.

As we pay tribute to a beloved friend and colleague, I can't help feeling that she will continue being present in each of our lives, always reminding us to sparkle and be filled with what essentially filled her heart—a kind of wild anticipation of what comes next.

The Caroline I knew appreciated and loved many things, but foremost among them were IFDA and the Educational Foundation, which were unfailingly close to her heart.

At every one of our Florida Chapter board meeting, she would remind us that, despite our many expressed differences, we were all one and needed to support and take advantage of what our organization represented not only to each of us but also to all of our allied industries. She inspired us with that unflagging belief; for IFDA and EF she was a true champion.

The comments and tributes flowing in from Caroline's colleagues and friends have assured me that all of us who knew her were changed by her presence in our lives. In some of those messages, she is described as "sassy sweet" and "irreverent," but also as "caring," "a fighter with a silk scarf on her head," and someone who "always found the best in people."



Gone, But Never To Be Forgotten
Caroline Rogow

In an interview conducted with her boss at Clive Daniel, she said that, both professionally and personally, her prime goal, as always, was to make people happy: "Creating a haven is a tremendous responsibility and gift. . .and to garner [our clients'] trust and have them allow [us] to come into their space. . .how can we not love that?"

Caroline, what a gift it is that others are made so much more whole because of your life.

Caroline often described herself as "cheeky" and "wonky." To those words I would also add "illuminating." Every time she entered a room, she brought energy and light that we all felt and enjoyed. It's said that the mark of a great life is what continues long afterward, but dear Caroline, you've left us with holes in our hearts! Who's going to remind us not to take life so seriously?

I think of the influence you have had on all of us, an ongoing spirit that reminds us to sparkle and, always, to enjoy and be filled with that

admittedly wild anticipation of whatever comes next. We feel the depth of loss, but realize the grace we have experienced with you.

Thank you, luv, for being present in our lives.

(If you did not know Caroline, meet her now in this insightful video provided by her employer: <https://we.tl/t-Upfdm5PiNA>).

Illinois Chapter Into the Closet

Getting the Hang of it All In Live Lesson with a Pro

Submitted by C. Beth Arntzen

IFDA Illinois kicked off a return to live events with an in-person seminar on solving everyday organizational problems, big or small, in inspiring ways. Mike Carson, President of "Inspired Closets", hosted us in his large showroom filled with organizational solutions that apply, not only to closets but to any area where dis-organization reigns. He gave us much to think about when working with clients on their storage needs and throughout the presentation offered tips we can all use. For example, did you know that if you hang pants on the top bar of the closet and wider shirts on the bottom, the light will reach further down in the closet, giving you better light throughout?

It was informative to learn about some of the standards that have been put in place since the creation of a national closet group, The American Association of Closet and Storage Professionals. Unlike kitchen cabinets, which customize around standard boxes, custom closet design revolves around standard vertical shared panels -- a

departure from the standard shelf and bar configuration so popular in the past. Panel widths of 18", 24", and 30", and shelving widths of up to 36" allow maximum flexibility and utilization of a given space and make customization more cost effective. Examples of these standards were on display in the various showroom vignettes Mike showed us at "Inspired Closets."

Participants had many questions for Mike and we all enjoyed animated conversation and networking with peers after our long period of isolation. It was clear that we've all missed the personal interaction over this last year. Everyone left invigorated and cheered by this successful live session, so we have since converted our original plans for our regular monthly webinar to another in-person event.



Susan Spallina with presenter Mike Carson



Space-making tip: Pants on top, shirts on the bottom



Picking up pointers from the pro: (back row) Penny Homscheid, Dee Nickels, Jennifer Gibson, Lisa Monoson, Camille Sullivan, Karen Fischer; Front: Susan Spallina, Mike Carson, Beth Taylor



Japan Chapter

Sharing The Story of Japan's Kominka

Submitted by Akiko Kawahara

Renovation has become very popular in Japan in recent years, and there has been a tendency to value old things, especially for young people. Among them, the restoration of a special Japanese traditional house called a KOMINKA is also attracting attention. We believe this has great cultural and environmental implications.

