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- IFDA EF Names Nine Design Student Scholarship Winners For 2021



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Ready, set, go be judgmental! IFDA's cadre of judges gets ready to scope out Best-in-Show products at NYNOW.

THE INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION MAGAZINE

Contents Fall 2021

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# President's Message



September 2021 - who knew it would be *déjà vu* all over again! Does it feel as if we are living Ground Hog Day?

Could anyone have predicted the changes this past year has brought, changes we made willingly in the face of a dangerous pandemic? Now, as we head into this fall season, things may not be what we'd hoped, but we are not back

at square one. There is an important difference – we have changed.

Reading many of the industry reports and talking with you, it seems that there was a silver lining for our industry in all of the adjustments we had to make to a pandemic. Many folks hunkered down at home, and for maybe the first time took a good hard look at their space. They have realized it could be so much more, more attractive, more comfortable, more efficient, more accommodating, more flexible, more spacious... more of everything they need.

And we of the home furnishings and design industry have been ready, willing and able to step in and help. We have been able to show them what could be possible. We could hold their hand (sometimes virtually) throughout this time, helping them navigate this strange new landscape by providing them with plans, furnishings, dependable contractors... We gave them hope that the space they had could

become the space they needed and wanted. We also assured them that the changes they were making were not just to get them through this rough patch, but that they would be enjoying these benefits for a long time to come.

More good news: during this tumultuous time IFDA has continued to grow! We have provided webinars and CEUs to sharpen your mind, learn new ideas, grow your business, view new products, meet inspiring professionals, encourage each other, share our stories, connect, and – in the process – even have a little fun!

You all have many reasons to be proud of yourselves and the work you have been doing for this past year +. Not only have you grown and flourished, but you have helped others by volunteering, donating, supporting, encouraging, providing a listening ear, and being there for each other, your family, friends, colleagues, and clients.

As we keep working through these unpredictable times, we will continue to flourish, to create, innovate, make, curate, edit, produce, and be the clear, strong voice of our industry.

**We are all in this together, and we are IFDA Strong!**

Ida McCausland, IFDA

Ida J. McCausland Interior Design, LLC

President, International Furnishings and Design Association (IFDA)

## IFDA AT HIGH POINT

[JK Gallery with Kathleen Koch, IFDA](#)

[Theodore Alexander, IFDA Industry Partner](#)

[Science in Design Summit- Mike Peterson, IFDA](#)

[Laurence Carr, IFDA & Nancy Fire, IFDA](#)

[Style Spotters with Stacy Garcia, IFDA](#)

[Theodore Alexander, IFDA Industry Partner](#)

[Alexa Hampton Markham Robert](#)

[Hunter Douglas, IFDA Industry Partner, Designing with Color & Light](#)

[Women Leaders of Design – Panelists:](#)

[Stacy Garcia, IFDA, Nancy Fire, IFDA](#)

[Stacy Garcia, IFDA Mohawk Launch Party:](#)

[Grand Opening & Ribbon Cutting Ceremony](#)



# IFDA Gears Up for Gala Anniversary Celebration

## 75 Years Reshaping the Role of Professionals In the Home Furnishings and Design Industries

Submitted by IFDA President-Elect, Dawn Brinson, FIFDA



IFDA President-Elect  
Dawn Brinson, FIFDA

The year coming up marks a major milestone for IFDA: *Our 75th Anniversary.*

Most other design organizations were founded in the 1970's and/or later. By that time, IFDA was already 30-plus years into reshaping the role of professional women and men in the home furnishings and design industries.

We can proudly tout our heritage and longevity, celebrating those strong and determined women

who began our organization in 1947, never imagining the power and position IFDA would hold 75 years later.

To honor our anniversary, IFDA has created a calendar of events for 2022 that bring awareness to all that we do, what we are, and what we stand for. We have planned invigorating chapter-level events, as well as nationally-hosted functions. We will celebrate our long-standing members; our unsung heroes; and our local and national leaders. Our plans for next year include winning recognition for IFDA by most major tradeshow, including festive gatherings at the April and October '22 High Point Markets. *Mark your calendars now.*

Before the end of the year, you will see a newly-revised 75th



anniversary video that can be shared at your chapter meetings, with your sponsors, with student members or collegiate groups/organizations. You will also be provided with special 75th anniversary logos and other graphics to help you celebrate at the chapter and regional level.

We've already provided your Chapter presidents with more details about the 75th anniversary plans, and we'll be sending out announcements to the membership-at-large later this year. So stay tuned, stay ready, and be prepared to celebrate 75 years...and counting!

## Been In The News Lately?

**Let IFDA spread the word.** Send us copies of recent magazine and newspaper clippings. Tell us about interviews, podcasts, and other media mentions and we'll spotlight you and your business in IFDA's social media. To reach me: [judith@delements.com](mailto:judith@delements.com).  
Judith Clark, Director.



# Carolinas Chapter

## Always Looking Ahead

### Furniture Sales, Rising Stars, Scholarships Support The Future Of The Industry

Submitted by Earline Feldman

The Carolinas Chapter has a history of looking into the future. Since its very inception, Chapter has focused on events and projects designed to support the future of the design and furnishings industries.

For 10-12 years in the '80s and early 90s the Chapter's Benefit Sale raised some \$150,000 selling furniture and accessories donated by showrooms. The funds supported various NC design schools and local public service programs in High Point. In 1995 the chapter donated a large portion of the funds to the IFDA Educational Foundation, creating a furniture design scholarship to honor one of its charter members, Ruth Clark. A pioneering visionary in upholstered furniture design, Ruth created furniture for top companies, including Drexel Heritage, Pearson, Lane, Council, and Dapha, a division of Baker Furniture. She also created the Ducks Unlimited and PGA Furniture collections brands' overall styling and color palates for furniture licensees, as well as other design components.

Today, the scholarship is valued at \$4000, one of the largest awards by the IFDA Foundation.

