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- IFDA's Virtual Chapter Is Now For Real
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President's Message



Summer's here and we are all spending more time outdoors (even if it's just having the windows and doors open to feel the fresh air and listen to the birds and breezes). You've probably noticed that you have more energy, smile more, are more relaxed and simply enjoying life more. That is no coincidence! It's the effect of nature on our minds, bodies and spirits

No wonder **biophilic** (nature-driven) **design** is an emerging component of healthy design. First coined by philosopher Eric Fromm in 1964 and later popularized by Edward O Wilson, biophilia is "A love of life or living things," humankind's innate biological connection with nature. It helps explain why crackling fires and crashing waves captivate us; why a garden view can enhance our creativity; why shadows and heights instill fascination and fear; and why animal companionship and strolling through a park have restorative healing effects.

While it is much more prevalent in Europe, biophilic design has already encompassed the commercial design world here (see Amazon, Google, and Apple headquarters), the health care industry (see new hospitals), and is beginning to influence our residential design community. We – IFDA – are uniquely positioned to capitalize on the movement and become the leaders in this health- and life-affirming

design direction, which is based in scientific studies, not a "feel-good moment."

No matter what aspect of the industry spectrum you represent -- vendor, rep, designer, artist, communicator, photographer, manufacturer, or another -- this will be the wave you will want to be riding into the future. The more you know and understand about this field, the better you will be positioned to stand out from the rest.

How can IFDA produce a series of CEUs and/or a certification program in biophilic design, wellness- centered design that helps busy, career-driven families feel at peace, and experience an increased sense of self-worth that leads them to healthier and happier lives?

"It's our responsibility as interior designers to ease the spirit and to make people feel good about themselves by bringing function, great design, and peace to their home environment," says Charles Pavarini III. A member of IFDA NY, Charles' wellness-centered room was a newsmaker at the 2018 Kips Bay Decorator Show House. Experience it yourself at https://www.youtube.com/watch?v=dVxAfgYWrTM

We will be investigating and reporting more about the important move toward biophilic design in the next few months.

Stay tuned.

Ida J. McCausland IFDA President



IFDA's Virtual Chapter Is Now For Real

IFDA's Virtual Chapter is now up and running, reports jubilant President Ida McCausland.

Designed for former members who have moved away from their Chapters, retired members who still want to be part of IFDA, and design-industry colleagues too remote from active Chapters,

the Virtual Chapter idea has received "a great response so far," Ida says. "We continue to receive more inquiries every week and from some pretty far-flung places: we have our first Virtual Chapter member in Australia!" (Meet Mastercraftsman Gary Olsson of Kurwonbah, Queensland, in the feature that follows.)

IFDA's Virtual Chapter officially launched on June 12, but as Executive Director Linda Kulla, FIFDA, points out, IFDA has long exerted global attraction. "Since 2001 we have had members from some 21 countries around the world: Bahrain, Switzerland, Taiwan, Greece, Singapore, Japan, Guatemala, United Arab Emirates, Caymen Islands, Argentina, Bulgaria, Tanzania, England, Mexico, Hong Kong, Canada, India, Australia, China, Saudi Arabia, and Malaysia.

"We also had members in 31 of the United States: Alaska, Alabama, Arkansas, Colorado, Connecticut, Delaware, Georgia, Hawaii, Iowa, Indiana, Kentucky, Louisiana, Maryland, Maine, Michigan, Minnesota, Missouri, Mississippi, Montana, New Hampshire, Nevada, Ohio, Oregon, South Carolina, South Dakota, Tennessee, Texas, Vermont, Washington, West Virginia, Wisconsin, and Wyoming.

"If we add in the states we know we cover now -- California, New York, Rhode Island, Massachusetts, New Jersey, Pennsylvania, Virginia, North Carolina, Florida, and Arizona -- that totals 41 states, plus Washington, DC. Pretty remarkable," as Linda says.

More to come: "A number of folks have not only reached out to join, but also sent in suggestions on how we can virtually network, hold events/webinars, chat and work together," Ida reports. She predicts that Virtual Chapter members may also want to visit, network, and collaborate with other Chapter members in their travels.

All ideas about this brand-new undertaking were up for discussion at the Virtual Chapter's first conference call planning session earlier in June, according to Ida. "IFDA's Virtual Chapter is a great way for everyone to stay informed and involved, as we continue to expand the wonderful world of IFDA!"