We want people all over the world to know this movement. And when the world becomes free to come and go again after the covid pandemic, we would like you to visit and experience the good culture of Japan for yourself.

We have received many compliments from those who participated in the webinar we created for IFDA this spring. In particular, Japanese people said they were excited to discover "the charm of KOMINKA that they had never known before even though they were Japanese." We also heard that everyone was impressed to learn that with KOMINKA all materials are returned to the soil. We were happy that it was meaningful.

For this webinar, we enlisted a member of KOMINKA to help us with our English and proofread sentences. We really appreciate everyone! We are grateful for this wonderful opportunity, and we hope that we can continue to share information and create relationships that will allow us to collaborate globally.



Akiko Kawahara, an authority on "Kominka", traditional Japanese homes, specializes in Folk house restoration. She and her husband run a construction company, Kawahara Kobo, which is dedicated to the preservation of Japanese architecture. Her early design interests took her to Denmark to study ceramics. Akiko holds degrees from the Royal Danish Academy in Denmark and Konan Women's University in Kobe, Japan. Since returning to Japan, she has been very dedicated to reaching young people, as well as people from foreign cultures, to convey the values and charm of Japanese folk homes.

New England Chapter

New England Experts Urge 'Greenery In The Scenery'

Submitted by Jessica Chabot

Proving that April showers really do bring May flowers, IFDA New England wrapped its Spring events series with expert advice on how and why to use all things green when staging interiors for photographs.

The panel included Boston-based architectural photographer Greg Premru, stylist, artist, editor Karin Lidbeck, and artist/florist Jennifer Figge, a graduate of the European Master Certification Program of Brugges, Belgium, who also holds an art certificate from Sotheby's.

The talented trio explained the "poignant impact" fresh material has on interior photographs, and offered insider views of both current and coming trends in greenery.



GREG PREMUR

KARIN LIDBECK

JENNIFER FIGGE

New York Chapter

NYNOW & IFDA NY Present

Discovering Danish Bio Design With Kristian Kolding, CEO of Pond 12, Garette Johnson, IFDA NY, Moderator

Submitted by Garette Johnson

From the air we breathe to the chair we sit on, bio design is the new frontier for sustainable and healthy living environments. Denmark is a known innovation hub for modern design and sustainability. Founded in 2019 by Pond Global and the Venture Capital firm Delta Capital, the Danish biotech firm Pond 12 has quickly established itself as leading exponent of a 100% bio-based, fossil-free and sustainable alternative to conventional plastic. Their mission is to help companies change their conventional plastic production to a sustainable bio-based alternative by producing raw materials made from sustainable and renewable sources.

"By 2050, we need the equivalent of three planets to sustain our current lifestyle. We must change how we produce and consume



Kristian Kolding, CEO of Pond 12, holds a Master's Degree in Business Economics and Commercial Law. He has worked in sectors such as finance, consumer goods, and venture capital.

products, and it all starts with selecting the most sustainable materials", says Kristian Kolding, CEO of Pond 12.

At Denmark in New York, we believe that international collaboration will play a greater role in tackling challenges of circularity and post-consumer waste management. The American architecture and interior design industry is aggressively seeking out sustainable and circular solutions for the built environment. Innovative companies in Denmark are ready to provide bio-plastic raw materials to make furniture, fixtures and decorative accessories more sustainable. Denmark in New York reached out to Kristian Kolding to dive into Pond 12's possibilities of designing with biomaterial made of post-consumer waste that can be transformed into beautifully modern furniture, accessories and home décor.

Denmark In New York: What products are the bio-plastic material best suited for manufacturing?