North and South Carolina have 15 schools that have bachelor programs in interior design and three schools that also have an industrial or furniture design programs. It was postponed this past year by COVID-19, but this spring the chapter will celebrate the 10th year of its "Night of Luminaries" event, which recognizes an industry icon each year, along with "Rising Star" students from schools in both North and South Carolina. To date some 150 + students have been spotlighted.

Going forward, the event will include students from five schools in Georgia since the Carolinas Chapter now has members from that state as well. "Rising Stars" display samples of their work at the event, prompting industry attendees to say "...seeing the students' work and talking with them is the highlight of the evening". The International Society of Furniture Designers (ISFD) also recognizes their own scholarship winner at the event.

The Night of Luminaries event has not only brought greater visibility for the Chapter in the community, it has also led to collaboration with – and financial support from – the furnishings and design industry. For



Furniture industry icon Ruth Clark inspired Carolinas Chapter EF Scholarship



Carolinas' Ruth Clark EF Scholarship helped finance Samantha Fonseca's creative furniture projects, a success despite Covid's curtailments.

opportunities to win students recognition. The Carolinas Chapter is one of the sponsors of the 2021 ISFD Innovation + Design competition for both professional and student Maker/Designers of furniture, lighting and accessories. The Bienenstock Furniture Library will hold its inaugural Future Designers Summit this fall. Thirty-five students from around the country will interact with and learn from design professionals in the furniture, textile, lighting, interior design, architecture, and product design industries through lectures and factory tours to see firsthand how products are made. The Chapter is a proud sponsor and will assist with the on-site management of the event.

As a highlight of the Chapter's May Zoom meeting, Samantha Fonseca, winner of both the IFDA-EF's Ruth Clark Scholarship and the ISFD Scholarship, told how the scholarship funds helped pay for materials to construct her furniture design projects amid the limitations of COVID-19 protocols in the labs. She also showed her capstone project, sharing the creative thinking process, the initial design process, the cutting, gluing of the parts to create a uniquely beautiful seating area that could provide both mental and physical relaxation. Other IFDA members can check out this [link](#) to see Samantha's creative work.



Lewis Mabon, a member of IFDA Carolinas and director of upholstery product development for Stickley Fine Upholsters & Leather, was a major presenter during the July Furniture Manufacturing Expo in Hickory, NC. A recognized expert in his field, Lewis explained *"Upholstery Technology: How Upholstery Works and the Technology That Makes It Comfortable,"* and presented an upholstery case study: *"An In-depth View of the Design and Development of a High-Profile Upholstered Piece."*

# Florida Chapter

## Want Your Design Work Published? Florida Chapter Shares How-To Secrets

Submitted by Ally Findeiss and Patricia Civil

Well aware that it is every interior designer's dream to have their work showcased in a top design magazine, the IFDA Florida Chapter collaborated with Florida Design magazine on a special event designed to demystify the process of getting published.

Designers from Orlando, Miami, Fort Lauderdale, and Mexico City flocked to the Clive Daniel Home showroom in Boca Raton to hear tips and how-to's from Palm Beach Magazine's editor, Daphne Nikolopoulos, about how editors go about the process of selecting projects and editorial content for their magazine.

Some 45 attendees sipped white wine and enjoyed appetizers catered by Chez Café as they mingled and toured the two-story showroom displaying furnishings, lighting, artwork, and accessories. Then, with the crowd sitting in spaced out seating, the educational session began with Michelle Castagna, President of the IFDA Florida Chapter, introducing the Clive Daniel and Florida Design editorial teams.

They described the details of the submission process, offered recommendations on how to stage a shot, stressed the importance of professional photography, and the fact that Florida Design requires the first right to publish a project digitally, in social media, or on their website.

Daphne displayed photographs of past editorial projects and explained why they were selected by the team: for uniqueness, architectural appeal, and breadth of styles representing design throughout the state of Florida.

As IFDA member Deborah Gregg summed it all up: "What a fabulous event! It was so wonderful to hear the Florida Design team share secrets that get designers' work published, as well as meet new and old friends at the cocktail hour at the beautiful Clive Daniel showroom. Thank you to Michelle Castagna for her always amazing leadership and the Florida IFDA Board for making it possible."



Meet the Editor: Florida Chapter members (l to r) Sammie Fortnex, Leslie Excell with Florida Design Editorial Director Daphne Nikolopoulos, Chapter President Michelle Castagna, attendee Twyla Gettert.



Staffers from Florida Design magazine, a Chapter Partner (from left): Laura Spector, Annette Galbo, Kristen Desmond Lefevre, Harvey Dana, Jennifer Dardano..





Michelle Castagna, IFDA FLA President, welcomes designers who came from across Florida to learn what attracts the media to which design projects.

## IFDA Connects: Florida President Inspires New Initiative

Submitted by Michelle Castagna, President, IFDA Florida

To me IFDA Connects is an initiative that reminds us all of the talent and diversity that exists right within this wonderful organization. It is intended to encourage us to *turn to our membership base first* when referring out work, and/or *seeking needed sources for getting our jobs done* before looking elsewhere. When those connections happen, you realize that, not only is our organization socially stimulating and fun to be part of, but IFDA is also an asset that becomes part of your overall business growth and success.

We cannot show people the true value that lies within the IFDA organization without showing first-hand how these connections are made and working, business to business. To me, that is what IFDA is all about anyway:

### **Connectivity.**

**IFDA Connects** only helps to portray what is already happening within each chapter. As an industry I genuinely feel that we are stronger together so we need to live by the "collaboration over competition" mentality and that begins with all of the members throughout the organization.

I advise that you call your chapter President if you are seeking a source. I can tell you firsthand how this works...I live in Florida, but have a project in Princeton, New Jersey. I do not have a preferred list of suppliers in that area so I called the NY chapter and they were able to refer me to a drapery workroom who could help me execute my project needs. So now Muse Design Studio in Florida has worked with Zahava Schwartz of Clear Eyes Imp. And just like that, IFDA Connects!



