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campaigns

# WELCOME TO THE IIDA VIP RECEPTION

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DESIGN  
DISRUPT  
SHAPE  
SHIFT



# COOL gala



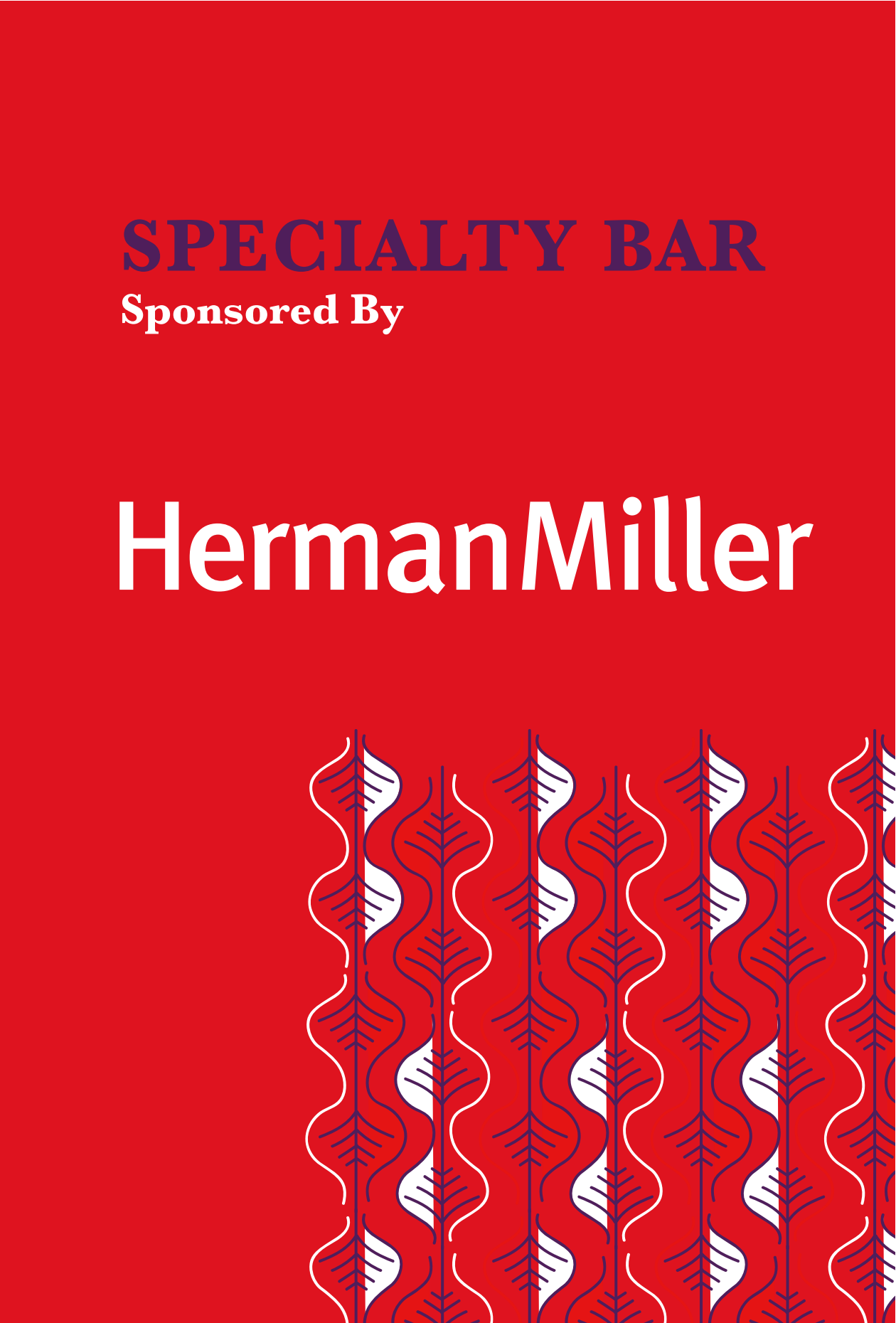
Three different patterns were used throughout the full brand package of COOL. Above: Three different eblast save the dates sent out throughout the year. For the final invite, the patterns come together to make one cohesive style. Below: printed invite.



# COOL gala

Concepting started with nothing but the word, “Red.” Everything in the ballroom was a sea of red. We wanted all the marketing materials to represent that but still have something more to elevate the design. Patterns with an accent of purple were chosen to tie everything together. The package included over 10 large signage pieces, eblasts, a printed invite, social media, and a PowerPoint presentation used at the event.

*Below left: signage. Below right: slides from PowerPoint*



# NeoCon programming

The marketing for NeoCon programming sets the tone for the entire year to come. 2017 brought a year of continuous momentum and a brand new office. Both of these concepts were brought into the new look for the year. Bold but simple black and white graphics were chosen to represent a clean, new slate with lines extending certain letters to bring the sense of movement to the brand. These lines served a greater purpose by separating our different functions throughout the three day event. Horizontal lines, vertical lines, and angled lines were all separately used to show annual meeting business, general programming, and student materials. The final challenge was to incorporate the new office into the design. This was done by taking the black and white mosaic floor as inspiration, along with additionally pixelated flooring found throughout the office.

## 2017 IIDA ANNUAL MEETING

### Welcome

**CHERYL S. DURST, Hon. FIIDA, LEED AP**  
*Executive Vice President & CEO, IIDA*





# NeoCon programming

Right:  
ebblast header  
General programming

Bottom left:  
signage  
Student Materials

Bottom right:  
save the date  
Annual Meeting

# JOIN IIDA AT NEOCON 2017

IIDA offers NeoCon attendees engaging workshops, opportunities to participate in discussions with industry professionals and thought leaders, and special events that underscore the value of interior design.