Kristian Kolding In terms of types of products, we have experience in working with brands on mobile accessories, furniture, home décor, 3D printing, tableware and sports. Any product can be made with our materials since it is easy to use on conventional plastic production lines. The typical production techniques are injection molding and compression molding.

What is a surprising fact about bio-plastic materials that manufacturers may not know?

KK We can replace almost every fossil-based plastic with a bio-based alternative without the production line. In fact, it is easy to implement!

Because the material is biodegradable, what is the expected life of a product in use for both commercial and residential furnishing or fixtures?

KK It is a common misunderstanding that biodegradable products suddenly “just disappear.” This is not the case. The biodegradation process starts when the right factors in soil and woods are present, such as moisture, bacteria and sunlight. Furthermore, the larger the product, the longer it takes to degrade. The important thing to know is that natural occurring bacteria recognizes Pond 12’s biomaterials as food if it ends up in nature. This will ultimately lead to full biodegradation, but it takes time for bacteria to do so.

Beyond bio-degradability, why are bio-plastic materials a better substitute for plastics used in injection molded, 3D printed or compression-molded furnishing?

KK The difference is in the material and how it is derived. If you are using fossil-based plastics, you choose to support the fossil-fuelled economy that continuously increase the level of greenhouse gasses in our atmosphere. The use of crude oil contributes to climate change and it will ultimately destroy our planet. Our biomaterials are based on sustainably grown feedstock that is regenerative. This means, that the crops absorb CO₂ from the air and keeps it captured until the end-product reaches its end-of-life stage. The key difference therefore is that biomaterials act as vacuum cleaners whereas fossil plastic only adds to the problem.



By combining the sustainably grown sugar cane (PLA) with fossil free compounds, they create unique biomaterials that are capable of replacing fossil-based plastic.



What kind of volume are you capable of supplying for manufacturing? For example, how many chairs can be made from a typical supply?

KK In general, we prefer to supply a 20 foot or 40 foot container which is respectively is between 10 and 25 tons of raw material. For example, the number of chairs that can be produced depends entirely on how many kilograms that are needed for a specific design of chair. Our overall supply situation is strong and we are capable of handling both small and large orders.

How complicated would it be for a manufacturing facility to convert production with bio-plastic materials?

KK Really easy. We can supply with pellets similar to the ones they already use and there is no need to invest in new machinery. Another benefit is that biomaterials require a lower production temperature, which can be seen on the producer's electricity bill.

Why should manufacturers consider collaborating with Pond 12 on innovative material solutions for furniture? What benefits of your expertise will they have access to that other suppliers cannot or would not provide?

KK The key difference in working with us is that we engage to co-create with our customers. This means that we offer advice and technical support on implementing a bio-based production. We work with customers throughout the value chain, which includes take-back schemes or designing circular loops to eliminate waste and increase longevity of the materials we supply. Furthermore, we have substantial documentation about the sustainability of our solutions and we can even provide end-product footprint tests. Beyond this, we also advise customers in their marketing efforts about using biomaterials.

What would be an ideal collaboration for Pond 12 in the US?

KK A person or company that is experienced in designing, producing and bringing products to the market. We have yet to build a significant production network in the US, so it would be great if the collaborating partner has such a network.

To learn more about Danish biotech, watch [NY NOW Digital Market Get Together](#) and Denmark in New York's inspiring conversation [Discovering Danish BioDesign here](#).

Garette Elizabeth Johnson, IFDA NY, Commercial Advisor at Denmark In New York; Katrine Nørholm Jensen is the Strategic Communications and Press intern at Denmark In New York

“By 2050, we need the equivalent of three planets to sustain our current lifestyle. We must change how we produce and consume products, and it all starts with selecting the most sustainable materials”

Kristian Kolding, CE, Pond 12, DENMARK.

New York Chapter

A New Take on Designer Showhouses

New York Chapter Caravans to Kaleidoscope Project in Lenox, MA

Submitted by Rose Gilbert, IFDA

Never mind that parts of the old B & B date as far back as 1777: the Cornell Inn made ground-breaking history in the 21st century design industry this spring when its doors opened on a unique designer showhouse in Lenox, MA.