# Illinois Chapter

## Picking Paints, Choosing Perfect Linens

### Illinois Chapter Enlists Local Experts

Submitted by C. Beth Arntzen

It was not your typical paint seminar: May found us back at the Inspired Closets showroom for a special paint seminar sponsored by Sherwin-Williams. Although we have all attended numerous paint seminars, this one had a different goal: to provide us with information and tools to help mitigate the angst so often associated with selecting a perfect paint color from the overwhelming number of options.

Janet Miller, a designer and account executive with Sherwin-Williams, did just that with her practical, interactive presentation and supporting materials. She discussed LVR (Light Reflectance Value) and why we should care about how much light a paint color reflects or absorbs. She also explained the effect of undertones and lighting, key factors that help explain why a color can look so perfect on the chart and fail so miserably on a client's wall.

Janet gave us charts that explained the different lines of paint and when to specify what. She showed us how to use the Sherwin-Williams Color Visualizer tool, how to upload our photos, and introduced us to the many other resources available on the company's website. Seeing her use the tools and demonstrate all their capabilities was a true learning experience.

The blank color folios available through Sherwin-Williams were of particular interest. These folios can be loaded with paint samples and used to present paint color schemes to a client and/or given to client/contractor for reference. As proof of concept, Janet gave us a sample folio containing samples of 12 "fail-safe" neutrals that work in a variety of settings. Not only are these 12 colors good places to start when selecting colors for clients, the folios are a great tool for use throughout the design process. This highly interactive seminar concluded with plenty of time for the attendees to bring up their paint questions and get answers from the expert.

Moving on from paint to textiles, the Chapter took a field trip in June to Eastern Accents, a local resource for luxury home textiles.

Eastern Accents is a privately-owned business that specializes in American-made luxury home textiles, all produced under one roof here in the heart of Chicago.

We had contacted Natalie Eisner, Eastern Accent's Hospitality Division Manager, about our interest in introducing our members to this great local resource and she enthusiastically planned the perfect day for us, including a factory tour, product presentation, lunch and a chance to shop at their local outlet next door.

The factory tour was an eye-opening behind-the-scenes look at the fabrication of products that we take for granted, blankets,



Lunching and Learning from Eastern Accents' Hospitality Division Manager Natalie Eisler



Researching the resource: (l to r) Camille Sullivan, Sheri Gibson, Maureen Winens, Jennifer Gibson



duvets, sheets, and pillows. We witnessed the cutting, sewing, hand-painting, ironing, folding, making welt cords...the many steps involved in getting a home textile product out the door, which gave us a new appreciation of all that goes into producing fine linens.

Natalie took us through the design process and introduced us to their product line, using the company's online catalog to show how much information is available. Then Jennifer Nemeth, sales manager and resident fine linen and down expert, dispelled myths about thread count and cleared up confusion about different fills used in pillows and comforters.

After the tour, we walked across the street to poke around the outlet, where many of the attendees found products for their clients and themselves. One designer was "over-the-moon" happy when she nailed bedding for six of her clients -- all in one afternoon.

Complimenting the tour -- all agreed that it was one of our best events this year -- participants said they were impressed, first, to learn that all Eastern Accents products were still being made here in Chicago, then to actually see the process in motion. As several designers commented, the employees had smiles on their faces and seemed to enjoy their jobs. With multiple members of one family working together, Eastern Accents is literally a family affair for many of the employees.



Comfort in the making: Eastern Accents artisan sewing blankets



How the down filling gets into those comforters.



A cherished local resource:  
Eastern Accents Chicago factory.

# Japan Chapter

## How To Create A 'Resort At Home'?

### Japan Chapter Has Some Smart Ideas

Submitted by Yasue Ishikawa

For five exciting days in July, IFDA Japan made a winning case for creating a "Resort at Home" while traditional vacation travel is curtailed by the pandemic. Their pop-up shop turned the ninth floor of Hankyu department store in Sannomiya, Kobe, into a destination of inspiration for home decorators.

Expanding on the "Resort at Home" theme, seven different companies, including Risabnaire, showed tableware and related goods, including curtains and wall panels, seminars offering decorating tips, and hands-on DIY projects, such as a sold-out class in making an original fabric-covered folding stool.

Led by a young staff member, Ayako Yoshimura, Risabnaire displayed five different table settings, plus a collection of cushions, bedroom, and fabric panels new fabrics from Rubelli, Jim Thompson, Pierre Frey, and Risabnaire's own "Chinoiserie" sheer. Cushions featured a collage of different fabrics. Yasue herself made table decorations, covering tree branches with fabrics and hanging them with decoupage crystals she made from select clipped papers and gold leaf.

A five-day journey into new decorating ideas, "Resort at Home" made staying home anything but a last resort for Japanese customers this summer.



Risabnaire's pop-up shop at Kobe's Hankyu department store featured fabrics framed like the works of art they can be.



Fabric panel with Rubelli's fantasy world of animals and people backstops Risabnaire's enticing display of pillows and fabrics.



Inspiration overhead: hanging pillows suggest quick and easy ways to update a 'Resort at Home.'





***Japan Chapter - Fabric-wrapped and hung with crystals, tree branches frame a panel of Jim Thompson's merry 'Monkey Circus' fabric.***



# New York Chapter

## Newsmaker, Tenor, Cover Guy

### David Santiago, President IFDA NY

Submitted by Rose Gilbert, IFDA

Move over, erstwhile Cover Girls, and make room for a new "Cover Guy," designer David Santiago, president of IFDA New York, brand ambassador and Influencer, creator of Strictly Santi lighting and wallcoverings collections – and, *oh, yes*, a trained opera singer and veteran TV personality to boot. No wonder David has been enjoying a spate of media madness this year.

To wit: a seven-page feature in Technology Designer (TD) magazine's summer issue, in which David declared his infatuation with motorized window treatments to TD's social media editor Stephanie Casimiro (and confirmed his show-biz chops, tripping the light fantastic down a staircase wallpapered with his own collection).