Merchandise Mart, Chicago  
Monday, June 12-Wednesday, June 14

# IIDA STUDENT BOOTCAMP

## IIDA CAREER BOOTCAMP™ PANEL ASK DESIGNERS ANYTHING!

WEDNESDAY, JUNE 14, 1 P.M. - 2:30 P.M. | SPONSORED BY OFS BRANDS  
THE MERCHANDISE MART, 6TH FLOOR, SUITE 614

Sponsored by OFS Brands, IIDA Career Bootcamp gives students and recent graduates the opportunity to hear from professionals about what it takes to succeed in interior design, the importance of interior design in a changing world, and the future of the industry. This year, questions from students and young professionals — both those in the audience as well as those watching the panel online — will be focus of the program, making this the most dynamic and interactive Bootcamp yet.

### PANELISTS



STACEY HARLOE, IND. IIDA  
District Sales Manager  
OFS Brands



AMY LEIGH HUFFORD,  
STUDENT IIDA  
Interior Designer  
NELSON



HUNTER CHARLES KAISER,  
IIDA, NCIDQ  
Founder  
hk+c



REBEKAH L. MATHENY, IIDA  
Assistant Professor  
The Ohio State University

OFS BRANDS  
2017 FUTURE OF DESIGN PARTNER

IIDA  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION

CAREER  
BOOTCAMP



# SAVE THE DATE

## 2017 IIDA ANNUAL MEETING SUNDAY, JUNE 11, 2017

Meeting begins promptly at 1 p.m.  
Guests to be seated by 12:45 p.m.

Museum of Contemporary Art  
220 E Chicago Ave • Chicago

VIP reception to follow

Sponsored by  
**vitra.**

Celebrate with IIDA as we honor the 2017-2019 International Board of Directors, the 2017 College of Fellows inductees, the recipients of the Star and Titan awards, and the Educator, Member, Student, and Chapters of the Year.

Join IIDA Members worldwide by  
livestreaming the Annual Meeting.

[www.iida.org](http://www.iida.org)

branding

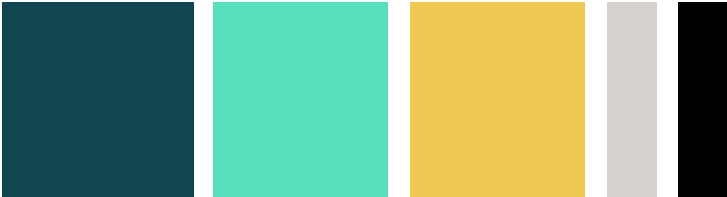
*design and photography*

MAG

Elevator Pitch

My name is Melissa Garcia and I am both a graphic designer and commercial photographer. Both bodies of my work, although very different mediums, blend together with my unique use of color, sense of structure, and a simplicity that uses grid, texture, and repetition in commercial subjects. My photographs are constructed with a designer’s eye and my designs take inspiration from my photographic style. Please feel free to browse around my websites. Thank you!

Color Palette



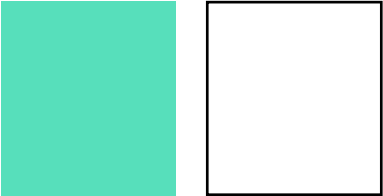
Typefaces

**Header - Didot**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Type - Helvetica Neue UltraLight  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Body Copy - Baskerville**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Design Elements



MAG design and photography will showcase bold aqua, elegant teal, and bright yellow in large pops. Excess white space is key. Framing will be incorporated with vertical line elements.

# modern wax | (she)k



Modern Wax is a distinctive candle shop where you can design your own scents of candles. This includes the preparation, making of the candle, and packaging. The brand package included a logotype, outdoor signage, indoor signage, and packaging.

(She)k is a printing press for all things fashion including fashion magazines, fashion ads, and hosting fashion shows. To name this printing press, I wanted a single word that can encompass the mission and idea. I rolled “chic” around in my head and (She)k was born. I chose a navy blue and pink as the colors to contrast “she” even further and to juxtapose the gender meaning of both colors.