Created to showcase the talents of Black, Indigenous People of Color (BIPOC), The Kaleidoscope Project attracted 21 designers who transformed 18 guest rooms and common spaces in the historic inn, drawing crowds of admirers during its month-long run this spring.

Carloads of IFDA New York Chapter members joined the throngs in late May, caravanning up to Lenox to support Chapter members Patti Carpenter, Global Trend Ambassador and a co-founder of the Project, and NY President David Santiago, who created a wow of a red velvet and gold bar inspired, he said, by the Metropolitan Opera (David himself is a well-known opera singer).

Produced in collaboration with Elle Décor magazine, the Kaleidoscope Project is a partnership formed "to address the inequities found in the creative design industries," Pattie explains. She and co-creators Liz Nightingale and Amy Lynn Schwarzbard, IFDA, principal of The Life Designs Group, LD Hospitality Resources, sought "to establish an inclusive and diverse community that genuinely amplifies the voices of all."

Participating designers included Everick Brown of Everick Brown

Interior Design; Chanae of Oloro Interiors; Patti Carpenter, IFDA, Doreen Chambers of Doreen Chambers Interiors; Gail Davis of Gail Davis Designs; Rasheeda Gray of Gray Space Interiors; Rio Hamilton of Rio Hamilton Associates Inc; Linda Hayslett of LH.Designs; Johanna Howard of Johanna Howard Home; Nile Johnson of Nile Johnson Interior Design; Nikki Klugh of Nikki Klugh Design Group, Inc; Jennifer Owen of Designs by Jennifer; Purvi Padia, Dennese Guadeloupe Rojas of Interiors by Design; David Santiago, IFDA of Casa di Santi; Virginia Toledo of Toledo Geller; Denise Gordon, Tanya Lewis and Marilyn Lavergne of Austin Gray Group; Rydhima Brar of R/terior Studio; Iantha Carley of Iantha Carley Interiors; Shawna Underwood and Christy Davis of Christy Davis Interiors.

Proceeds from the showhouse will go to the Black Artists + Designers Guild, Parsons School of Design, and the New York School of Interior Design to support their educational initiatives to assist BIPOCs interested in an art or design career. The project is committed to the support and inclusion of the next generation of young creatives. "To that end, we will always include an element of education in our projects," Patti points out. "The true colors, that when combined, form a kaleidoscopic multi-color, multi-cultural welcoming, and inclusive space for all, are the foundation of the Kaleidoscope Project."

NOW CONSIDER THIS....

"An estimated \$465 billion will be spent in the home-improvement industry in 2022, with owners (and, yes, some renters) taking sledgehammers and color swatches to their spaces in the hopes of living a better, prettier, more camera-ready life....HGTV has become the mascot and chief spiritual leader of this economy. The network was watched by some 60 million people per month in 2020, more than anything else on cable that isn't the relentless scream of 24-hour news networks."

-- Richard Lawson, Vanity Fair, June, 2021

"While Europe has imposed a measure of health-protecting leisure on its workers, with the European Union requiring at least 20 working days of vacation per year and many countries mandating a lot more (30 days for the French), the United States remains proudly alone as the 'no vacation nation.'...Putting limits on work isn't just a perk. It's matter of life and death...Research shows that long hours on the job are increasingly leading to deaths."

-- NY TIMES, May 30, 2021

"There is no Planet B. The next 50 years will affect the next 10,000 years."

-- Rene Stenvang, Founder Hoppekids, sustainable children's furniture, Denmark



Patti Carpenter designed her 'Vivian Room' as a soothing retreat.



Welcoming guests since 1777



Cheers to Kaleidoscope, a first-of-its-kind designer showhouse. David Santiago and Project founders Patti Carpenter and Amy Lynn Schwartzbard break out the bubbly.

