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*What Clients Want* Explores Client/Designer Success Stories

**June, 2012, Chicago, IL** – This spring will be the official launch of *What Clients Want*, the first in a series of limited edition books, created by IIDA (the International Interior Design Association) to explore the powerful relationships between designers and their clients. Written and edited by leading design industry journalist, Melissa Feldman (*Wall Street Journal*, *NY Times Magazine*, etc.), it is truly the first-ever study presented from the client's perspective and focusing on the anticipated and often unanticipated benefits that come from extraordinary client/designer relationships. It was created in collaboration with the generous support of the IIDA Foundation and IIDA corporate member 3M. Designed by Pure+Applied, the book features an innovative cover bound with 3M™ DI-NOC™ Architectural Finish Material donated by 3M Architectural Markets. Case-studies are told via in-depth narrative and exceptional visuals.

"Through international travels, speaking engagement, online communications and Member feedback, we’ve met and learned of some unusually strong relationships between clients and Design firms, where the CEOs credit the firm with helping to lead change management, address brand extension and implement cultural change," said Cheryl S. Durst, Hon. FIIDA, IIDA Executive Vice President and CEO. “This is a ground-breaking account of how some C-suite executives have been able to alter their companies’ destinations through design, tapping the Design insight of firms they selected who got inside their corporate DNA and pushed them to be better. It’s what every client wants, in the end.”

The book is not a reference guide, but a conversational, insider look at the intimate client/Design firm experiences that resulted in mutual “aha” moments of extraordinary success. *What Clients Want* features interviews and images from around the globe, identifying through real stories the value a Designer/client partnership can lend every brand.

Durst continues, "Initial reaction to the book has been so positive, that plans are already in the works for future editions focusing on key vertical markets - starting with hospitality."

*What Clients Want* will be distributed for free to all IIDA members. Limited edition copies, signed by featured designers, are for sale through IIDA and will benefit the IIDA Foundation. Digital copies will be available for purchase in the coming weeks. # # #
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 38 years, IIDA has helped reveal new Design talent through a variety of education initiatives and competitions honoring local talent, including the Interior Design Competition, Global Excellence Awards and Sustainable Leadership Awards, among others. www.iida.org.

About 3M Architectural Markets
Based on 3M's tradition of innovation, technological know-how and information resources, 3M Architectural Markets offers flexible, creative and technologically advanced surface finishing and lighting solutions for architecture and interior design. With a range of architectural finishes and decorative window glass finishes as well as natural and artificial lighting solutions, 3M Architectural Markets helps designers create a complete mood or atmosphere, defining the specific character of any environment. The division's technologies are engineered to create design excellence, enhance human comfort and respect environmental sustainability, globally. For more information, visit www.3MArchitecturalMarkets.com or follow @3M_Architecture on Twitter.

About 3M
3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With $30 billion in sales, 3M employs 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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