# brew | cibus glacies

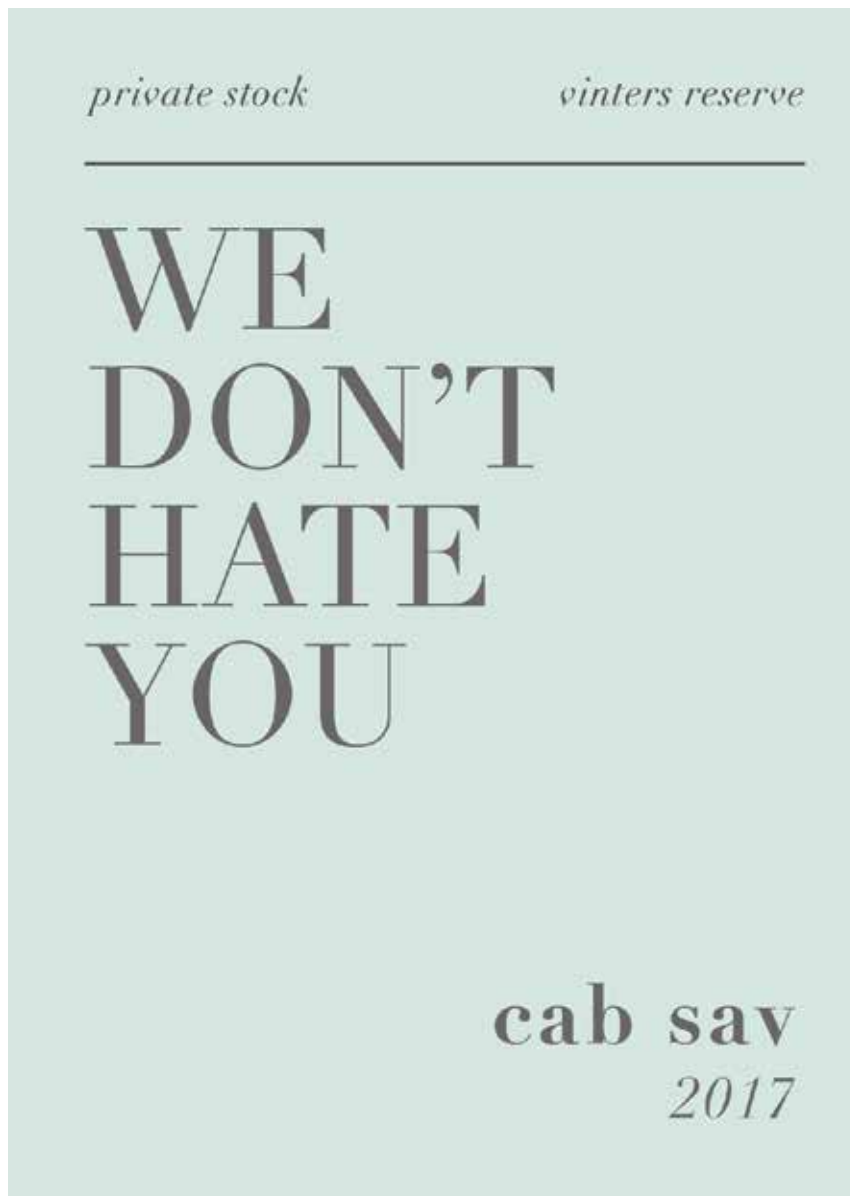


Brew Coffee and Food is a full redesign of a college café which includes rebranding, packaging design, and design of an interior space. Inconsistency, unknown location, and segregation all plagued the previous café. To combat these challenges, I made sure Brew embraced consistency, collaboration, and creativity.

Full branding and packaging was created for Cibus Glacies. I wanted to elevate the design with a unique shape and gold embossing details. The unique shape, a pyramid, also plays on the irony of ice being sold.



# various branding



To the top  
various branded wine labels  
concepted and designed

-  
To the left  
Samantha Rutan  
logo, business cards,  
leave behinds, portfolio cover

# various branding



- To the top
- Prologue Event
- logo, postcards, social media
- 
- To the left
- Clara Spencer
- logo, resume, business card
- 
- To the bottom
- K Michelle
- logo

kmichelle  
photography





# GCJ HOSPITALITY RESOURCES

GCJ Hospitality Resources, LLC is a full-service hospitality consultant agency. We create exceptional experiences by providing staffing solutions for trade shows, conferences and special events. As hospitality and event management professionals, we understand Customer Service is paramount therefore; we mentor, train and vet our talent delivering the most sought-after industry professionals to our clients. Whether you're looking for talented booth models to educate attendees, registration staff, or general labor we have someone in our diverse database to make your event memorable. Let GCJHR help you staff your next event.

222 Merchandise  
Mart Plaza  
Suite 1545A  
Chicago, IL 60654  
[info@gcjhospitality.com](mailto:info@gcjhospitality.com)



marketing

THE INTERNATIONAL INTERIOR  
DESIGN ASSOCIATION AND OFS BRANDS  
INVITE YOU TO PARTICIPATE IN THE

# IIDA FUTURE OF DESIGN ROUNDTABLE

4 CITY TOUR  
ATLANTA | CHICAGO | LOS ANGELES | NEW YORK

The next generation of interior designers is moving out of the classroom and into the workforce. Join us for an intriguing discussion featuring select senior students as they reveal how they envision their emerging careers and their role as designers in today's society. The panel will also include select influential designers and new professionals who will add depth and perspective to this important conversation. Part of a four-city tour, the IIDA Future of Design Roundtable series will provide students with professional insights and today's leaders with a deeper understanding of up-and-coming design professionals.

To RSVP, contact Aisha Williams at [awilliams@iida.org](mailto:awilliams@iida.org) or 888.799.4432.

THURSDAY, OCT. 6, 2016  
5-8:30 P.M.

OFS BRANDS SHOWROOM  
222 W MERCHANDISE MART  
PLAZA #1132  
CHICAGO

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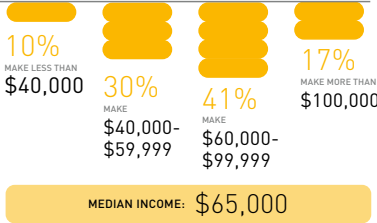
At International Interior Design Association,  
I helped to maintain and create brand  
guidelines for this non-profit. Typography and  
color scheme, help to tie all IIDA materials  
together. Please see my printed materials for  
a much larger sample size and to flip through  
the various guide books and manuals I have  
created under the IIDA Brand.

## THE BIG PICTURE

### 2016 IIDA Interior Design Compensation Report

In 2016, the International Interior Design Association (IIDA) sponsored a survey, jointly designed by IIDA and Readex, to gather information about compensation and benefits in the Interior Design industry. Salary results are based on 3,345 responding IIDA Members who are employed or self-employed full time in the design industry or a design-related position.

#### INTERIOR DESIGNER'S INCOME



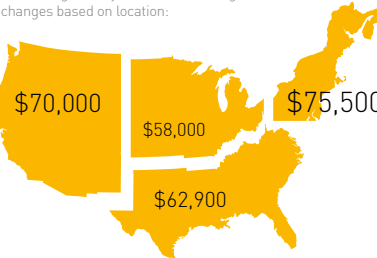
#### CERTIFICATION MATTERS

Holding at least one design credential or certification can make a big difference in salary.

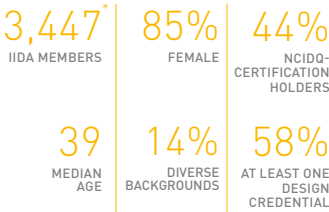


#### WHERE YOU WORK MATTERS

The average salary of an interior designer changes based on location:



#### WHO PARTICIPATED?



\*Total survey respondents. Compensation results based on 3,345 respondents who are employed full-time.

#### JOB FUNCTION MATTERS

PRINCIPAL	\$110,000
SENIOR DESIGNER	\$70,000
ARCHITECT	\$67,500
INTERMEDIATE DESIGNER	\$52,000

# JUST A CHAIR?

YOU DON'T SEE A CHAIR, AND NEITHER DO WE.  
WE SEE POSSIBILITIES. WE SEE DESIGN.