Philadelphia Chapter

46th Annual Designer House Draws IFDA Philly to Bucks County

Submitted by Rene Schleicher

With its seven bedrooms, eight fireplaces and acres of rolling green grounds, no wonder the 1870s Mearns Mill Manor won the starring role as the Bucks County Designer House of 2021. And that's before IFDA Philadelphia Board Members Lisa Lazarus of Lisa Lazarus Interiors and Robert Belchic of Design Style Studios worked their design magic in the graceful living room.

On Tuesday, May 18th, other IFDA Philadelphia members and guests came to admire their talents. As hosts for the evening, the two also provided a boxed dinner for their fellow Chapter visitors.

A great time was had by all to support our members and a great cause.

The gracious old Mearns Mill Manor is located in Ivyland, PA, and owned by the local Heritage Conservancy. The designer show house is a major fund-raiser for the Village Improvement Assoc. of Doylestown, PA, a non-profit women's organization.



A landmark since the 1870s, the Mearns Mill Manor was the picture-perfect setting for the 46th annual Bucks Country Designer House fund-raiser.



Relishing art and the art of design: (l to r) Ashley Dowling, Mary Berkowitz, Decorating Den; Lisa Lazarus.



To the manor born: the Lazarus/Belchic team rethought traditional design for gracious living in the 21st century.



Teaming up as hosts for the Philadelphia Chapter's visit, designers Robert Belchic and Lisa Lazarus also collaborated on the design of the manor's living room.



Enjoying the Great Outdoors: Vita of Vitalia, Inc. (left) and Philadelphia IFDA President Laura Hawley.



Window seat offers an irresistible setting for sitting and reflecting on 150+ years of life in the Bucks County countryside.



(On a different day) Celebrating Philadelphia's Gold Industry Partner Ambience Design at a NKBA trade show: Chapter President Laura Hawley and Denise Mcracken.

Richmond Chapter

IFDA Richmond Helps Furnish Housing For Homeless

Submitted by Stephanie Theofanos

Several Richmond IFDA members joined together for a Richmond design industry furniture drive for Caritas, a local shelter that provides housing and other opportunities for individuals and families facing homelessness and addiction.

Richmond's largest shelter, the 30+ year-old organization offers refuge to some 1,000 or so homeless and addicted persons a year.

The furniture drive will help Caritas furnish living spaces in their new facility. Contributions from IFDA members also went directly to purchase supplies to build new tables for residents.



A thank you to Richmond Chapter Sponsors from (l to r) Sandra Hall, Liz Hart and Stephanie Theofanos.



Turning the tables on a need: volunteers became furniture crafters.



IFDA Richmond Chapter members also helped fund materials to be turned into tables for Caritas living spaces.



How much do you enjoy your talking about health insurance?

Lucky for you IFDA has partnered to create **DesignersHealthcare.com** so you can shop for healthcare coverage solutions for your business no matter the size. If you are looking to offer benefits to retain talent and support employees, we have what you need. If you are looking to cover part time employees, we have creative options. If you are a creative designer looking for an individual plan that leads to savings, we have you covered.

We help you navigate hidden fees, understand claims, and find plans that make the most sense for your team and your budget. **DesignersHealthcare.com** harnesses the power of technology so that shopping and enrolling in complete healthcare coverage solutions can be done in minutes.

Virtual Chapter

VIRTUAL CHAPTER = REAL SKILLS

Submitted by Grace McNamara

Never mind that they tuned in from many corners of the globe: members of IFDA's Virtual Chapter came "together" last month to lunch and learn and enjoy a speed networking event designed to introduce each other's areas of expertise.

Members also shared a short and fun presentation about a cool product that increases outdoor living space, a growing priority, thanks to our new-found emphasis on a healthy al fresco lifestyle.



