



**INTERNATIONAL  
FURNISHINGS  
AND DESIGN  
ASSOCIATION**

# NETWORK

August 2005

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## *A Message From Our International President*

Greetings from the President

It won't be long before the summer becomes just a memory. In most of the country it has been a very hot and stormy one. As fall approaches, my thoughts turn to the upcoming IFDA conference in Boston September 28<sup>th</sup>- 30<sup>th</sup>. My thanks go to all those people working diligently to make the conference the best one yet.

If you have never attended an IFDA conference, I hope you will decide that this year is the year to attend. Over the years, I have developed strong alliances with professionals from around the country by attending conference. In this very competitive global marketplace, conference programs provide a valuable tool to keep informed of the changes in our very diverse field. I look forward to seeing many of you there.

Fall is also a great time to join IFDA. We have an incentive in place for all those who join in the last 4 months of the year to get 16 for the price of 12. I know each of us could encourage one person to take advantage of this great offer. It will give us twice the membership and bring more diversity to our membership than ever before. I would like to challenge each member to do just that.



Also as the fall approaches, many chapters are having their elections for the new board to serve next year. If you have been sitting back, let me encourage you to step up to the plate. Your chapter needs enthusiastic people to be involved either as a board member or to serve on a committee. It is amazing how much can be accomplished by a few dedicated people. I can only imagine what could be done with a larger membership and more people willing to contribute to the organization.

See you in Boston!  
Lee

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**BOSTON 2005**

**SEPTEMBER 28-30**



**Merry Mabbett Dean, IFDA  
2005 IFDA Industry Forum &  
Conference Chair  
Past International President, IFDA**

Dear Members,

I still chuckle when I think of some of the antics and great moments I shared with my IFDA colleagues at past conferences. A highlight in 1994, the year I was president, was the Great Gatsby Gala in Minneapolis. We all caught the spirit and dressed in costume for the occasion. And some of those hats! Where the members found them, I'll never know!

I look forward to adding similar experiences to my memory bank this year. I'm particularly thrilled to be returning to Boston, a city that I consider one of my hometowns-I lived and worked happily in this wonderful city for almost 15 years and can't wait to revisit the places I love and see all the changes.

You must have received the brochure for this year's Industry Forum & Conference, September 28-30, at the Omni Parker House Hotel. The conference hotel is a must-see and great place to stay-especially as the National Trust has added it to its list of historic hotels. You'll be walking down the same halls as Charles Dickens, Ralph Waldo Emerson and John F. Kennedy! The city itself, also a favorite of the members, is enough of a draw, even without the stimulating programs and panels and

promise of visits with colleagues from around the country. We have planned to explore historic preservation, restoration and marketing trends and our goal, as always, is to help you achieve business success in the 21st century.

**We've extended the Early Bird Registration to August 15th.** To take advantage of the rock-bottom price, sign on right away. You can do so on line at [www.ifda.com](http://www.ifda.com) and by mail, as well.

I look forward to meeting you in Boston. Please contact me if you have any questions, or check out the web-[www.ifda.com](http://www.ifda.com)-for hotel or other information about the conference.

Cordially,  
Merry

## HIGHLIGHTS OF THE 2005 INDUSTRY FORUM & CONFERENCE

After a day of association meetings on the 28th, we'll all meet at the welcome reception that evening. The breakfast speaker on Thursday is Boston-based interior designer Charles Spada, one of House Beautiful magazine's "101 Favorite Designers."

He's followed by a panel, "Restoration or Preservation: Look at Your Projects the Way Experts Do," moderated by Ken Holmes, publisher-owner of Old House Web. Panelists include: John Buscemi, Classic Revivals; Mark Landry, President of Landmark Services; and David Short, President of Amherst Woodworking. Check out your program for details.