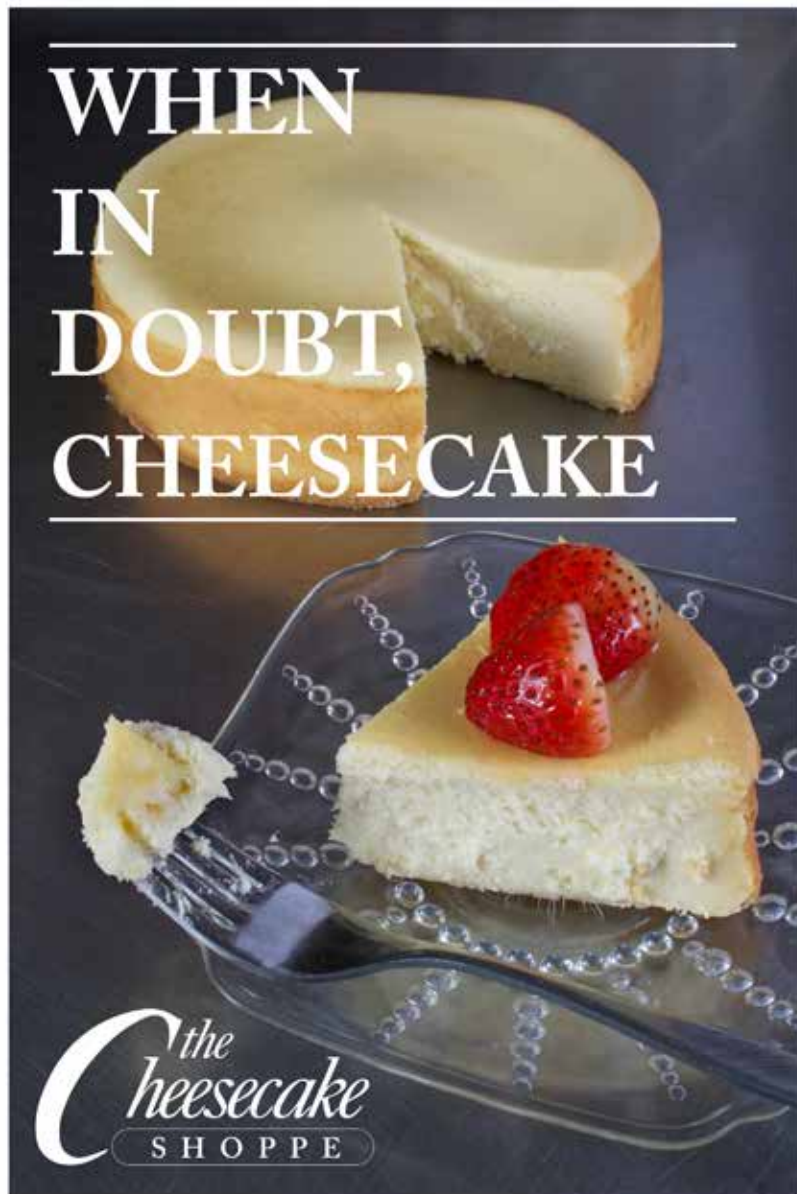
#### YOU ARE ONE OF US

You recognize a chair as an opportunity to support people in the workplace. You understand that a simple chair can be a step toward preventing health problems of employees who sit for extended periods of time. And you know that the right chair can make a meaningful difference in someone's day.



I I D A  
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INTERIOR DESIGN  
ASSOCIATION

# the cheesecake shoppe



The Cheesecake Shoppe's materials were very outdated and their customer base was suffering for this. I came in to refresh and modernize the look presented to their audience but still wanting to maintain the integrity and tradition they are known for. Please see my website for the full marketing package under The Cheesecake Shoppe brand.