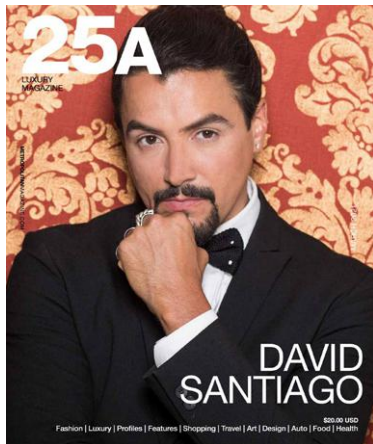
It figures that he's already been called a Renaissance man – David performs with New York's Teatro Grattaciolo and has ticked off such classic venues as Carnegie Hall, Lincoln Center, and NY City Opera. He's also been a design and lifestyle correspondent for *The Donna Drake Show* on CBS New York and guest designer on the NBC hit television series *George To The Rescue*. "I live this life of duality," he accedes.

Add "Cover Guy" to the list: Metropolitan Luxury Magazine featured a pensive David Santiago on its March 21 cover with a centerfold showing him sitting on the Met-Opera-inspired bar he created for the Kaleidoscope Showhouse in Lenox, MA. And ITA (Intl. Textile Alliance) featured him as a key Style Influencer in the spring-summer '21 issue of their Showtime magazine.

The Covid crisis has opened yet another starring role for David: the IFDA's highly successful webinar series. "Our chapter had a call to action," David recalls. "We asked, 'what are we going to do for each other?' And we decided, 'Let's just start having Zoom meetings and let's do the programming ourselves."

"We needed a sense of support and togetherness; we needed to stay connected during the pandemic. It started at the end of March 2020... and our design community and organization became stronger and tighter. Also, we started having conversations outside of our demographic area... connecting on a national level, especially with the IFDA board members.

"Today, we invite guests from other trades, vendors and media to talk with us about what's going on in their worlds, and so the series remains an important source of knowledge for our members."



David Santiago, Renaissance Man and Influencer of note  
Photo: MetropolitanMagazine.com



Stepping into the spotlight: IFDA NY President David Santiago.  
Photo: TD Magazine



# New York Chapter

## The Play's The Latest Thing For Mervyn Kaufman, FIFDA

Submitted by Rose Gilbert, FIFDA

Acclaimed writer/editor Mervyn Kaufman, FIFDA, former President of IFDA NY and Board member for both IFDA International and IFDA Educational Foundation, saw his latest short play, *Daybreak*, picked to be part of the Episcopal Actors' Guild's "Small Plates" evening of short plays in New York on July 22nd. Directed by actor-director Elowyn Castle, it featured two veteran actors, Betsy Ross and Frank Hankey.

Another of Kaufman's short plays, *Faith*, and *Certainty*, was part of 2020's "Small Plates" event, with performances by Jeff Burchfield and Eric Kuzmuk, directed by Castle, who later staged a remote performance of the play at the Triangle Theatre Company's "People Will Talk" event, this time with Frank Hankey joining Eric Kuzmuk.

In 2019, Kaufman's one-act two-hander *Double Exposure* was performed live, onstage, as part of 2019's "Small Plates" event and, months later -- as directed by Maria Filippone, with actors Lee Kurfist and Lisa Meckes -- was part of the 11th Annual Northport One-Act



Playwright Mervyn Kaufman, FIFDA

Play Festival in Northport, Long Island, NY.

Dramatic stagings are nothing new for Merv. As Editorial Director of *House Beautiful*, he produced five design-and-decorating showhouses for magazine publication. Then, as official Project Director for *Woman's Day* Special Interest Publications, he produced a dozen Design Showcase projects for display at NKBA's Kitchen/Bath Industry Show and also for publication. In addition, he has edited various consumer magazines dedicated to home decorating, home improvement and kitchen and bath design.

His latest project, a home-lighting manual coauthored with award-winning lighting and interior designer Charles Pavarini III, a member of the IFDA NY Circle of Excellence, will be

published in 2022. Merv has also written articles and features for a wide range of top design publications. His books include *Organize It!*, *Store It!*, *Easy Home Decorating*, *Traditional Kitchen Design*, and *Contemporary Kitchen Design*.

## BET YOU DON'T KNOW THAT....

...**David Santiago**, IFDA New York President, cultivates his luxe locks to donate -- twice already -- to Wigs for Kids, a Westlake, OH, non-profit devoted to young patients who have lost their hair to chemotherapy.

...**Sue Williams**, FIFDA Director, has created a chic Etsy Shop called *Uniquities Unveiled* and is happily deaccessioning her impressive collections of vintage clothes, antiques, artisan-works, and collectibles. "Uniquities, all," says Sue, who started her career in the fashion industry in New York City. "Now I am eager to unveil, share, and pass-on some of my favorite vintage items. Buying and wearing quality vintage clothing is recycling at its most brilliant. Revisit fashion classics. Stretch your budget. Be kind to Mother Nature!"

...airport designers are championing **biophilic** ideas like the parklike areas in New York's LaGuardia Terminal B and outdoor terraces in Pittsburgh's new airport, scheduled to open in 2025. Already, Denver International has installed firepits on its concourses and Kansas City International is specifying natural materials as "stress relievers" for harried passengers.

... the pandemic caused dramatic changes in the ways we spent our time in 2020. According to the annual American Time Use Survey, people who lived by themselves during the Covid lockdown spent more than 20 hours a day either asleep or alone. For teenagers, alone-time grew to six hours a day; young people spent more time on personal grooming and less time working out; women spent eight hours on child care (compared to fewer than five for men); and one person in three worked primarily from home. As reported in *The New York Times*, people with graduate or professional degrees actually spent more time working from home last year than working from the office.



## New York Chapter Costume Artisans Take a Bow Broadway Exhibit Ensures That The Show Goes On!

Submitted by Christiana Weppner, IFDA New York

The NYC live theater industry (Broadway, Off-Broadway, and Off-Off-Broadway) generated nearly \$1.8 billion for NYC in 2019. Besides the actors and directors, theater producers and stagehands, there are many other professions who are committed to and employed almost exclusively by the live theater world. For instance, NYC has more than 50 costume construction businesses, all of them hanging on through the Covid blackout, awaiting the re-opening of live theater.