PRESIDENT, VIRTUAL CHAPTER - Grace McNamara

Washington DC Chapter

IFDA DC Tries Art For Fun's Sake, Virtual Happy Hour & En-Lightenment

Submitted by Jeanne Blackburn

For our member event in the month of March, participants were invited to "Sip N Paint," allowing a bit of insight into each other's artistic personalities while having a good time, even virtually.

During the after-dinner event on March 30, we were guided through our attempts at landscape painting by Francesca Falvo of Muse Paint Bar and Falvo Fine Arts, who patiently demonstrated the step-by-step process of painting a landscape on canvas. While it was agreed that although none of our works of art would hang in a gallery, we all had a fun and artistically enlightening evening.

APRIL HAPPY HOUR - A CHANCE TO RECONNECT Our happy hour for April was virtual (again!) but still so much fun, especially when we share news or new projects with each other along with strategies for coming out of the pandemic-induced isolation with our psyches and businesses intact.

SEMINAR SOCIAL FOCUSED ON DOMINION LIGHTING In late April, chapter members only were invited to take a virtual tour via Zoom of the newly re-imagined Dominion Lighting Showroom and get a sneak peek at their new lines.

Matt Rowan, vice president of residential lighting for Dominion, led the tour and offered a look at their new and exclusive lines, along with a top-level primer on some of the great features of smart home tech. Cutting edge design and technology innovations in lighting were discussed for ambient, task, and general lighting for offices, kitchens, and leisure home spaces as well.

SOMETHING NEW - OUR CHAPTER CHECK-IN Alex Kober, our recording secretary, has initiated our chapter's new monthly newsletter "Chapter Check-In" to keep us all up to date and well informed about planned events and other pertinent information. Kudos and thanks, Alex!

OUR EF FUNDRAISER COLLECTED \$830 Marlies Venute, the DC chapter VP of Educational Foundation, announced that our 2021 virtual fundraiser brought in \$830, which will be supplemented by a generous \$1000 donation so that our Chapter will give \$1830 to the Educational Foundation this year.

WINN DESIGN + BUILD RECEIVES NARI AWARD Congratulations to former IFDA-DC board member Mike Winn, whose company recently received two awards. Earlier this year, the NARI Metro DC Chapter announced Winn Design + Build as a grand prize CotY Award winner for their recent remodeling of an entire 1930s house. The home was increased in size from 2,977 to 4,240 sq. ft. by adding an entire second level complete with master bedroom suite, two additional bedrooms, a hall bathroom and laundry room. In addition, the original kitchen was renovated, along with the family and living room spaces and lower-level powder room.

And for the fourth year in a row, Winn Design + Build was awarded the 2021 Best of Houzz for both Design and Service.

Educational Foundation

IFDA EF Announces Professional Grants For 2021 Applications accepted June 1 to June 30, 2021

Submitted by Sarah Fletcher

Applications will be accepted before June 30 for five 2021 professional grants from the Educational Foundation (EF) of IFDA. Since 1968, our 74-year-old global design industry alliance has awarded grants to talented professionals, as well as scholarships to high-achieving design students, internationally. Last year, the funds awarded for scholarships and grants totaled \$29,000.

"These professional grants can expand horizons, enhance skills and education and even jump-start careers," said Karen Dzendolet, IFDA, Chairman of the EF Board. "At the IFDA Educational Foundation, our commitment to growing and strengthening the design profession never wavers."

IFDA Educational Foundation Grants are offered to professionals working in the interior design or furnishings related fields, as well as design educators and design programs, not to undergraduate students. Winners will be notified by August 31 or as noted per grant. The website has detailed information and applications: ifdaef.org.

The five grants, to be applied for starting June 1, 2021, are...