The day's second panel, "Historic Influences on Furniture Today," moderated by David Webster, CCO of Webster and Company, has scheduled panelists: Kerry Shrives, Senior Appraiser, Skinner, Inc.-a regular on public television's "Antiques Roadshow"; Jay Reardon, President of Hickory Chair Company; and furniture designer-manufacturer Dakota Jackson. Luncheon speaker, Jan Turnquist, Executive Director of Orchard House, the Concord, Mass. home of author Louisa May Alcott, will present "A House That Speaks Volumes."

We'll spend Thursday afternoon and evening at Gore Place, the summer home of former U.S. Senator and Massachusetts Governor Christopher Gore, where we will tour and enjoy a reception.

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First thing on Friday, we launch another set of panels. "Inside the Consumer's Mind: People's Choices," is moderated by House & Garden magazine's style director, Carolyn Sollis. Panelists are: Carlo Bruce, Retail Operations Manager, Historic New England; Melissa Bastos, Manager for Market Analysis, Cotton, Inc.; and Susan Winner, Director of Manufacturer Sales for HomePortfolio.com.

A second Friday panel, "Envisioning Tomorrow: Retail Trends," will be moderated by Warren Shoulberg, former Editor-in-Chief, HFN. His panelists will be: Ed Lent, Vice President of Creative Development for SPI Marketing; Tricia Foley, Vice President of Trend Development, Macy's Home; and Judy George, founder and CEO of Domain Home Fashions and the Conference's designated Honorary Chair.

The podium for the Friday luncheon-Green Giants in Furniture-will be shared by Einar A. Eisner, Executive Vice President of South Cone Trading Co., manufacturer of high-end furniture; and Amy Smith, Project Director of PaTS, South Cone's nonprofit division. PaTS's efforts aid rainforest preservation in the Peruvian Amazon and the livelihood of its indigenous people.

We conclude the Conference with a gala honoring publisher, Grace McNamara, IFDA Trailblazer, National Honorary Recognition Award recipient and other luminaries along with an art auction benefiting the IFDA Educational Foundation. Post-conference activities include a tour to the Peabody Essex Museum and Salem Witch Museum, on October 1.

## *All the Tools that are Fit to Choose*

“Editor’s Picks” by Kate Seitz, from *FFi—Fine Furnishings International* magazine, July/August 2005, published by Grace McNamara Inc. Used with permission of GMI.

The right design tool can help you save time on your work and may be the key to success and more profit. There are a million gadgets out there, however; here, *FFi* identifies our top five resources that can make a world of difference in your designs.



In a climate-controlled vault on High Point’s North Main Street rests a collection of original manuscripts and more by the likes of Thomas Chippendale, George Hepplewhite, and Thomas Sheraton. An adjoining reading room allows designers, educators, architects, historians, and others to enjoy the original works of these masters. The **Bernice Bienenstock Furniture Library** contains more than 7,000 volumes on the history of furniture and has more than 500 current titles available for purchase at the library and online at [www.furniturelibrary.com](http://www.furniturelibrary.com). Tel: 336.883.4011.

Space-planning tools can run the gamut from magnetic boards and handy-dandy pocket tools to elaborate computer programs. Finding what works best for you is the real key to achieving design clarity. The Magnetic Furniture Planning Kit from **Loring Interiors** contains a number of pieces to help you solve any furniture puzzle, including 120 common furniture shapes and sizes, all on a 6-inch scale. Tel: 612.317.4601, [www.LoringInteriors.com](http://www.LoringInteriors.com).



If you’re looking online for information or resources related to a certain topic or product, you need a good website from which to start. **Deziagnaré** offers a comprehensive online network for design professionals, educators, and students, and points you in the right direction for your interior-design needs. Topics include color, environmental design, health and accessibility, hospitality and retail design, and many more. [www.deziagnare.com](http://www.deziagnare.com).