IIDA  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION

advocacy  
COALITION GUIDE

IIDA  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION

LEADERS BREAKFAST MANUAL

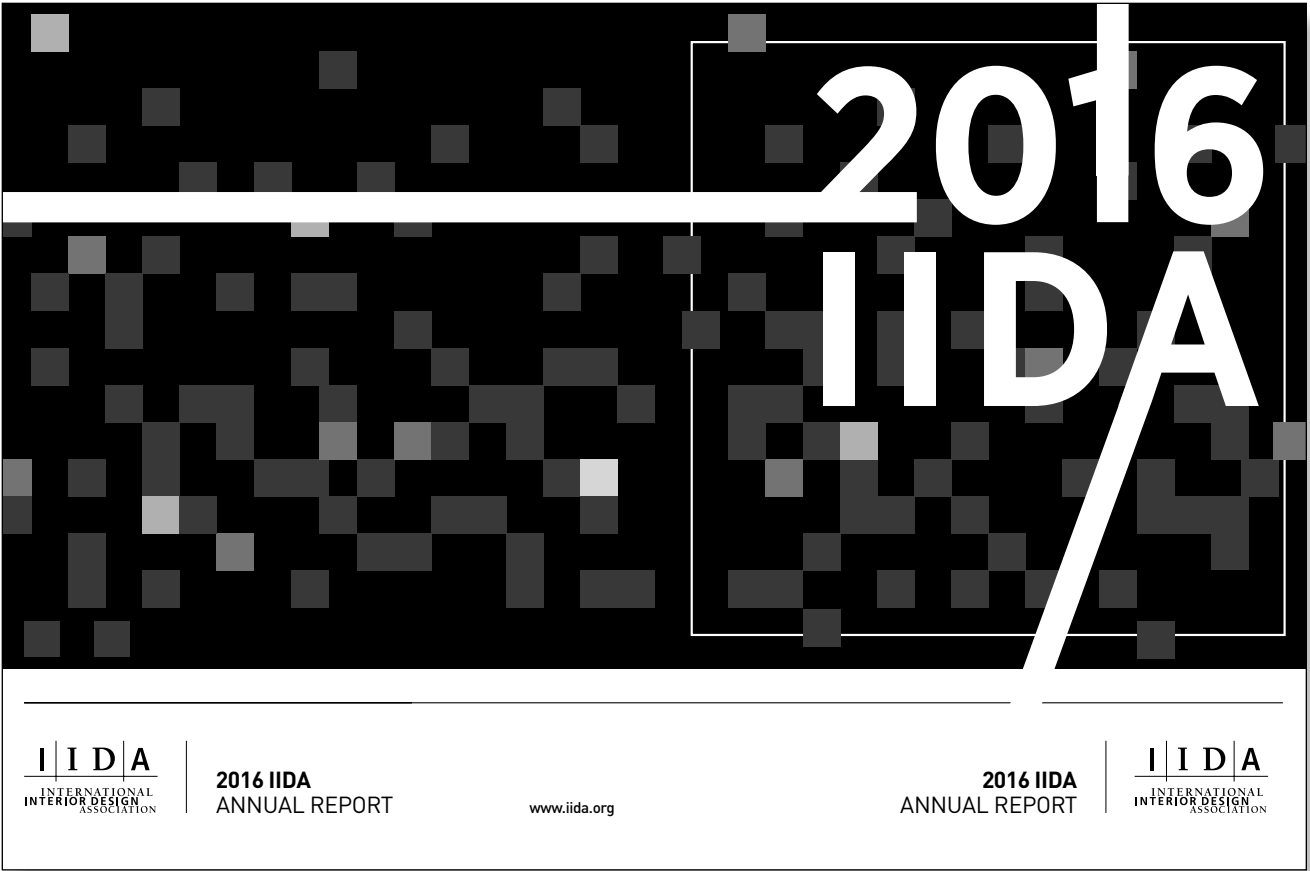
HermanMiller  
INTERIOR  
DESIGN



long format

# annual report

The IIDA Annual Report had to follow the NeoCon programming theme but also needed to stay on brand. The merge of two styles was done with clean organization, use of branded typography, and a fusing of colors. Info-graphics, maps, imagery, and graphs were all created for this document.



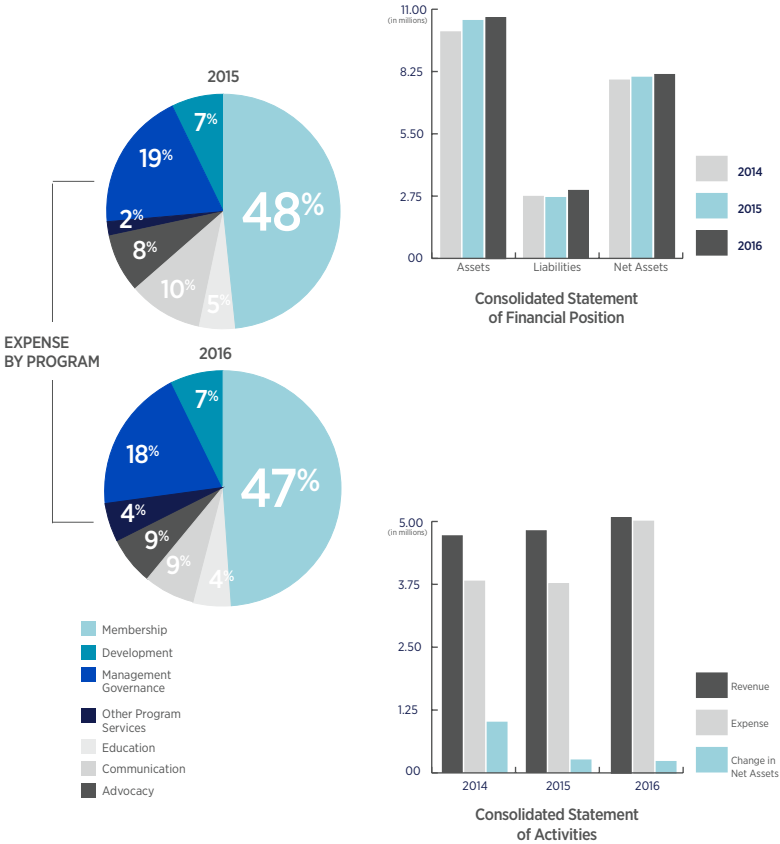
## 2016 FINANCIAL HIGHLIGHTS

Maintaining the financial health of IIDA is particularly critical through times of progress, and over the last several years, our Association has experienced incredible growth and continues to do so. From new programming to increased advocacy efforts to our newly relocated IIDA Headquarters, which will serve our members and the industry as a hub of design activity, IIDA has expanded to increase its presence and better serve the needs of our growing international membership. Growth requires investment. IIDA has made responsible investments in capital costs, membership programs, and advocacy, while increasing liquid assets more than

6 percent over 2015 and maintaining positive operating income and cash flow. Another highlight: Net revenue increased significantly as more commercial interior design professionals from around the world joined IIDA. We invite you to review the charts on the following page, which illustrate how funds were allocated. We will continue to invest in our members' professional development; in the business of design as a practice that affects the well-being of all people; and in thought leadership that is elevating the profession and guiding it toward the future.

Cheryl S. Durst, Hon. FIIDA, LEED AP  
Executive Vice President and CEO

## HOW IIDA STACKS UP



# annual report

## DISRUPT.

It's not a word that immediately comes to mind when we talk about commercial interior design, but our profession is increasingly about evolution—disrupting the status quo with solutions and innovations that elevate the built environment. For designers, the ability to evolve requires a healthy dose of courage, a trust in intuition, and a willingness to push beyond boundaries that once seemed impermeable.

As the association for commercial interior design, IIDA actively supports its 15,000+ members in an increasingly complex and multidisciplinary profession with leading-edge tools, programming, publications, and research. Our goal is not only to provide the resources designers need to make a case for design, but also to equip you with the professional community, connections, and knowledge to flourish in this evolving industry.

As IIDA ensures our profession is understood, recognized, and lauded, IIDA initiatives give depth and meaning to design's value proposition—with research that links great design to impressive outcomes in industries ranging from healthcare to hospitality, workplace to retail; with a common language that provides our designers with a way to communicate the benefits of design; and with a professional community that shares a vision for the future of our industry.

IIDA exists to ensure your courage as a designer is supported, cultivated, and commended. This Annual Report offers an opportunity to reflect on last year's growth and successes as we continue to operate as a nimble, fiscally healthy organization committed to advancing and elevating commercial interior design, but it also serves as a reminder that your courage and commitment are serving a greater purpose—to positively impact the health and wellbeing of all people, everywhere.