Blurring Boundaries Top Designers Who Defy the Limits of Design

Monday, October 21, 2019 High Point Market 9:00 am - Noon (breakfast included)

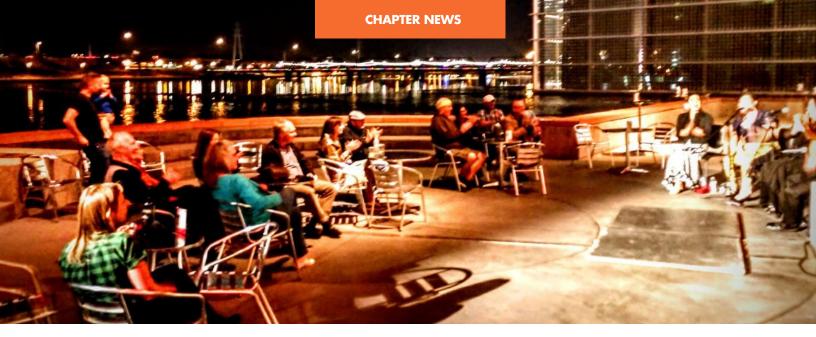




MARK YOUR CALENDAR NOW... A Not-To-Be-Missed Event!







SMILE! YOU'RE ON CAMERA: Jan Braden (left), Arizona IFDA Programs Director, and Carrie Kiser, Treasurer, ready for Flash Happy Hour at the Tempe Art Center.

Arizona Chapter Did Anyone Bring A Camera?

Submitted by Chapter President Donald H. Judd

Things have been hopping here in the desert. Now our season is beginning to wind down as our winter visitors head back to cooler climes, and designers and suppliers begin to examine our summer schedules. But for the first half of the year our events were very well attended, and the Board was coming up with ideas to keep our members engaged and, at the same time, attract potential new members.

We started the year with our Sponsor event, an After the Holiday Recovery Party at Miranda Delivery Service, and we all had so much fun no one remembered to take pictures. Next was Happy Hour at the Tempe Center for the Arts (which sprawls over 17 lakeside acres) with cocktails and Spanish dancers. *And this time we remembered the pictures*.

In April we celebrated Easter with our member Linda (Sam) Kreckman and QDIstone, a tile and stone resource and Friend of IFDAAZ. QDI is a great place to enjoy Arizona's Spring weather...and learn from Sam that quality tile and stone can be affordable for even our most costconscious clients.

With Summer fast approaching here in the Valley of the Sun, our has been busy planning our biggest event of the

Year, our ReJUNEvenation Event. This is our fifth annual ReJUNEvenation, and we have designed it to show that IFDAAZ is a collaborating partner in the design industry. To bring our mission statement to the industry's attention. IFDAAZ decided to put on an educational event that will bring all of the design organizations together. In a word, we would **GO BIG OR GO HOME**.

The possibility of failure had some of the board members a bit nervous -- past ReJUNEvenations had experienced low turnout. So the IFDA board agreed to create a CEU event large and important enough to possibly bring back former members and sponsors.

The challenge was on. We chose Mike Peterson (IFDAFLA) as our speaker; the venue will be the historic Wrigley Mansion, one of Phoenix's most-storied landmarks, overlooking the entire Valley. We've been busy getting the word out and marketing the June 15 event to ASIDAZ, NAKBAZ and the NEWHAZ. And to all other IFDA Chapter Presidents.

You were all invited. We'd have loved to see you. Hotel rates are cheap this time of year.



SMILE! YOU'RE ON CAMERA: Jan Braden (left), Arizona IFDA Programs Director, and Carrie Kiser, Treasurer, ready for Flash Happy Hour at the Tempe Art Center.



STONES, TILES & SMILES: IFDA-AZ Past President Shanti Rose (left) shares what must be a funny story with TaMeki Njuguna and daughter ZahnAra Njuguna.

Carolinas Chapter Carolinas Chapter Covers the High Point Market

Submitted by Dawn Brinson, FIFDA

IFDA as a whole certainly made its presence known at the semiannual High Point Market. Virtually wherever you turned, IFDA members, including those from the Market's home base, the Carolinas Chapter, were connecting, collaborating, presenting, displaying, and generating interest in and about the Market.

Arguably, some of the most compelling showroom displays at High Point are created by IFDA members. Holly Barker Woodward shared her product designs and the beautiful displays at Baker Furniture.

IFDA Selects was an instant hit. Thanks to everyone who worked so hard to bring this great program to High Point. The High Point Market is looking forward to this becoming an annual event, so much so they have included us on their website home page, http://www.highpointmarket.org.

Our members sat on panels, presented new ideas, participated in Instagram Takeovers, wrote about what they saw so the rest of the world can fall in love with good design, and so much more.

A stellar number of connections were made that will immediately benefit IFDA. National President, Ida McCausland, was a networking machine! If someone stood still, she introduced herself. If they smiled, she pitched them on IFDA membership. Partnerships, collaborations and new connections will certainly come about as a result of all our members' determined interactions and engagement throughout Market.