Finding a perfect piece of art for a project can be one element of the design process that drags on and on. An online design community may be just the place you need to visit to find a host of interesting artists, decorative arts, furnishings, galleries and showrooms, as well as a listing of related designers and industry professionals. At **Art and Design Online**, you have direct access to just such a community, with an extensive international database of artists and designers. [www.artanddesignonline.com](http://www.artanddesignonline.com).



How do you choose a color palette that won’t be outdated in 6 months? Pantone and the Color Marketing Group select trend-right colors so you can be planning interiors far into the future, but narrowing down the color choices to a manageable size is not an easy task. **Color Directions™ 2005–2006**, produced for *loopreports* trend quarterly by Robin Culbreath Limited, gives you 55 paint-on-paper colors on 2.25-inch squares that correspond to the Pantone Matching System. [www.loopreports.com/directions.html](http://www.loopreports.com/directions.html).

### **Brush Up On Your Industry Associations**

American Institute of Architects: [www.aia.org](http://www.aia.org)  
American Society of Furniture Designers: [www.asfd.com](http://www.asfd.com)  
American Society of Interior Designers: [www.asid.org](http://www.asid.org)  
Color Marketing Group: [www.colormarketing.org](http://www.colormarketing.org)  
*FFi* magazine: [www.ffimagazine.com](http://www.ffimagazine.com)  
Interior Design Society: [www.interiordesignsociety.org](http://www.interiordesignsociety.org)  
International Furnishings and Design Association: [www.ifda.com](http://www.ifda.com)  
International Interior Design Association: [www.iida.org](http://www.iida.org)  
Leadership for Environment and Development International: [www.lead.org](http://www.lead.org)  
*Loopreports* magazine: [www.loopreports.com](http://www.loopreports.com)  
National Council for Interior Design Qualification: [www.ncidq.org](http://www.ncidq.org)  
National Home Furnishings Association: [www.nhfa.org](http://www.nhfa.org)  
National Kitchen and Bath Association: [www.nkba.org/](http://www.nkba.org/)  
Society for Design Administration: [www.sdadmin.org/](http://www.sdadmin.org/)  
The American Feng Shui Institute: [www.amfengshui.com](http://www.amfengshui.com)  
The Furniture Society: [www.furnitureociety.org](http://www.furnitureociety.org)  
U.S. Green Building Council: [www.usgbc.org](http://www.usgbc.org)  
*Window Fashions* Certified Professionals Program: [www.wfcpro.com](http://www.wfcpro.com)  
*Window Fashions* magazine: [www.window-fashions.com](http://www.window-fashions.com)

## Stylish Words

"Editor's Picks" by Linda Henry, from *Window Fashions* magazine, August 2005, published by Grace McNamara Inc. Used with permission of GMI.

Published on the wall and in traditional book form, good design has a way with words.

A company called Wonderful Graffiti offers words of wisdom (and/or whimsy) on thin vinyl that adheres to the walls, so that favorite quotations, recipes, or phrases appear to be lettered by hand. They're easily removable, won't damage the walls, and stay in place until you want to remove them. Choose from available quotations or customize something special for your client. How about an heirloom recipe for the kitchen wall? Possibilities are endless for creative minds. For instance, a homeowner who couldn't find a way to build a window in a tiny bedroom decided instead to place the word "window" in script on the wall alongside the bed. Now guests can imagine the window of their dreams with the mere suggestion of the word. A line of holiday sentiments is also available, which can be used for seasonal decorating.

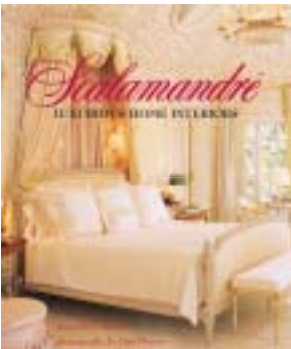


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***Scalamandré Luxurious Home Interiors***, by Brian D. Coleman.. Copyright Dan Mayers 2005. Reprinted with permission of Gibbs Smith, Publisher.