Cheers,  
*Martene Viriano*  
**Martene Viriano,**  
FIIDA, LEED AP ID+C  
President, International  
Board of Directors 2015  
*Cheryl S. Durst*  
**Cheryl S. Durst,**  
HON. FIIDA, LEED AP  
Executive Vice President  
and CEO

## IIDA IS...

Shaping and influencing every aspect of the design industry:

15K+ MEMBERS



58  
Countries



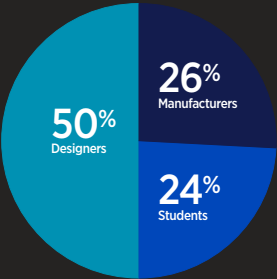
35  
Chapters



94  
Campus Centers

### IIDA CHAPTERS

- |                    |                   |  |                            |                 |
|--------------------|-------------------|--|----------------------------|-----------------|
| 1. Alabama         | 9. Illinois       | 17. North Florida                        | 24. Rocky Mountain         | International   |
| 2. Carolinas       | 10. Indiana       | 18. Northern California                  | 25. South Florida          | 32. Guadalajara |
| 3. Delta Regional  | 11. Intermountain | 19. Northern Pacific                     | 26. Southern California    | 33. Japan       |
| 4. Florida Central | 12. Michigan      | 20. Northland                            | 27. Southwest              | 34. Mexico City |
| 5. Gateway         | 13. Mid America   | 21. Ohio/Kentucky                        | 28. Tennessee              | 35. Milan       |
| 6. Georgia         | 14. Mid-Atlantic  | 22. Oregon                               | 29. Texas/Oklahoma         |                 |
| 7. Great Plains    | 15. New England   | 23. Pennsylvania/<br>New Jersey/Delaware | 30. Virginia/West Virginia |                 |
| 8. Hawaii Pacific  | 16. New York      | 31. Wisconsin                            |                            |                 |



Representing interior design professionals at every level...

... and in design firms large and small:

## WHERE WE ARE



## BUILDING AN INTERNATIONAL PRESENCE



### IIDA DISCUSSES THE BUSINESS OF DESIGN IN PARIS

In September, IIDA hosted the panel presentation, "The Business of Design: A Global Conversation Addressing Culture, Strategy, and Work," featuring IIDA International Board Members at Maison&Objet, a leading international design trade show. The panel discussed topics pertaining to all designers working today, including the client relationship, workplace culture, and strategic design.



### STUDENT DESIGN REALIZED IN COLOGNE, GERMANY

The inaugural IIDA Student Booth Design Competition at Orgatec 2016, sponsored by Vitra, gave students the opportunity to design a trade show booth. The winning booth was designed by Kelsey Ballast, Student IIDA, who received an all-expense-paid trip to Orgatec, in Cologne, Germany, where she had the opportunity to see her design realized. She also received a day trip to the Vitra Campus in Weil am Rhein.



### WHAT CLIENTS WANT, VOLUME 3, LAUNCHES IN HONG KONG

Continuing the highly successful What Clients Want series, the third volume features 16 international retail design projects, including top global brands Barneys New York, Aesop, Intersect by Lexus, The Cold Pressed Juicery, and more. The commentary from both the client and the designer illustrates emerging trends in retail and highlights the challenges faced when creating a unique branded experience for shoppers. What Clients Want, Volume III, was generously funded by Tarkett and the IIDA Foundation.

# leaders breakfast guide

Planning a Leaders Breakfast is a hard and perplexing task. This guide was created to make that challenge a bit easier. The Leaders Breakfast Guide is small in size for ease of carrying and throwing in a pocket. It is sturdy, and allows for finding information quickly. The pop of color with the light bulb icon indicates bits of advice or additional information. Info-graphics, worksheets, and a plethora of information were all included.

## INTRODUCTION

The IIDA Leaders Breakfast series is an international fundraising program that is organized by local IIDA Chapters with the support of IIDA Headquarters and the International Benefactors.

This manual provides detailed instructions and standards for the coordination and facilitation of a Leaders Breakfast. In order to maintain and reinforce the IIDA brand throughout implementation of the program, all criteria and guidelines must be adhered to within the margins defined. Support and sanction of a Chapter's participation is subject to acceptance of all instructions, standards, and terms, to be confirmed by signature of an authorized representative on the **Participation Agreement** included in this manual. To request a PDF copy of the Agreement/Contract, or for any questions or additional needs related to the Leaders Breakfast, please contact Anastasia Gedman, Leaders Breakfast and Special Events Manager, at [agedman@iida.org](mailto:agedman@iida.org) or 312-379-5129.



All information previously communicated to Chapter representatives by IIDA Headquarters regarding the Leaders Breakfast (including but not limited to instructions, standards, guidelines and terms) is superseded by this document, dated April 2015.

## ABOUT

The Leaders Breakfast series began in New York in 1989 and was acknowledged as a national IIDA fundraising program in 2001. In 2009, the Interior Designers of Canada (IDC) became event partners, allowing expansion of the Leaders Breakfast city series to multiple provinces in Canada. Each event honors industry leaders who significantly impact the Interior Design profession, presents inspiring guest speakers, and offers attendees the important opportunity to network.

IIDA Headquarters and the international benefactor, Herman Miller, select the IIDA Chapters to be host cities for the series. In cities where the event committee is organized by a City Center, the Chapter maintains responsibility for committing to the event, overseeing its profitability, and dispersing revenue back to the City Center.

## DAY OF EVENT TIMELINE

Events should be scheduled as follows for program uniformity and brand consistency:

Evening Prior	Pre-event setup, brochures, and A/V. Honoree reception (optional)
Breakfast	
5:00 AM	A/V set up / Check
6:15/6:45 AM	Event staff arrive
7:00 AM	Registration and networking (coffee served)
7:15 AM	Speaker run-throughs
8:00 AM	Breakfast begins Program begins with sponsor thanks by Chapter president/committee chair (10 minutes) Introduction of honoree (5-10 minutes) Honoree thank you speech (5-10 minutes) (honoree asked to remain on stage) Herman Miller presents commemorative gifts (3-5 minutes)
8:45 AM	Introduction of keynote speaker
9:00 AM	Keynote speaker



It is strongly suggested that breakfast be served as guests are seated to encourage

## PARTICIPATION AGREEMENT

The Leaders Breakfast is an international fundraiser for IIDA and its Chapters. In order to participate in the series, each Chapter will agree to a \$7,500 participation fee to be allocated to IIDA Headquarters.