And, we have to give some top-shelf shout outs to just a few business friends and colleagues who are helping us make fresh, smart, big strides towards our goals. Thanks again to the High Point Market Authority; to Steelyard, the professional designers' best friend; to the International Society of Furniture Designers; to The Chaise Lounge podcast's Nick May; to International Market Centers; and to all of you, our IFDA friends, who help Carolinas Chapter celebrate the best in design every year at High Point Market. See you in October!



Everick Brown, IFDA, presents the IFDA Selects Award for Art/Accessories, Handmade or Artisanal to Orfeo Quagliata.



High Point Market, everyone applauded, including judge Tym De Santo and IFDA president Ida McCausland.



Beauty By IFDA's Holly Barker Woodward

Florida Chapter A Lovely (IFDA-STYLE) Day in West Palm Beach

Submitted by Susan Slotkis

A well-choreographed event came to fruition on a beautiful May Saturday at the dramatically renovated and expanded Norton Museum of Art in West Palm Beach.

Kudos to Chapter President Marsha Koch and Beverly Stewart, VP for Events, for putting together a day that was truly what IFDA is about: design, camaraderie, networking, educational and cultural experiences.

Add a great private space for a Chef's Table luncheon, with attentive staff, and, voila! you have a perfect formula for success.

IFDA members and friends met for a docent-led tour of the new Norton Museum of Art on Saturday, May 18. Aya, our very passionate and knowledgeable docent, began with an introduction to the exterior architecture and landscaping of the new museum (by Foster + Partners) within the context of the museum's ideology and purpose. The original Norton Museum harks back to 1941, the cusp of mid-century modernism, in American Art Deco style. The new museum, the result of a \$110-million capital campaign, adds 12,000 sq. ft. of new galleries and a 37, 200 sq. ft. sculpture garden.

During IFDA's tour, several main themes were presented, for further exploration and contemplation:

- · Harmony with nature in the post-industrial world;
- The irrelevancy of "prettiness," post-Holocaust and WWII;
- The materiality of the modern world, including fiberglass, aluminum, steel, resin, and plastic;
- Everyday objects as art;
- Inclusion of diverse artists, such as contemporary African Americans.

Well-versed in the museum's renovations, Aya also chose a diverse selections of art to highlight for us. Her enthusiasm was seductive. She encouraged us to draw our own conclusions for each piece. A major theme for contemporary museums is interactivity, often by way of technology. But there is also the modernist artist's intention to create art for the viewer to interpret, embellish, and experience. And, so we did, as a group and individually.

Our emphasis on this tour was modernity (i.e. from the Industrial Revolution to up-to-the minute contemporary art). We also got a glimpse at Impressionist art, and such modern artists as Calder, Picasso, Braque, and Pissarro before our tour concluded with an all-too brief stroll through the sculpture gardens.

But the Norton has plenty more to offer, such as Chinese antiquities, Renaissance and Baroque paintings, and a famed collection of photography. No wonder, it is a must-see more than once!



MEMORIES NEVER TO BE ERASED: Tour begins with the architecture and landscaping of the New Norton, with Typewriter Eraser by Oldenburg and Van Brüggen. Photo: John Stillman



TURNING OUT FOR ART'S SAKE: IFDA tour gathers in Norton foyer. Photo: John Stillman



ADMIRING CONTEMPORAR AMERICAN ARTIST: Provocative temporary exhibit features commissioned work by Nina Chanel Abney, b. 1982. Photo: John Stillman



FOOD FOR THOUGHT...AND ART: Luncheon at Chef's Table in the Museum Photo: Marsha Koch

Illinois Chapter Pop-Up Events, Idea Exchanges

Submitted by C. Beth Arntzen

The IFDA Illinois Chapter has been busy this spring, offering two events and piloting a third one especially for IFDA members.

A field trip to Redeemed Vintage Showroom in Lake Zurich launched our season of events. Owner Carol DeGraeve welcomed our members to her showroom-slash-home in March to explore the curated vintage accessories and furniture she has collected from American and European antique flea markets, antique malls, resale, and consignment shops. Carol specializes in finding great pieces at great prices and passing these deals on to us. Redeemed Vintage Showroom is a major resource for uncommon accessories, just what a designer needs to cap off a project.

In April, we piloted a new program for our members: "Pop-Up" Field Trips, casual, informative, spontaneous excursions to local venues of interest and benefit to our members. Our first "Pop-Up" was a field trip to BWS Woodworkers and CG Vintage's Spring Weekend event in Northbrook, a community known for vintage shopping. We also stopped in on a local specialty glass vendor and a stone fabricator in the area.

