FOR IMMEDIATE RELEASE
APRIL 12, 2013

IIDA ANNOUNCES OPENING OF NEW MILAN CHAPTER

Chicago, IL — The International Interior Design Association (IIDA) is proud to announce the opening of the IIDA Milan Chapter in Milan, Italy. The announcement was made as part of the celebrations at Saloni del Mobile 2013, with IIDA President Jim Williamson, FIIDA, LEED AP; President-Elect Felice Silverman, IIDA; Past International President Lewis Goetz, FIIDA, FAIA; Executive Vice President and CEO Cheryl Durst, Hon. FIIDA, LEED AP; and Senior Vice President Dennis Krause, Hon. IIDA, in attendance. The IIDA Milan Chapter marks the 32nd IIDA Chapter opening worldwide, representing a significant addition to the IIDA family and to the international design community.

“Milan is, of course, one of the great design capitals of the world, with a rich and abundant history, and it was inevitable that IIDA would establish a Chapter here,” Durst said. “The wealth of excitement, passion and creativity to be found in Milan will, without question, enrich the global discussion of design. We look forward to a vibrant and inspiring relationship with the IIDA Milan Chapter and its Members. Viva Milano! Viva Italia!”

The IIDA Milan Chapter represents a significant step in the mission of IIDA to engage the design conversation on a global level. With its impeccable reputation as a center for fashion, architecture and finance, the level of energy and inspiration in Milan is rivaled in few other design cities. As part of its celebration of this new Chapter, IIDA will recognize the winners of its inaugural Emerge Italy Product Design Competition for young design professionals. (Winners to be announced in a separate release.)

This new competition was co-sponsored with the Ministry of Economic Development of Italy and FederlegnoArredo, the owners of Saloni del Mobile.

###

About International Interior Design Association

The International Interior Design Association (IIDA) is a professional networking and educational association with more than 13,000 Members practicing worldwide in more than 50 countries. IIDA is committed to enhancing the quality of life through excellence in interior design and advancing interior design through knowledge, value and community. IIDA advocates for interior design excellence; nurtures a global interior design community; maintains high educational standards; and supports its Members and the Profession with visionary leadership. For more than 37 years, IIDA has helped reveal new Design talent through a variety of trade show involvement and Interior Design/Architecture competitions honoring national and international talent, including the Interior Design Competition, Global Excellence Awards and Hospitality Product Design Competition. www.iida.org