By signing below, you indicate that the Chapter president and the local Leaders Breakfast Committee have read and accepted the recommendations and guidelines for event participation. Signature for the local Herman Miller representative and Interior Design Media representative (if applicable) will be appended. This is considered FINAL and ACCEPTED upon signature of Cheryl S. Durst, Hon. FIIDA, LEED AP, Executive Vice President and CEO.

Signatures:

IIDA Chapter President

IIDA Chapter Leaders Breakfast Committee Chair

Herman Miller Representative (Local)

\*Interior Design Media Representative

Cheryl S. Durst, FIIDA, LEED AP, Executive Vice President/CEO



# coalition guide

The Coalition Guide also needed to store a lot of information in one document. Organization was key to keeping everything consistent and easy to understand. Info-graphics, call outs, and many supporting documents were all used in the final book.

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### Clear Understanding

Members of a successful coalition have a clear understanding of the purpose of the coalition, the roles and responsibilities of the individuals in the coalition, and the expectations of the coalition and individuals.

### Tangible Results

Successful coalitions achieve their goals and can demonstrate those achievements to its members and the public. It proves to the members that the coalition's work is meaningful and worth the effort.

### Strong Leadership

Strong leadership can come in the form of a single individual who champions the cause, or it can be from the entire board.

### Agree to Disagree

In a large and diverse organization, disagreements will happen. Occasionally, the best option will be to agree to disagree then move on to a topic of universal acceptance.

## 1.4 Defining Vision and Mission Statements

A vision statement defines what your coalition aims to accomplish. It is an aspirational statement. The vision statement guides the organization's short-term and long-term goals, objectives, and specific actions. The vision statement articulates the purpose of the coalition to the members and the public. If the vision statement is not explicitly written down and shared, it will create issues further down the line as factions disagree over what the overarching goal is. The shared vision should be agreed upon by the founding members of the coalition in a democratic way. It should not be created by a single individual or entity and forced upon the rest of the coalition.

### When creating a vision statement for your coalition, ask:

- What are the values or beliefs that drive us to create the coalition?
- What do we ultimately hope to accomplish as a result of our efforts?

In contrast, mission statements define what your organization is and who it involves. The mission statement articulates the purpose of the coalition.

### When formulating your coalition's mission statement, ask:

- How do we plan to work toward this broad vision?
- For whom does the organization exist?

### Examples: Mission Statements

- *The mission of IDC - Oregon is to establish licensure for commercial interior design professionals, whose work impacts the health, safety, and welfare of the public in the state of Oregon.*
- *IDLNY is an industry coalition dedicated to advance, promote, and monitor the right to practice interior design in the State of New York.*

## CHAPTER 2

### Building Relationships - Steps To Creating A Successful Coalition

## 2.1 Identifying, Defining, and Contacting Stakeholders

Stakeholders are those individuals, organizations, or companies that have a compelling interest in the vision and mission of the coalition. This includes IIDA, ASID, and non-associated designers. Stakeholders may also include interior design student associations, interior design programs, students, educators, and industry manufacturer representatives. Not every stakeholder will have the same level of participation nor should they all be expected to participate in the same manner or level. In a diverse coalition, stakeholder participation can and should vary.

Brainstorm which organizations, companies, and individuals are important in your state—the answer will not be the same for every state. Ensure that these stakeholders will share in the common vision and goals of the coalition.

Below are three types of stakeholders:

### Core Stakeholders

Core stakeholders are the nucleus of the coalition. They should—and will—invest large amounts of time and energy to the cause. Additionally, they are highly interested in the outcomes of the coalition. These stakeholders are instrumental in developing structure, i.e. they will build the coalition. These stakeholders will regularly attend all meetings and will likely hold leadership positions.

### Secondary Stakeholders

Secondary stakeholders are individuals or organizations that are directly affected by the coalition but have less time and resources to dedicate to the coalition. They are less likely to be in leadership positions but may lead small projects and initiatives. These stakeholders attend meetings less frequently. They may be involved in developing the organization or may enter the process at a later time.

### Advisory Stakeholders

Advisory stakeholders have very specialized knowledge, clout, or access to resources. They are kept abreast of what is happening but do not regularly attend meetings. They would be called upon for very specific projects.

After identifying possible stakeholders, reach out to them through an in-person meeting, phone call, or email. When talking to potential members, be sure to inform them of the principles or mission of the coalition. Ask them to participate. It may be helpful to create a form letter that has all the information you would like to share. Be sure to follow up with a phone call to make the outreach more personal. By recruiting an individual or organization with high visibility and influence, it will lend credibility and strength to your coalition. In order to have a successful coalition, all the stakeholders should be invited to participate in a meaningful way.

## 2.2 Developing Organizational Relationships

Organizational relationships are cooperative, collaborative relationships between two organizations with the shared goal of increasing efficiency and impact. When referring to organizational relationships in the context of this report, the term describes the relationship between the coalition and another organization.

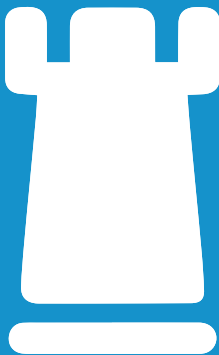
Define how the coalition will relate to other organizations. This relationship is not the same as the relationship in the coalition. When creating a relationship, ensure that the roles and responsibilities are well-defined and well-known. Each organization has different strengths, resources, and interests. The roles and responsibilities should reflect these different characteristics. For additional information, please see section 5.3

# publication guide

The Publication Guide takes members on a tour of all IIDA Publication through an interactive pdf, There are five different sections that allow a member to find a publication for every situation they might be in. Colors and a footer help to gauge the viewers place, while the index in the back is easy to understand with icons and direct links.

## MID-CAREER DESIGNERS

Your firm expects great things from you. And so does IIDA. Set yourself up for success with IIDA publications that can help you manage client relationships, lead staff, push the boundaries of your design work, and strengthen your professional reputation.