We've also enjoyed a very successful field trip to the new Chicago Grand Avenue Design District. Once a manufacturing hub, the Grand Avenue District is populated with noted interior design firms, shops, and salvage yards. We were guests at Lusso Design Resources, a to-the-trade showroom that represents an array of custom factories offering expertise at one-of-a-kind builds in styles ranging from traditional to contemporary -- and anywhere in between. We heard a presentation on new products and Pindler fabrics that launched at the March Furniture Market, then explored the various shops on Grand Avenue en route to a private tour at The Conservation Center. The Conservation Center is a full service facility with 43 experts from around the world trained in each discipline required to treat art collections, large and small.

All IFDA Illinois events include a meal, affording the opportunity to network and share ideas and resources. In fact, this opportunity to exchange ideas with peers is a critical component of the continuing success of our chapter.



ALL FOR ONE-OF-A-KIND: At Lusso Design Resources in the Grand Avenue District, owners Laura Nagel and Tim Palmer update IFDAers on what's new and what's possible.



WHERE DOES IT ALL END? Around a table, of course, for camaraderie and regaining strength enough to keep exploring the area's wealth of resources.



Japan Chapter IFDA Japan Celebrates 'World Interiors Week' Supports International Federation of Interior Architects/Designers (IFI)

Submitted by Yasue Ishikawa

Members of IFDA JAPAN played leading roles in this year's observance of "World Interiors Week" in Japan, six days (May 20-25) focused on the roles of interior design in the creation of a better future and the enrichment of society and culture.

Supporting the student exhibition of space and product designs organized by the Japan Interior Designer Association and held in the HDC Kobe Building, the event was directed by Koji Sakai. Akari Koike led a seminar about designing a "happy space" for gathering people, and Akishita Morihisa conducted a workshop on chair upholstery. All three are members of IFDA Japan.

"World Interiors Week in Japan" was launched in 2016 in response to "World Interiors Day," held by the International Federation of Interior Architects/Designers (IFI) on the last Saturday in May each year, a day set aside to consider the roles of interior design under a common theme worldwide. Founded in Copenhagen, Denmark, in 1963 as an international not-for-profit, the IFI is the sole global authority for professional Interior Architects/Designers, representing 270,000 designers, educators, and industry stakeholders in the international design community in 110 countries.



This Way to World Interiors Week: Student exhibition was coordinated by IFDA Japan member Koji Sakai.



Designing a Happy Space: Akari Koike, past IFDA Japan Presidet, leads seminar for student designers.



Happy Response to Akari's Seminar: Fans obviously approved



Cheerful Colors = Happy Space: Students display upbeat upholstery.



 $\label{thm:continuous} \mbox{Upholstery Udate: Akihisa Morishita show students how it's done.}$



Paper = Art: Work by students from Kobe Shoin University, where Akari is a teacher.

New England Chapter 'A Labor of Love'

New England Chapter Brushes Up On Altruism

Submitted by Jacqui Becker Photos: Elaine Fredrick Photography

Paintbrushes firmly in hand, members of IFDA New England converged on Dorchester, MA, April 13 for their third Paint-A-Thon at Phoenix House, a residential treatment program for women with young children that allows mothers and children to stay together while accessing support programs.

In partnership with Rebuilding Together Boston -- and with special assistance from board member John Speridakos of Cosmos Painting and paint donated by Sherwin Williams -- we transformed hallways, the kitchen, and offices with beautiful colors selected by board member Jessica Chabot of Hawthorne Builders.



Here's what our labor of love meant to those we touched...

"I wanted to thank you again for arranging the Paint-A-Thon with RebuildingTogether Boston. What a difference color makes in a life, especially when dealing with the hard realities of trying to change one's life as many of these women are. I sent an email to those who signed up through the online waiver. I might have missed one or two if they did not sign up. Please share the thank you with them. We truly appreciate what IFDA accomplished on Saturday at the Phoenix House."

Karen Clay, Executive Director, Rebuilding Together Boston



- A CHEERING THEM ON: Karen Clan and Meg Riccardi of Building Together Boston (left) line up with IFDA NE painters.
- **B** READY TO ROLL: (from left) John Speridako, Billy Kriche, Mario Ortega, and Luis Marida.
- C REAL ARTIST AT WORK: Art expert Jacqui Becker paints within the lines.
- **D** WEAPON OF CHOICE: Lorelle Carlso wields her roller.





"On behalf of Phoenix House, I want to add my thanks to you and all the IFDA volunteers for contributing your time, energy and skills toward making Phoenix House Dorchester a more welcoming and attractive atmosphere for our mothers and children. You are truly making a difference in their lives!"