THE FIVE GRANTS ARE AS FOLLOWS

Irma Dobkin Universal Design Grant - \$2,000

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

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

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

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

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

Tony Torrice Professional Development Grant - \$1,500

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

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

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

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

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

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

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

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

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

New Chapter Development Grant - \$1,000

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

IFDA Educational Foundation is a non-profit, tax exempt, 501(c)(3) organization. It's nine scholarships support both full and part-time undergraduate and graduate students in the areas of interior, green/sustainable, product and textile design. In addition, the grants support professional development opportunities for IFDA members and other design industry professionals as well as needed resources for design schools, and IFDA programs for chapters and members. Visit [instagram.com/ifdaef/](https://www.instagram.com/ifdaef/) and [facebook.com/ifdaeducational.foundation/](https://www.facebook.com/ifdaeducationalfoundation/). For specific information about the grants, visit ifdaef.org or email Joyce Poynton, IFDA, Director of Scholarships & Grants, at jmpoy702@gmail.com.

2020 IFDA EF PROFESSIONAL DEVELOPMENT GRANT WINNERS



Eric Dolph



Andrea Olsen



Melissa Blanchenay, IFDA



Dr. Kyle Hughes



Dr. Carol Bentel



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- Access to the industry's most diverse portfolio of custom window treatments, including exclusive styles, draperies and side panels
- Automation options: independent or integrated with other smart home systems
- Complimentary fabric swatches
- Dedicated concierge service
- Valuable trade discounts
- Current promotion includes \$10 off per unit, or \$20 off every automated unit, so the more you buy, the more you save. Promotion in effect May 1 – Aug 1, 2021.
- Available nationwide
- Educational seminars



Man w/ phone: Pirouette® window shadings with PowerView® automation



Basic room shot: Vignette® Duolite® Modern Roman Shades



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/)

MEMBERSHIP UPDATES

IFDA Welcomes Our 25 New Members

CAROLINAS PROFESSIONAL

Samantha Simmons
Wall Decor Galore

FLORIDA PROFESSIONAL

Carrie Brigham
Florida State University
Joseph DosSantos
Crestron Electronics
Allison Findeiss
Ally Bee Design Inc.
Becky Hallberg
Edelman Leather
Andi Hayman
Andi Lea Design Associates
Kip O'Brien
Kip O'Brien Designs, LLC

FLORIDA PROFESSIONAL

Kim Wysocky
Tamiami Tile

ILLINOIS PROFESSIONAL

Tricia Maher
Maher Interior Design

NEW ENGLAND PROFESSIONAL

Kathleen Gallagher
August Interiors
Constance Kremer
Kremer & Daughters LLC
Jay Walden
Herrick & White

NEW YORK PROFESSIONAL

Lilly Farhang
Lilly Culture LLC
Gary Inman
Gary Inman Interior Design
Jack Simkhay
Jack Simkhay
STUDENT
Zhuolan Zhang
Pratt Institute

PHILADELPHIA PROFESSIONAL

Alexandra Lockett
Weinstein Supply
Lori Hood
Floor Coverings
International Chester
County

PHILADELPHIA PROFESSIONAL

Jessica Zienkowski
Gerhards Appliance
STUDENT
Katy Morabito
Harcum College
Interior Design
Jennifer Supplee
Harcum College Interior
Design

RICHMOND PROFESSIONAL

Rachel Parrish
Wellborn & Wright
STUDENT
Nicole Snyder
University of Richmond

VIRTUAL PROFESSIONAL

Shannon Christiansen
Seare
Black Oak Capital
IN UTAH
Zanette Strickland
The Pegasus Group
IN TEXAS

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

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Dawn Brinson, FIFDA
Michelle Castagna
Sue Williams, FIFDA

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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

2021 Events

JUNE 23-26

Dallas Market Center
Dallas, TX
Total Home & Gift Market
Lightovation: Dallas
International Lighting
Show

JULY 13-19

Atlanta Market at
AmericasMart
Atlanta, GA
Home and Gift Market

AUGUST 7-10

International Home &
Housewares Show
Chicago, IL

AUGUST 8-11

NY NOW
Javits Center
New York, NY

AUG 22-26

Las Vegas Market
Las Vegas, NV