In the spring of 2020, they formed the Costume Industry Coalition (CIC), and this year, as part of the on-going effort to help the artisans of the CIC recover from the live-theater close-down, they have created a benefit exhibition called SHOWSTOPPERS! Running from Aug. 5 to Sept. 16, the show has been put together by theater creatives who donated their time and talents pro bono, including the winning exhibition design company THINC Design.

Featuring some than 100 costumes and demonstrations by the “tailors and seamstresses and embroiderers and weavers and beaders and pleaters and painters and milliners and glovers and cobblers who actually build them,” as the NY Times put it, SHOWSTOPPERS! is a great show – and a great cause – so the production has drawn lot of applause from both the press and its audiences.

As a former member of USA, Loc. 829, (Sets, Costumes and Scene Painting), Christina Weppner, IFDA NY, says she “was honored to be invited by my friend Ernie Smith, president of the Artisans Guild of America, to be the Architect of Record to stamp and file the project for the DOB. It’s a wonderful show, enriched with iconic costumes from such shows as Hamilton and Phantom of the Opera.” Christina urges, “Please go see SHOWSTOPPERS! and donate what you can to help these Broadway artisans.”

See the exhibition at 234 W. 42nd St. (between Times Square and the Port Authority). See it on line: [www.costumeindustrycoalition.com/](http://www.costumeindustrycoalition.com/)



SHOWSTOPPERS! exhibition is an encore for past shows



# New York Chapter

## NY Judges Stalk Best In Design as NYNOW Gets Back In Gear

Submitted by Erin Nova, Chair, IFDA SELECTS

NY NOW was back in action last month after its Covid-inflicted hiatus, and IFDA NY was delighted to once again bring our exciting IFDA SELECTS awards event to the show, honoring outstanding achievements in design across a wide range of categories.

Our team of judges – all accomplished members of the industry – included Shannon Maher, Bre Arnold, Patti Carpenter, Aislin Janek, Rene Schleicher, Diana Mosher, Howard Levinger, Marc Rosenhaus, Bonnie McKay, Keb Kennedy, and Javier Fernandez. They did a fantastic job of scouting out the Best-in-Show products in the following categories – Art, Decorative Accessories, Wellness, Sustainability, Flooring, Furniture, Innovative Booth Design, Lighting, Gourmet Housewares, and Tabletop.

Winners include Wellness: Curble posture corrector chair by Ablue. Co., Ltd; Innovative Booth Design, Art by Any Means Jewelry of Rockport, MA; Furniture, Jo-liza International, Fort Myers, FLA; Art, Elite Shipping for Art, Irvington, NJ; Decorative Accessories, Koff Collection, woven leather pillows; Lighting, Saban Glassware handblown pendants, Los Angeles; Gourmet Housewares, Art Floral Trading, Redwood City, CA; Sustainability, ((re) X design studio, recycled ocean plastic hangers; Tabletop, Lynn & Liana, resin serving ware; Flooring, MA Wovens of Portland, OR, Goodweave-certified rugs woven of organic hemp and non-toxic thermal plastic.

Although the show was smaller than in years past, it was important for IFDA and the rest of the design community to come together again and share in our creativity and passion for design. As one design professional – a marathon market-goer – remarked: “Small but valuable! If a designer gained two or three new resources, it was a very good market, well worth your time.”



Ready, set, go be judgmental! IFDA's cadre of judges gets ready to scope out Best-in-Show products at NYNOW.



Got your back...Curble Posture Corrector Chair enforces better sitting.





Kelly Peyton's Ma Wovens non-toxic organic rugs floored the IFDA judges.



Woven leather cushions in 30 dazzling colors were a winner for Robert Koff's eponymous collection.



Noel Woolfolk and Dane Hutchens show off IFDA Selects award for hand-blown lamps from Saban Glassware.



Elisa Anson is sitting pretty in the fanciful Fern Fairy Chair, winner in the furniture category for Jo-lisa International.



# Richmond Chapter

## Richmond Sings

### Take Me Out to the Ballgame

Submitted by Stephanie Theofanos

Tech Painting scored a homerun with members of the Richmond Chapter one warm night in July when the Chapter Sponsor invited them out for a sporty dinner date with the Richmond Flying Squirrels Minor League baseball team.

Past President of the Chapter, Paul Lamborn, is also vice president of Tech Painting (and president of the Richmond Chapter, Painting and Decorating Contractors of America).

IFDA fans enjoyed box seats, dinner and beverages courtesy of Tech Painting, and the Flying Squirrels ended the evening with a festive display of fireworks! (In all the excitement, we forgot a group photo!)



The Richmond Flying Squirrels team provided the evening's entertainment



The event truly ended with a bang!

# Virtual Chapter Networking Beyond Borders

## Virtual Chapter Lunches & Learns , Big Time

Submitted by Grace McNamara



Talk about a Lunch & Learn session with a world-wide reach! IFDA's Virtual Chapter attracted global attention earlier this week when JoAnne Lenart-Weary of The Decorating and Staging Academy led a short-course in "The Emotional Side of Color & Design" for Chapter members living and working all over the map.

Based in Scottsdale, AZ, the 22-year-old Academy offers professional designers across the US "logical training with a creative twist" in design and staging for TV, print media, and industry events. A professional interior decorator, color authority and staging expert, JoAnne gave a 30-minute presentation designed to inspire IFDA designer members to expand their range into hot new aspects of the design business, like house and events staging and photo shoots.

"As JoAnne pointed out during her talk, there are so many ways for designers to make money with your talent," said Virtual Chapter President Grace McNamara. "Thanks to today's technology, IFDA can spotlight new ideas and share professional information with Virtual Chapter members anywhere in the world."

The September 22 event also offered excellent networking opportunities, Grace pointed out. "We may be far-flung geographically, but the Virtual Chapter brings us together so we get to know our colleagues wherever they may live and work. It's also a dynamic way to build resources – who knows when you may need a window expert in Arkansas or, for that matter, in Australia!