Catherine Denning

Development and Communications - Phoenix Houses of New England

"I also want to say thanks and tell you how beautiful the painting came out in the program. Both residents and staff were very excited and pleased with the paint job! It gave the program a more warm and home-like environment."

Doris Brown, M.Ed Director of Administration and Operations

New York Chapter How on Earth Do You Get a Client to Pay? Everyone's Asking. New York Answers

Submitted by Sarah Fletcher

It's a question almost all of us have had to consider, and not just interior designers. It also turned out to be the ideal topic for an IFDA NY Chapter panel discussion held on May 16 at the New York City's Cosentino showroom.

Four panelists offered their perspectives:

- The Attorney: Alex K. Ross, Esq., of Ross & Katz;
- The Accountant: Tricia M. Taitt, principal of The Art of Money Matters, Your Outsourced CFO;
- The Client Relationship Expert: Richard R. Shapiro, founder of The Center For Client Retention;
- Moderator IFDA NY Chapter member J. Randall of Pavarini Design.

The 'Get Paid' Panel at the Cosentino Showroom: From left to right, Alex K Katz, Esq., of Ross & Katz; Tricia M. Taitt of *The Art of Money Matters, Your Outsourced CFO*; Richard R. Shapiro of The Center For Client Retention, and J. Randall of Pavarini Design.



THE KEY TAKEAWAYS

- Good personal relationships with clients matter. Make sure to over-deliver with great customer service and thorough forecasting of job costs and budgets.
- Request a retainer upfront and consider an upfront design fee
 to cover the drawings and planning documents/spreadsheets,
 etc. This requires some prior historical data for reference and is
 advisable for experienced professionals.
- 3. Only agree to a flat fee if there are strict limits and inclusions set forth in your letter of agreement.
- 4. Make sure your payment schedule doesn't leave a large amount due at the end of the project when clients may want to avoid paying.
- 5. To keep positive cash flow, don't invest your own money on behalf of a client. Be sure there is always money in the retainer to cover your work in process.

- Charge a markup on product in addition to monthly billing for construction supervision and reimbursable expenses and make sure product is paid in full *PRIOR* to delivery.
- Know your worth and charge it in your hourly fee and be clear how that applies and is billed during the course of a project to cover time and expertise.
- 8. If it becomes tricky with the client toward the end of a project, MAKE SURE To Do EVERYTHING you have committed to do and checked off every punch list item, and that everything that was installed works as designed before pressing for payment.
- 9. Include a stipulation in your contract that suspends deliveries if payments are not made on schedule.
- 10. Small Claims Court is the best way to recover unpaid balances under \$10,000 for unreasonable clients.

A FINAL PIECE OF GOOD ADVICE: PRINT THIS ARTICLE AND POST IT FOR INSTANT REFERENCE.

Philadelphia Chapter Philadelphia Members At Work Doubling-Up on a Smart Condo, Doubling-Down on Design House for Charities

Submitted by Stephanie Graham, Chapter President

Two heads may be better than one, but four-handed design is the next big thing, say Nelly Arnold and Kyra Winsky, Philly IFDA members who have recently proved out a major benefit of IFDA membership: the ease of organizing professional collaborations.

Nelly, owner of Personal Space design firm, and Kyra, a Technical Integration Specialist with Hi-Fi Sales Co., Cherry Hill, met at Philadelphia Chapter Board meetings and soon began talking shop.

"I had a lawyer client who wanted a house full of Smart Home products," Nelly explains. "He and his family live in Chicago, but he was an active Villanova alumna and wanted this condo on the Main Line for meetings and entertaining. He also wanted it to be totally different from their traditional home, and totally 'Smart,' so he could control things from back in Chicago.

"So I reached out to Kyra. Otherwise, I'd have had to do a ton of research!"

The result, they agree, is totally tekki and totally cool. Thanks to the Lutron HVAC system Kyra implemented, everything, including the window treatments, operates from an app on the owner's mobile phone.

The two-bed-two-bath condo is also totally Villanova-themed: the school's signature blue is everywhere; throw pillows and bedspreads proclaim Villanova; Nelly even adapted the Villanova crest for a decorative wall treatment and custom-designed wallpaper that spells out "Villanova" in scrambled letters for the foyer.

After three short months, the client came east to see for the first time what the IFDA team had conjured. Reports a pleased Nelly: "He loved his 'Little Club House!'"



A TOAST TO THE 'VILLANOVA HOUSE' -- Nelly Arnold, IFDA Philadelphia, got her client's wishes just right: a Smart House all about his alma mater.



DREAM TEAM, INDEED -- Nelly Arnold and Kyra Winsky, Hi-Fi Sales Co., put their heads together at an IFDA Board meeting, and, voila! a happy Villanova



COLOR CHOICE WAS EASY -- 'Villanova' blue, all through the 'Little Club House.'