Scalamandré is a third-generation family business, started by Franco Scalamandré, who fled Mussolini's Italy in 1923. He started the company in Long Island City, NY, in 1929—the year of the stock-market crash. Scalamandré always said the Depression was a great time to start a business because materials and labor were inexpensive. Franco's wife, Flora, was an artist who designed fabrics—a silk liseré that incorporated a strawberry pattern was an early success—and soon the company became known for its reproductions for historical homes, Philadelphia's Congress Hall, and the White House. Franco often said that this work was his way of paying back his adopted country for the gift of freedom.

This history is detailed in the opening sections of *Scalamandré: Luxurious Home Interiors* by Brian D. Coleman (Gibbs Smith, 2004). The rest of the book's 16 chapters show the work of designers who have used Scalamandré fabric, trimmings, and wall paper in a wide variety of high-end and historical homes, including elegant Louis XV interiors as well as a Colorado "cottage."

***Extraordinary Interiors: Decorating with Architectural Salvage and Antiques***, by Brian D. Coleman. Copyright Dan Mayers 2005. Reprinted with permission of Gibbs Smith, Publisher.



Also by Brian Coleman and published by Gibbs Smith (2005), *Extraordinary Interiors: Decorating with Architectural Salvage & Antiques* brings a fresh perspective on eclectic design. The cover image of Ann Getty's Turkish guest bedroom is just one of hundreds of room ideas offered in this book. While it would be impossible to replicate any of these designs, Coleman's compilation will get you rethinking your concept of salvage and antiques. Because this method of design is individual and idiosyncratic, each chapter features one home, room by room. A doctor who collects antique wind-up snails, vintage radios, and mercury mosaic stained glass advises "Buy what amuses you." This book will certainly do that, as well as inspire more creative and individualized design.

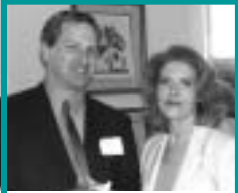
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## CHAPTER NEWS

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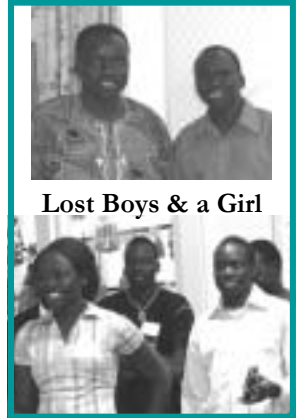
### *Georgia IFDA*

The monthly meetings for May and June combined two things in which the Georgia chapter excels. First, we are known for hosting very successful fundraisers for very good causes. The second thing - our monthly meetings - are great! They are informative, entertaining, gracious, welcoming and basically fun.



Author Mark Bixler &  
GA Chapter President  
Diana Perkins

For the May meeting, we hosted a book signing for Mark Bixler, author of The Lost Boys of Sudan. The book tells the tragic story of children in Sudan orphaned and displaced due to senseless warfare starting there in 1983. Our chapter is especially close to the conflict because seven showrooms at the decorative arts center have Lost Boys as their employees. That included Lee Jofa, whose manager, Gerry Bradford, graciously hosted the meeting. All the Lost Boys from the seven showrooms came to the meeting, as did their family sponsors. It was a hard evening to get through, realizing what cruelty there is in our world. Not a dry eye in the audience. A moving, educational and somber meeting; and we raised money for a great cause!



The June meeting was for another worthy cause, AIDS research. We partnered with DIFFA for a home tour of a gorgeous residence, Stonebrooke, in the trendy Brookhaven section of Atlanta. Each room featured distinct design and artwork, including a white on white carved fireplace mantel in one of the living areas. Member Columbia Hammock-Cobb, with help from the organizing committee (Diane Fitzgerald, Archie Deese, Patti Wilson, Diana Perkins, Natalie Keene Bradley), organized the evening. Another member, Laura Monk with her group, High Cotton, provided cool jazz in the garden area. And the evening included another book signing, by Susan Goans, the designer of the home and author of "Painted Finishes for Walls and Furniture".