"The Virtual Chapter is the personification of our new logo: **"IFDA Connects!"**"



JoAnne Lenart-Weary: Emotion of Color and Design

## HOW OLD IS THIS OLD HOUSE, REALLY?

Ask a dendrochronologist. By taking a pencil-slim sliver of, say, a beam or floorboard, a dendrochronologist can determine not only the exact age of a structure, but often the very season – spring, fall, etc.-- when the wood was cut. It's done by comparing the growth rings of the sample to a large database of ring patterns from the same region. Be prepared to be disappointed, dendrochronologists warn: old houses are seldom as old as proud owners have been saying they are.





# Washington DC Chapter

## IFDA DC Convenes For College, Comraderie

Submitted by Jeanne Blackburn

The Washington Chapter has been all about learning and leaning on each other since the Covid crisis upended business as usual. We simply switched our popular "Knowledge College" sessions and "Tuesday Talks" Roundtable Discussions to Zoom in May, June, and July. But by August we were really missing seeing each other off-line. The antidote: "Beers & Cheers," a very Happy Hour (*plus*) at "Caboose Commons," a warm spot in Marrifield, VA, where we could catch up with ourselves live for the first time in months.

### **There was a lot to talk about.**

In May, our **Knowledge College** examined "What's Your Type? The Designer's Guide to Specifying Leather." Presented by Beverly McAuley of Moore & Giles Leather, a company that handcrafts leather furniture in Virginia and North Carolina. Employing craftsmen who have been upholstering furniture made to last for generations, Moore & Giles offers myriad options in color, texture and patterns to inspire infinite design possibilities.

This presentation offered a practical guide to the finish types, explained what differentiates them, and set out guidelines on how to better specify leather for upholstery projects.

In June, our **Tuesday Talks -- Roundtable** focused on the really big question of our era: "Our World is Changing ...Now What?" Thoughts up for discussion included what's happening now that things were opening up? How to deal with delivery problems and their impact on clients? What business adjustments are you making going forward?

No big problems were solved, but since staying connected during Covid-induced social distancing is as important as ever, this Zoom discussion was the next best thing to face-to-face.

In July, **Tuesday Talks -- Knowledge College** explored "Smart Houses in the New Normal," presented on Zoom by Dave Neumaier of Wi-Home Integration. Since 2002, WiHome Integration has served the Northern Virginia/DC Metro area, offering creative automation solutions to simplify and unify technology. With the pandemic creating greater than ever demands, WiHome provides systems that offer more robust networks for home offices and virtual learning, outdoor entertainment for stay-cationing and safer socializing, and healthier homes with air and water purification systems, for one room or an entire home.

In August, **Tuesday Talks -- Knowledge College** focused by Zoom on "The Human Color Experience and Benjamin Moore Color Trends 2021." Shipta Chawla, Architectural & Design Representative, assessed the essential question, "How are we impacted by color?" She discussed how the eye and brain work together to process color and how we use it to communicate -- especially in this contactless environment. Shipta also presented Benjamin Moore's Colors of the Year, a softened palette of 12 hues developed to nourish the spirit with comforting, sun-baked colors. Included are Aegean Teal (*The Color of the Year* 2021), Foggy Morning, Chestertown Buff, and Potters Clay, all designed, as Shipta pointed out, to make any home feel more like home.



Speaking of smart houses: WiHome enlightened the DC Chapter.



Talking about the power of color:  
Shipta Chawla of Benjamin Moore.



Chatting happily in person:  
DC Chapter's first live event in many months.

# Educational Foundation

## IFDA's Educational Foundation Names Nine Design Student Scholarship Winners For 2021

### Students Committed to Enhancing the Quality of Life Through Interior Design

Submitted by Sarah Fletcher

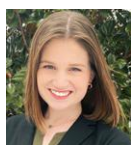
The Educational Foundation (EF) of IFDA has announced the winners of its design student scholarships for 2021. Since the early years of this 74-year-old global design industry alliance, EF has awarded scholarships to high-achieving design students. This year the nine scholarship winners received a total of \$19,000. The judging was conducted by a subset of the EF's Board of Trustees.

"Congratulations to all the winners! We are delighted to award scholarships to these talented individuals who are the future leaders of the design and furnishings industry," said Karen Dzendolet, IFDA, Chairman of the EF Board.

"Supporting talent is what we are all about."

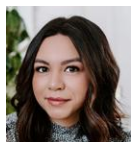
Joyce Poynton, IFDA, Director of Scholarships and Grants, echoed the sentiment. "We received many applications from across the country, and the judges worked hard to evaluate the entries and select winners."

Applicants must be currently enrolled and scholarships are paid to the school for the 2021 fall semester tuition. The 2021 winners, who profess a shared passion for creating interior environments that are healthy, sustainable and enhance the quality of life, are as follows:



Sydney MacMann of Mississippi State University (MSU) in Starkville, MS, won the **IFDA Leaders Commemorative Scholarship for \$1,500** open to undergraduate students.

Sydney is pursuing a bachelor's degree in interior design with a minor in marketing. She is a member of Phi Mu Fraternity, ASID, and the ASID student chapter at MSU. She plans to graduate from the CIDA accredited program in August 2023. Her goal is to go into the commercial or healthcare design industry where she hopes "to make a true difference in people's lives through design."



The **Part-Time Student Scholarship for \$1,500**

open to undergraduate students was awarded to Rosemarie Julia Weinstein of Harcum College in Bryn Mawr, PA. Rosemarie was born and raised in Germany and moved to the U.S. in 2016. She has

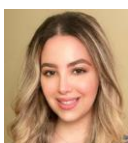
found her calling in Interior Design. In the process of pursuing her dream, Rosemarie says she is determined to build a beautiful career

and help people by doing what she loves. She believes that "Just like music, books or art can move someone deeply, so can the beauty of carefully curated and designed interiors." She's honored that "as a designer she has the unique privilege to set the stage for how people experience their surroundings." Today she lives in a townhouse in West Chester, PA, with her husband and their dog.