ACCENTUATING THE ALMA MATER -- Nelly customized wallpaper and decorative accents

Philadelphia Chapter Making Design History At Historic Bucks County Farmhouse

Submitted by

William Penn was there first, of course -- in 1683, he came to what is now Hilltown Village, PA, to meet and insure peace with the Indian chiefs of the Delaware Nations. Known back then as "Perkasie Indian Town," the area offered a new attraction this spring when the 2019 Bucks County Designer House opened its doors on an historic, 30-acre farmstead, now known as Peppermint Farm.

The ca. 1860 farmhouse provided show house designers with a wealth of natural features as background for their make-overs: exposed beams, stone and random-width wood floors, two covered porches, and six bedrooms. One of which, Lisa Lazarus, IFDA Philadelphia, teamed

with the Philadelphia design firm, A Room With a View, to turn into an inviting guest room, appropriately entitled "Be Our Guest." A long-time resident and design business owner in Bucks County herself, Lisa is an experienced veteran of several earlier designer houses in the area.

Proceeds from the Peppermint Farm venture will benefit Doylestown Hospital and support the mission of the Village Improvement Assn. of Doylestown.





'BE OUR GUEST' - Soothing and soporific, yes, but showhouse bedroom was anything but a yawn.

DECORATING FOR GOOD -

Lisa Lazarus, IFDA Philadelphia, and Room With A View teamed talents to raise funds at Bucks County Designer House 2019.

Richmond Chapter Design Chats on First Thursdays; Entire Day of Design Coming Up in September

Submitted by Guy Gazzilli

The only thing set in stone about the Richmond Chapter's series of Design Chats is the timing: they happen once a month, always on the first Thursday evening. There is never a set program. The venue varies from month-to-month. Often, so do the attendees.

The focus is all about networking with members and potential members. And the goal is to attract new members. This year so far we have signed up four through the Design Chat events.

The energy within the Richmond chapter is upbeat. All of the Board members are very active and supportive. We are in the planning stage now for a big event that will take place late September, called Day of Design, which will include a speaker and a panel for discussing Q&A. We are expecting 100-plus attendees.

Watch this space for more on Day of Design 2019 in the next Network.

(Editor's note: Inspired by Richmond's Design Chats, the Membership Committee of the New York Chapter has been holding Cocktails, Conversations & Connections networking sessions every first Monday for the past five+ years. The Chapter invites members and industry colleagues to get together at some notable NY rooftop or bar selected by the official Bar-Hopping Committee. Venues have included such hot spots as Baccarat, the Campbell in Grand Central Station, and the venerable Jane Hotel, where rescue teams brought survivors from the Titanic and the rock musical, "Hedwig and the Angry Inch," made its debut.)



No Surprise -- The Topic is Design - Richmond's monthly Design Chat event drew three Chapter Sponsors. Paul Lamborn of Tech Painting; Guy Gazzilli, Prosource Wholesale, and Holly Kidwell of Holly Kidwell Interiors.

IFDA HAS TALENT

By Judith Clark, FIFDA, CID

GEE, WE ARE A TALENTED BUNCH

It comes as no surprise: our IFDA members really do have talent! And now there's ample proof

to be seen on the IFDA FaceBook page, where we've been posting projects by the many members who responded to our new initiative, "IFDA HAS TALENT."

So far, we have had submissions of both commercial and residential work from Howard Levinger and Rose Hittmeyer, New York; , Mary Borkovitz, Deanna Lorenti, Philadelphia; Marietta Calas, C. Beth Arntzen, and Kim Eggert, Illinois; and Karen Dawson, Frisco, TX.

In November our National team will be picking the best of the best of IFDA HAS TALENT, and we'll announce the winner in a news release to the design and furnishings media. Ultimately -- this is still hush-hush -- the submissions are so superb, we may consider making an

IFDA HAS TALENT book.

Please go to the IFDA FaceBook page and scroll back to view them all. Don't forget to like their photos, as well. And also ask your industry colleagues to friend our site.

Meanwhile, keep the submissions coming in to judith@delements.com, so we can keep on shouting, "IFDA HAS TALENT!"

Washington DC Chapter

Education & Socialization

Submitted by Jeanne Blackburn

First, Education: Washington IFDAers went back to school this Spring to learn what's new and trending in key surfacing materials: tile, marble, and paint.

The Chapter launched its new "Knowledge College" in March, when members converged on MSI Washington Metro's design center and showroom in nearby Dulles, VA, for an educational evening about "New Products and Surfaces." Tom Meehan, MSI Product Promoter, led a lively show-and-tell discussion of tile looks and finishes in Q Quartz, a naturally beautiful, extremely durable quartz surface made by a fusion of quartz and resin.