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### *Northern California IFDA*

#### **DESIGN RESOURCE FAIR**

One of the major benefits of IFDA is the ability to network. Networking benefits us all in keeping our industry cohesive and strong. On June 23<sup>rd</sup> the Northern California Chapter, in conjunction with ASID California North, sponsored The Design Resource Fair. This Fair was held at the San Ramon Marriott in Contra Costa County, in the valley just east of San Francisco. Due to a growing traffic problem centering programs in the East Bay was important. This Fair was met with overwhelming positive responses.

In March Kashmir Fabric Rep. Roger Antongiovanni asked when IFDA would put on another Vendor Fair. That was the day the ball got rolling. Darlene Jurrow, both an IFDA member and also the Chapter President of ASID, got wind of the idea. She stated that ASID was also planning such an event and thought we should combine forces. The committee was formed consisting of IFDA members Debra Ogden, Elida Rossetti, Beverly Lovell, Virginia McCausland, Joan Croft, FIFDA, Judith Clark, FIFDA and Jan Gunn, ASID. All on this committee were very active and involved in creating a fabulous event.

For a 6' table our vendors paid \$325 for nonmembers and \$275 for members. 49 vendors attended. The space contracted for at the Marriott was 5,000 sq ft. and not nearly enough for the vendor response. In the end, many vendors were turned away. The Fair went from 3:00-7:00 with a large assortment of hot and cold finger food along with a no-host bar. ASID made fresh popcorn and one of the vendors, Standards in Excellence (distributors of fine appliances), baked fresh cookies. All of this added to the excitement of the day. Door prizes were donated by the vendors. It was difficult awarding these prizes as designers were too busy networking to listen to who won the prizes.

There were staffed informational tables for both IFDA and ASID. The entrance fee for attendees was \$20 for non members. However, if one joined IFDA, the \$20 was waived. The invitation list to designers came from The Yellow Pages and lists given by some vendors. Many vendors also sent invitations to those on their account lists. We asked for sponsorships and received one from a local window covering vendor, Fashion Tech. Our many thanks to them and their Rep. Rick Skelly for their contribution.

What could be better than getting so many industry members together in one place to do what we do best.....NETWORK?

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## ***Northern California IFDA***

Northern California Chapter of IFDA hosted their General Membership Event on Wednesday, August 10, 2005 from 6:00 to 8:00 p.m. We chartered a ship from Commodore Cruise Lines and the evening began with a buffet dinner while dockside at the Alameda pier. After dinner, we set sail for an hour cruise around beautiful San Francisco Bay. It was a delightful evening out on the water watching the sun go down behind the Golden Gate Bridge.

As a way to "network" to the local design industry, invitations were extended to prospective new members to attend as our guests, to come meet us, see how FUN our chapter is and be invited to be part of this great organization! The San Francisco Mart General Manager, her husband and the Special Events Coordinator were also invited to be our guests to thank them for their support of our association. Vendor reps, workrooms and installers we do business with were offered attendance at half price for the dinner cruise, to show them they were appreciated as design partners and give them an opportunity to connect with possible leads to grow their businesses. This event was also open to our friends and family to enjoy a delightful evening with IFDA. It was a very successful and unique way to build our membership and enjoy a summer night in our gorgeous location.

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## ***New York IFDA***

### ***IFDA-NEW YORK SEES GREEN***

#### **2005 CIRCLE OF EXCELLENCE FOCUSES ON SUSTAINABILITY IN DESIGN**

The New York Chapter of IFDA will recognize outstanding efforts on behalf of sustainability in design and allied industries when it names recipients of its annual **Circle of Excellence** awards, Nov. 8, at the Millennium Broadway Hotel's newly restored landmark Hudson Theatre.

