IIDA PUBLISHES BOOK SERIES
What Clients Want debuts June, 2012

March 20, 2012, Chicago, IL — For the first time IIDA is releasing a series of limited edition books titled What Clients Want that will debut in June. The book series will be sponsored by 3M that works to cultivate and spread innovation through their products. 3M captures the spark of new ideas and transforms them into ingenious products—the very goal of the What Clients Want book series.

What Clients Want is the first-ever study featuring the clients’ perspective on the client/designer relationship. The book will feature in-depth narratives of clients’ expectations of working with designers, the development of the relationship along with the frustrations, surprises and outcome.

“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 the first-ever 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 will provide an insider’s look at the intimate client/designer firm experiences that resulted in mutual epiphany moments of extraordinary success. What Clients Want features interviews and images from across the world, identifying through real stories the value a designer/client partnership can lend every brand.

New York freelance Design journalist, Melissa Feldman will edit What Clients Want. Her work includes coverage of interior design and architecture for the Wall Street Journal and New York Times Style Magazine. Funding has been generously provided by the IIDA Foundation.
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, Smart Environments Awards and Sustainable Leadership Awards, among others. www.iida.org.

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 $27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.