Natalie Fleshman of Virginia Tech in Blacksburg, VA, was the winner of the **IFDA Student Member Scholarship for \$2,000** open to undergraduate students. She is a student member of the virtual IFDA chapter, and says she looks very much forward to the

opportunity to have a community of designers to learn from. She is a rising junior in the College of Architecture and Urban Studies, majoring in interior design and minoring in Italian. Natalie first became interested in design while visiting Italy in high school, a trip that "opened her eyes to the beauty of architecture and design." She also serves as an event planning officer for the Interior Designers for Education and Sustainability Club. In addition, she is a Young Life Capernaum leader for teens with disabilities in the area. Upon graduation, she hopes to pursue her master's degree in interior design in Florence, Italy.



Farzaneh Akhavan of Woodbury University in Burbank, CA, as the winner of the **Vercille Voss IFDA Graduate Student Scholarship for \$2,000**. Akhavan

holds a bachelor's degree in Architecture Engineering from Iran and is pursuing a master's in interior design at Woodbury. Having a background in both majors, she believes that interior design is the human-centered approach to solving problems, whereas architecture is more about outside boundaries. Her main focus is on the human experience within each space. Farzaneh defines "interior design as art"; therefore, she expresses her creative side through painting and designing



Hannah Stineburg of Ball State University in Muncie, IN, won the **Ruth Clark Furniture Design Scholarship for \$4,000** open to currently enrolled, full- or part-time undergraduate or graduate students. Hannah is a senior Interior Design major. Growing up in the



military, she's traveled the US coast- to- coast as well as in Europe, gaining inspiration and admiration for architecture and interior design. Her goal is to bring those influences into her work while designing commercial and residential spaces for clients. Her specific focus is on designing engaging, interactive commercial spaces, and creating unique, custom furniture and casework to fit clients' needs.



Rebecca Covarrubias of Woodbury University in Burbank, CA, won the **Tricia LeVangie Green/ Sustainable Design Scholarship for \$1,500** open to undergraduate students. Rebecca is nearing completion of her BFA in Interior Design. She has served in leadership roles, which include Senator of Interior Design for ASWU, Community Outreach Coordinator for IIDACC and currently is VP of Student Organizations for ASWU. She is also pursuing a minor in marketing. Reflecting her Mexican heritage, Rebecca is passionate about socio-cultural matters and protecting the environment, and dedicated to spatial experience, historic preservation and sustainability.



Sofia Pozzi of the Fashion Institute of Technology (FIT) in New York City was honored with the **Barbara Beckmann Textile Design Scholarship for \$3,000** open to currently enrolled full- or part-time undergraduate and graduate students with course

emphasis on textile design. Born and raised in Argentina, Sofia pursued a degree in Fashion Design at the University of Buenos Aires. After working as a fashion designer for several years, she discovered her passion for textiles while perusing old textile markets in India, Guatemala and Bolivia. With travel as her main inspiration, she created her own line of sustainable home decor as a way to reduce the textile waste associated with the fashion industry. As she pursues a bachelor's in textile design at FIT, she aims to expand her sustainable brand and, with it, create employment for people who have been excluded from the workforce.



Colby Hopper of North Carolina State Wilson College of Textiles in Raleigh, NC, was named the winner of the **IFDA Philadelphia Scholarship for Textile Design for \$2,500**, open to two- three- or four-year undergraduates. Colby has already had the opportunity to display her home textile collections at various furniture shows, including the High Point Furniture Market. On campus, her pursuits include student government and volunteer work. One of her favorite volunteer organizations, "Pillowcase Project", created to personalize every child's stay at UNC Children's, has donated more than each semester with the help of student volunteers. Colby plans to pursue a Master of Science in textiles and to educate future designers on the importance of adaptive fashion and inclusive home textiles.



Mya Agee of Kent State University in Kent, OH, was awarded the **Window Fashion Certified Professionals Fast Track Scholarship for \$1,000** (one full registration for the webinar series) that is open to undergraduates in a two- three- or four-year

design school program. A third-year interior design student, Mya enjoys studying the effects of color and lighting within interior spaces. Her goals prior to graduation include achieving various certifications that will prepare her to for future work in the field, so she is planning to take classes that align well with the LEED GA and WELL certifications. Completing both certifications before she graduates -- and also taking her IDEX -- will jump-start her CIDA professional process. Next, she plans to attend graduate school, studying for a master's degree in architecture. Then, Mya says, her next goal is to start her own interior design business.