This is the first year that the awards gala, which has been held since 1992, will be oriented around a specific aspect of design and manufacturing.

One of the year's most anticipated and festive industry events, *The Circle of Excellence* recognizes individual and corporate talent and accomplishments within the design and furnishings industry. This salute to the industry's notable achievers represents the "Oscar" of the industry. Previous winners have included such notables as Crate & Barrel founder Gordon Segal, author and designer Chris Casson Madden, HGTV, and Farooq Kathwari, CEO of Ethan Allen.

The 2005 awards will celebrate the new *aesthetic* of environmentally friendly design, while reaffirming its increasingly vital importance to the future life and health of our shared earth. Honorees are:

**LAUREL AWARD: Natural Resources Defense Council (NRDC);**

John Adams, Founder. NRDC is known as one of the nation's most effective environmental action organizations, pledged to good stewardship of the Earth.

**ENLIGHTENED LEADERSHIP: Hearst Corporation;** Brian Schwagerl, Director of Real Estate & Planning. The new Hearst headquarters on West 57<sup>th</sup> St. is expected to garner a Gold LEED (Leadership in Energy and Environmental Design) rating, a first for a commercial office tower in New York State.

**ENLIGHTENED DESIGN: Clodagh.** Long committed to healthy, eco-sensitive design, Clodagh has been, as one industry observer put it, "Green before green was more than a color."

**ENLIGHTENED PRODUCT: ICI Paint (Glidden), Larry Porcellato, CEO.** ICI pioneered the industry's development of VOC-free paints.

**ENLIGHTENED MEDIA: Rodale, Inc.;** Ardath Rodale, President.

Rodale publications, including *Organic Style*, continually and effectively expand reader awareness of environmental issues.

**ENLIGHTENED MANUFACTURER: Interface, Inc.,** Ray Anderson, Chairman of the Board. Visionary executive, totally committed to developing ingenious new protocols for 100 percent sustainability in manufacturing, Anderson raises the bar for the entire industry.

"As leaders in the world of furnishings and design, IFDA recognizes the necessity of protecting our finite resources," says Jeannie Bochette, e and Marketing Manager for Steelcase-co-chair of the Circle of Excellence with journalist Rose Bennett Gilbert. "By honoring outstanding leaders in green enlightenment, we hope to raise the awareness of the entire industry."

Expert advisors to IFDA's Circle of Excellence committee include some of the industry's most active proponents of green. Chairing the Advisory Board is **Asher Derman**, Ph.D., noted professor of architecture and design, author and environmentalist; other advisors are New York interior designer **Jamie Drake**, who handled the restoration of Gracie Mansion, and **Judith A. Jedlicka**, president of the Business Committee for the Arts, Inc.

L.C. Williams & Associates, the Chicago-based public relations and research consulting firm which is already a Sponsor of the New York Chapter, is handling promotion and media relations for the event.

## North Central IFDA

### The Impact of the Empowered Consumer on Design

Our May program brought Grace McNamara, president and owner of Grace McNamara, Inc. to the KDR showroom to present insightful information about today's savvy buyers and their impact on the interior design industry.

#### Some of the Consumer tips shared by Grace...

- \*Know current and future trends to create opportunity.
- \*Hot new topic-"Insperience"-Bringing outside experiences into the home, e.g. home theater, gourmet kitchen, meditation room, a laundry room with dry-cleaning machine.
- \*"Maturalism"- mature consumers demanding a degree of privilege-Baby Boomers want the best!
- \*Clients are looking for the luxury of calm: Restful, peaceful and beautiful environments.
- \*Lust for Luxury - Clients seek experiences and feelings and care more about how the product will enhance their lives vs. the product itself.
- \*Green products designed with environmental integrity are important. Sustainable design is more a "lifestyle" than a "trend" for Boomers and Echo Boomers.
- \*Marketing strategies & tactics: Use family in marketing, target women's charity groups, partner with local retailers that target affluent consumers, create private sales or events for your clients, reward repeat or volume clients and referrals! Develop Loyalty by Making Your Client Feel Special!