Tom also updated IFDA visitors on the latest colors and surfacing products, and new opportunities in marble-look porcelain. Capstone of the evening (*besides refreshments*) was a tour of MSI's 150,000 sq. ft. slab room filled with natural stone slabs in more than 400 colors.

The second "semester" of Washington's *Knowledge College* was an April luncheon featuring Sue Kim of Valspar, a Sherwin Williams Co., who shared new perspectives on current paint trends and trending colors in paint for the coming year and beyond. The luncheon and Color Trend Forecast was hosted by T.W. Perry in Springfield, VA.

Knowledge College gets high marks from attendee Cathy Rinn, VP of Hospitality: "I feel the Knowledge College events are a great opportunity to learn something 'you didn't know you didn't know.'"

Next, Socializing: "Wine & Design," our Spring Social on May 15 was a progressive affair. We started at the Roche Bobois showroom in Tysons Corner, VA, for a preview of the latest in cutting- edge furniture design and light refreshments. Next stop was Merrifield Garden Center in Virginia, renowned for their vignettes of Spring with flowers in full bloom (and their BBQ lunch!)

The group moved on to The Winery at LaGrange, first for a tasting with Zack, our guide, then to the barrel room, where the wine maker explained all about the production processes.

Final stop was a tasting at The Winery at Bull Run. Bordering the landmark Civil War battlefield, The Winery motif is barn wood surrounded by an impressive collection of Civil War artifacts, many recovered on the property by the owner.

It had been a lovely day for a Spring Fling, spent in unique locations with good friends. No wonder we hope to do it again next year.



FIRST SIP OF THE FUN TO COME: "Wine & Design," Washington Chapter's first social of the season, was highlighted by a tasting at The Winery at Le Grange, VA.



'WINE & DESIGN RHYMES WITH 'DINE,' which led the Washington Chapter on to lunch at the Merrifield Garden Center during the same fun-filled day.



HOUSE BEAUTIFUL LAUDS SPONSOR'S SHOWROOM: It's easy to see why B & F Ceramics award-winning showroom in Fairfax, VA, netted publication's praise.

WASHINGTON CHAPTER SPONSOR NAMED VIRGINIA'S BEST TILE SHOWROOM

House Beautiful magazine has named the Fairfax, VA, design showroom of B&F Ceramics Best Tile Showroom in Virginia. B&F is a sponsor of the Washington Chapter, and Michele Fick, B&F's Executive VP of Sales, is VP of Communications for the Chapter.

Citing the magazine's selection, editorial assistant Taylor Mead explained "the review website determined the best in each state by using both the number of reviews and star-rating. Once you see these reviews, you'll want to put tile on everything."

Virtual Chapter

Newest Member of IFDA's Newest Chapter: Mastercraftsman Gary Olsson of Queensland, Australia

Submitted by Rose Gilbert

Talk about perfect timing: IFDA's Virtual Chapter opened officially just as Australian designer and traditional craftsman Gary Olsson was "looking for a suitable international organizational" to join.

"IFDA has a strong web presence, so it was an easy choice," Gary reports. While his 36-year-old company, GN Olsson Mastercraftsmen, already enjoys national and international affiliations in allied trades and professions (check out the impressive string of associations at http://www.gnolsson.com/wp/accredited/), he says "the mission and core values espoused by IFDA struck a chord. Having a continuous improvement ethos, I keenly value networking for learning, development and collaboration (so I) made the decision to seek design-focused collegiate support and collaboration on an international level."

Gary apprenticed and then worked with acclaimed Queensland furniture design firm, Harvey Bros., which was appointed by the Queensland Government to design and custom-make the official Queensland wedding gift for the Royal Wedding of the Prince and Princess of Wales, as well as furniture for the formal staterooms of the newly constructed Executive Building of the Queensland State Parliament.

GN Olsson Mastercraftsmen offer "uniquely superb" design for the most discerning clientele...including a wide variety of bespoke commissioned pieces, mainly fine furniture and intricate joinery, and also clocks, frames, boxes, and other items handcrafted from softwood timber, featuring inlays, English solid-brass embellishments, gold-embossed leather, upholstery fabrics, and specialty glazing."

Bemoaning the fact that "bespoke craftsmanship, materials, functionality, longevity, and sustainability factors are not valued by the majority of consumers in our fast throwaway society," Gary says he has a "passion for creating designs of longevity, worthy of stewardship...enduring objects of today (that) will be admired and appreciated far into the future."

A designed object is "akin to a handshake, in time travel," he believes. "It is a way of knowing the maker or the owner long past their death. Design was not just about creating the object, it was a vessel for the creation of a legacy." Hence, his logo: Today's investments... Tomorrow's antiques and heirlooms!

