IIDA ANNOUNCES WINNERS OF THE 2011 NEOCON EAST BOOTH DESIGN COMPETITION

Nov. 7, 2011, Chicago, IL – The International Interior Design Association announced the winners of the NeoCon East Booth Design Competition that took place Nov. 2 at the Baltimore Convention Center. The competition recognized originality of design, effective use of materials and excellent use of space, color, texture, lighting and graphics in booths.

The winner of the Small Booth was Carnegie. “Carnegie exemplified a creative approach to color and texture, an artful use of materials, creating an eye-catching display for such a small space,” said judge Diane Juba, IIDA, LEED AP, GSA.

The winner of the Large Booth was awarded to DIRTT. “With the unique ‘off-grid’ angled layout, the clever use of color and transparency, and the highly interactive design, you are really drawn in DIRTT’s space. They created an environment you just have to walk though. You want to go in and spend an hour,” said judge John Rouse, publisher of Contract.

The Honorable Mention for the Large Booth went to Bentley Prince Street. “Bentley Prince Street took a friendly engaging salon style approach to booth design, attracting you into the space and transferring their message and product to the public with a long lasting image,” said judge Jeffrey Moaney, IIDA, Gensler.

The winners will be featured online on IIDA, Contract Magazine, and the Merchandise Mart’s websites. Thanks to the competition judges, John Rouse, publisher, Contract, Dianne Juba, IIDA, LEED AP, GSA and Jeffrey Moaney, IIDA, Gensler.

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About International Interior Design Association

The International Interior Design Association (IIDA) is a professional networking and educational association with more than 12,000 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 Interior Design/Architecture competitions honoring local talent, including the Interior Design Competition, Smart Environments Awards and Sustainable Leadership Awards. www.iida.org.