### Resource Event and Remodeling Seminar

The June Resource Event & Remodeling Seminar evening began with fifteen vendors who shared samples, catalogs, photos and knowledge of their products and services. It was a great opportunity for them to market their business to their fellow IFDA professionals and to establish new relationships.

The second part of the program was a remodeling panel. There was discussion on the process of remodeling, the designer's role in assisting clients with their project, insights on current remodeling trends from the National Kitchen & Bath Industry Show, information on trends specific to the various trades represented, tips on what to consider when doing a remodeling project. We learned what's new with cabinets, countertops, flooring, tile and natural stone, and what smart lighting choices can do for a room.

### Gangsters, Kidnappings, Gunfights in Saint Paul!

IFDA members and friends recently took themselves back to the 1930's as we boarded a reserved coach and rode down memory lane to learn about the Saintly City's unsaintly past. Billie Frechette, John Dillinger's favorite girlfriend, was our in-character tour guide.

Billie highlighted the events that shaped Saint Paul's criminal past. She recounted such crimes as the South Saint Paul Stockyard payroll heist and the William Hamm, Jr. kidnapping orchestrated by Alvin "Creepy" Karpis, the brains of the Ma Barker gang. Who would have imagined that such high profile crimes would ever occur in a sleepy Midwestern town? The Saint Paul Police were especially puzzled since they had made an agreement with gangsters that they'd receive "protection" from the Police as long as crimes weren't committed in the city.

It was excellent summer entertainment and networking for IFDA!

## Texas IFDA

### TEXAS – no longer Southwest Chapter!

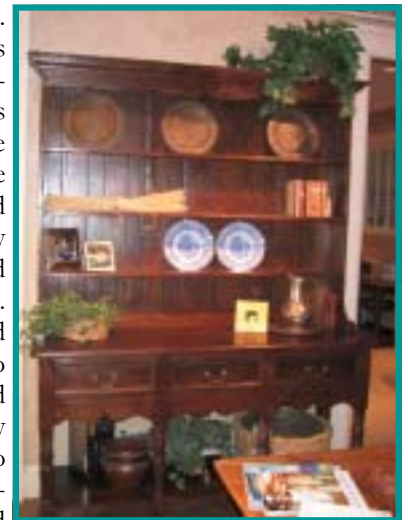
The IFDA Board of Directors approved a name change in April. We have gone from being the generic Southwest Chapter (which really didn't tell much about where we were) to being the Texas Chapter. It is a more accurately description of where our general population is located. We still have members from other states, but as potential members look at the website, they will have a better idea of where we are, and then they can select from the chapter they feel will best fit their needs geographically.

In July we had a great presentation, "Old World Charm at Old Timber Table". Chuck Everett, the owner, and DeAnne Stewart, his assistant, took us back in time as we



#### Work in progress

enjoyed a tour of "Old World" techniques and the art of custom furniture crafting. We got an insight into the talent of reproducing quality French and English furniture of the 18<sup>th</sup> and 19<sup>th</sup> century. We viewed the use of extensive old, reclaimed timber, hand tools, and authentic finishes and colors that give a piece the look of a gently used but well preserved antique. We examined the carvings being done with chisels and mallets with a discerning eye for details. Chuck pointed out that one of the most used tools in their workshop is a "hand" plane, not the present day "sanding" machine. The hand plane creates that worn, uneven finished surface that was prevalent in the "original" pieces. We saw how the finished products accurately reflect the beauty and warmth of the originals. Designers were invited to bring their clients to give them a first hand experience that they would not be able to witness otherwise. Instructors were invited to bring their students for a working class. All were encouraged to bring their own custom designs that they had in mind to discuss with Chuck and DeAnn for after the presentation.



#### A Finished Product

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