Learn even more about IFDA's new Virtual Chapter member at http://www.gnolsson.com/wp/uniquely-superb-design.





Educational Foundation

Learn About Professional Grants

Submitted By Sarah Fletcher

Since the early years of IFDA, EF (Educational Foundation) has awarded grants to talented professionals working in the interior design or furnishings related fields, as well as scholarships to high-achieving design students, internationally. Last year, the funds awarded totaled more than \$32,000.

"We are excited about these professional grants, which meet a variety of objectives, including helping people expand their horizons and enhance their skills and education," said Merry Mabbett Dean, FIFDA, EF Chairman. "Our commitment to improving our industry and enhancing public awareness through educational and philanthropic programs never wavers."

See the EF website for detailed information and applications **ifdaef.org**.

The 11 grants are: Irma Dobkin Universal Design Grant, \$2,000, open to an individual involved in universal design in product development; a design project; education; or marketing. 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.

In addition, EF offers **Chapter Partnership Grants, \$1,000 Each, \$3,000 Total**. Three grants awarded to IFDA chapters for educational programs (applications accepted a minimum of 60 days prior to event).

NEW: Two **New Chapter Development Grants, \$1,000**, to aid newly formed chapters in creating an educational program to attract membership. **Claire Coleman Founders Grants, \$1,000 each, \$2,000 total**, to help IFDA chapters develop marketing and communications programs, events or projects. **Valerie Moran Memorial Grant, up to \$3,000**, awarded to an IFDA professional member interested in expanding his/her horizons through travel, trade shows and professional development studies.

IFDA Educational Foundation is a non-profit, tax exempt, 501c(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.



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.



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MEMBERSHIP UPDATES

IFDA Welcomes Our 38 New Members

FLORIDA

Professional

Elaine Davis Catherine Herbert Interiors LLC

Sammie Fortney Shan Designs

Marissa Pecchia MSI Surfaces

Jasmine Portaluppi Natuzzi Italia

Jason Richter LUG USA LLC

Jennifer Waits-Cregan Natuzzi Italia

ILLINOIS

Professional Mila Porojanova

Natuzzi Italia

NEW ENGLAND

Professional Amy Bressler

Holly Hunt Boston

NEW ENGLAND

Professional

Paul Bunis

Boston Stone Restoration

Kevin Cradock

Kevin Cradock Builders

Nicole DiFrancesco

JDCommunications, Inc.

Jim Foscaldo

F.H. Perry Builder

Ryan Pinnock Peabody Supply- Waltham

NEW ENGLAND

Professional

Donna Zinckmoore The Portland Group/Splash

Lisa Tharp Lisa Tharp Inc.

NEW YORK

Professional

Irina Alex

Jacqueline Amabile Natuzzi Italia

NEW YORK

Professional

Tracey Cashman Hunter Douglas

Kelly Dunn

FATHOM Design Company

Jessica Kaller

Joan Ravasy JoanRavasyDesign

Michele Sinai

Michele Sinai Inc.

John Stuttard

Emerald Expositions / NY

Christina Weppner Weppner Architect

PHILADELPHIA

Professional

David Bellwoar Bright Light Design Center (a Division of Colonial Supply)

Karin Elgart Karin Elgart LLC

PHILADELPHIA

Professional

Suhaiba Neill John Neill Painting & Decorating

Christina Zeligson Closet and Storage Concepts

RICHMOND

Professional Jay Calabro

Morris Tile Distributors

Charles Williams Compass Home Solutions

VIRTUAL

Professional

Ashley Dalton Bexley Dalton Interiors, LLC

M. Annette Mackin Bedrosians Tile and Stone

Gary Olsson GN Olsson Mastercraftsmen

VIRTUAL

Professional

Jill Ragan Scully Impressive Windows & Interiors LLC

Retired

Stacie Khouri

Neora

WASHINGTON

Professional

Arlene Penrose Arlene Penrose Designs

Hannah Rasa

HPR Designs Danielle Rogers

Tailored Living

David Smith Colonial Electric/Annapolis

Lighting

Student Alex Kober

Marymount University

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Susan Hirsh, FIFDA, Chair Linda Kulla, FIFDA, Exec. Dir.

Sponsorship Committee

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Upcoming Events

July 9 - 16

Atlanta International Gift & Home Furnishing Market Atlanta, GA

July 10 - 14

Atlanta International Rug Market Atlanta, GA

July 28 - Aug 1

Las Vegas Market Las Vegas, NV

Sept 16 - 19

HTT Global Home Show New York, NY

Sept 16 - 19

New York Home Fashions Market New York, NY