### IIDA MEMBER PROFILE

10+ years of professional experience

- Senior Interior Designer
- Senior Project Designer
- Senior Associate
- Studio Manager
- Business Development / Relationship Manager
- Project Planner / Strategist

ENTRY-LEVEL DESIGNERS

RISING DESIGN PROFESSIONALS

MID-CAREER DESIGNERS

SENIOR DESIGN LEADERS

PUBLICATION INDEX

### PERFECT YOUR PITCH.

WHAT CLIENTS WANT, VOLUMES 1, 2, & 3

Relationships with clients are a major factor in winning (and keeping) business. As a seasoned designer, your face time with clients is increasing. Learn how to effectively manage these relationships and make yourself an invaluable resource to your firm.

+

FUTUREPROOF NOW, PERSPECTIVE, ISSUE FALL/WINTER 2016

Your client is relying on your sensibility as a designer to steer them away from fading fads and create spaces that will stand the test of time. Learn how other industry professionals design for tomorrow in this Perspective feature story.

+

DESIGN LEVERAGED, VOLUME 2

Clients need to hear why great design matters, not just what great design is. Find out how much of an impact great design has on workplace satisfaction and productivity and communicate ROI to your clients.

### TAKE ON INDUSTRY AND ASSOCIATION LEADERSHIP ROLES.

IIDA COALITION GUIDE

Your influence in the industry is growing. Use your skills to build a team dedicated to advocating for interior design registration with this step-by-step guide.

+

IIDA EDUCATORS ROUNDTABLE REPORT: THE CURRENT STATE OF INTERIOR DESIGN CURRICULUM

Give back to those who are coming up in the industry by getting involved in an interior design program at a local college. This report offers ideas for mentorship opportunities, sharing research, inviting students to your office, and more.

+

THE ECONOMIC IMPACT OF INTERIOR DESIGN

Continue to advocate for the profession and let the numbers do the talking when you meet with your local representatives. Use this report to help legislators understand the far-reaching economics effects of interior design.

### POSITION YOURSELF FOR A PROMOTION.

IIDA INTERIOR DESIGN COMPENSATION REPORT

Your hard work and dedication to the industry deserve recognition. Use this report to understand how much you're worth when you're ready to ask for a raise.

+

INDUSTRY ROUNDTABLE 19: DESIGN & DIVERSITY

Understand why a diverse environment can lead to success. Learn how to thrive on a diverse team of design professionals with the report from Industry Roundtable 19.

ENTRY-LEVEL DESIGNERS

RISING DESIGN PROFESSIONALS

MID-CAREER DESIGNERS

SENIOR DESIGN LEADERS

PUBLICATION INDEX

### THOUGHT LEADERSHIP & RESOURCES (CONT.)



#### IIDA Educators Roundtable

Executive report from Industry Roundtable 18



Print | Online



#### IIDA Interior Design Compensation Report

A comprehensive look at interior designer compensation in the U.S.



Online



#### Industry Roundtable 17: People, Place, and Work

Executive report from Industry Roundtable 17



Print | Online



#### Industry Roundtable 18: Workplace Well-being

Executive report from Industry Roundtable 18



Print | Online



#### Industry Roundtable 19: Design & Diversity

Executive report from Industry Roundtable 19



Print

ENTRY-LEVEL DESIGNERS

RISING DESIGN PROFESSIONALS

MID-CAREER DESIGNERS

SENIOR DESIGN LEADERS

PUBLICATION INDEX

# winner's brochure

Winner's brochures are created for every IIDA competition. The templated feel allows for a year-to-year familiarity that winners and members have grown to love. The brochure is image heavy with minimal text. The challenge is creating a dynamic brochure while giving every winner the same amount of space and attention.



# IDC WC

INTERIOR DESIGN COMPETITION   WILL CHING DESIGN COMPETITION

IIDA is the Commercial Interior Design Association with global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of 15,000+ members across 58 countries.

We advocate for advancement in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of interior design as a profession that enhances business value and positively impacts the health and well-being of people's lives every day.

For more information on membership and IIDA competitions, please visit [www.iida.org](http://www.iida.org).

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**44<sup>TH</sup> ANNUAL INTERIOR DESIGN COMPETITION**  
Celebrating innovative interior design/interior architecture that encourages new ideas in the design and furnishing of interior spaces.

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**25<sup>TH</sup> ANNUAL WILL CHING DESIGN COMPETITION**  
Honoring outstanding and innovative commercial design from firms of 5 or fewer employees.

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**2017 JURORS**





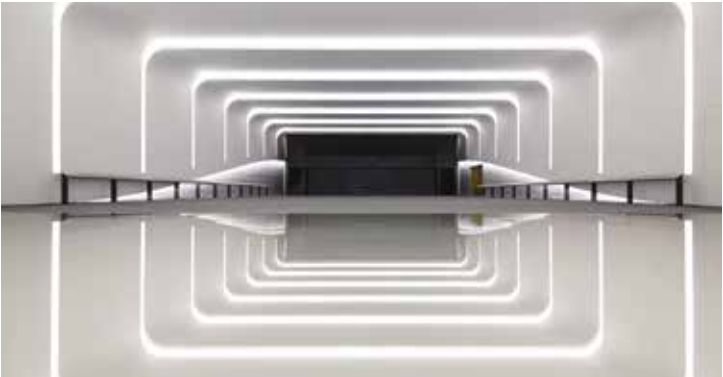
**Carlos Madrid**  
Senior Designer  
Skidmore, Owings & Merrill LLP



**Jon Otis, IIDA**  
Founder and Principal  
OIA - Object Agency



**Suzanne Tick, Affiliate IIDA**  
Founder  
Suzanne Tick Inc.






**44<sup>TH</sup> ANNUAL INTERIOR DESIGN COMPETITION WINNER**

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Project   **Hyundai Capital Convention Hall**  
Seoul, South Korea

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Firm   **Gensler**  
Los Angeles, CA, USA



**44<sup>TH</sup> ANNUAL INTERIOR DESIGN COMPETITION WINNER**

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Project   **MARS**  
Santa Monica, CA, USA

---

Firm   **Giorgio Borruzo Design**  
Marina Del Rey, CA, USA





THANK  
YOU!

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*creative*

melissa garcia  
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[contact@melissacreative.com](mailto:contact@melissacreative.com)