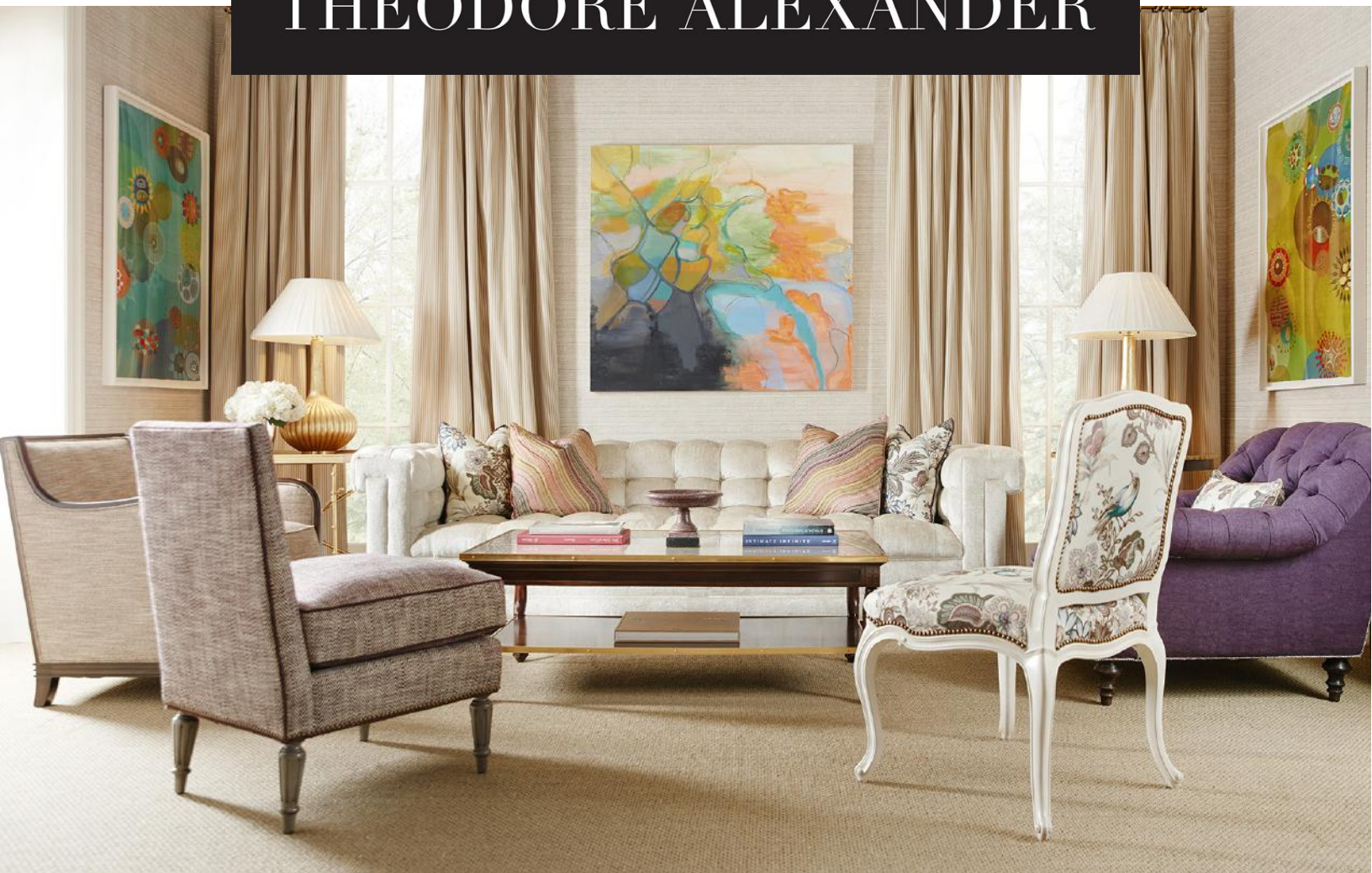


All members of the International Furnishings and Design Association are members of the Educational Foundation. IFDA-EF is the philanthropic arm of the Association. IFDA-EF offer grants to our members to help them expand their knowledge and strengthen their careers. The student scholarships assist those 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/)

# THEODORE ALEXANDER



## We'd like to welcome our newest partner Theodore Alexander!

Theodore Alexander is an iconic brand, synonymous with quality craftsmanship, exquisite design, and timeless appeal. They are known for using only the most interesting materials for both function and beauty to create unique and interesting furniture.

Known as one of the finest luxury furniture brands in the world, Theodore Alexander creates authentic designs of exceptional quality, rich in complexity and detail to fit your desired style. Their comprehensive furniture collections consist of many different styles and designs, ranging from casual to traditional all the way to modern.

Theodore Alexander works side-by-side with extraordinary artisans and master crafters to produce one-of-a-kind authentic designs of exceptional quality, rich in a complexity and detail. They use only the most interesting materials for both

function and beauty. This allows their designers to create pieces that not only last forever, but also give distinction and elegance to your client's spaces.

Theodore Alexander's unique manufacturing capabilities also allows them to nurture collaborative relationships with some of the most respected and influential designers from all over the globe such as Alexa Hampton, Jamie Drake and Ralph Lauren.

Theodore Alexander is dedicated to uncompromising quality. Their customers and designers can take pride in their commitment to customer service and high quality manufacturing capabilities to produce furniture that will withstand the test of time. Each handcrafted piece of Theodore Alexander furniture reveals a story that will inspire generations to come.



# MEMBERSHIP UPDATES

## IFDA Welcomes Our 14 New Members

### ARIZONA PROFESSIONAL

Angela Rotuno  
Heritage Modern

### FLORIDA PROFESSIONAL

Cassidy Lobaugh  
Lobaugh Properties

Denise Anderson-Muraro  
Piazza Garibaldi Design

Margo Brody

Drew Thompson  
Artistic Elements

### ILLINOIS PROFESSIONAL

Jami Jones  
Moonwater Design

### NEW YORK PROFESSIONAL

Aislinn Janek  
SkyFrame

Summer Rose  
Star Organizers

### PHILADELPHIA PROFESSIONAL

Michael Simonetti  
Classic Rock Fabrication

### RICHMOND PROFESSIONAL

Susan Morgan  
RHome Magazine

### STUDENT

Ashley Rebehn  
Longwood University

### VIRTUAL PROFESSIONAL

Courtney Thomas  
Tyler & Thomas Design

Lori Shaw  
Designed by Lori

### WASHINGTON, DC PROFESSIONAL

Jasmine Jones  
Sherwin Williams

## 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

Linda Kulla, FIFDA, Co-Chair  
Janet Stevenson, FIFDA, Co-Chair  
Dawn Brinson, FIFDA  
Michelle Castagna  
Sue Williams, FIFDA

### Marketing Committee

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

### SEPTEMBER 22ND – 24TH

DALLAS, TX  
Dallas Total Home  
& Gift Market  
Dallas Market Center

### OCTOBER 4TH – 6TH

CHICAGO, IL  
NeoCon  
The Mark Chicago

### OCTOBER 4TH – 7TH

NEW YORK, NY  
New York Home  
Fashions Market  
New York Home Textiles  
Showrooms

### OCTOBER 15TH – 20TH

HIGH POINT, NC  
High Point Market

### OCTOBER 28TH – 31ST

NEW DELHI, INDIA  
IHGF Delhi Fair (Autumn)  
The India Expo Centre & Mart,  
Greater Noida, Delhi NCR

### NOVEMBER 14TH – 17TH

HIGH POINT, NC  
Showtime

### NOVEMBER 14TH – 15TH

BDNY (Boutique Design  
New York)  
Digital event

### NOVEMBER 14TH – 15TH

HX – The Hotel Experience

### DECEMBER 1ST – 22ND

DALLAS, TX  
Holiday/Floral Pre-Buy  
Dallas Market Center