IIDA INDUSTRY ROUNDTABLE #10 FOCUSES ON THE MANUFACTURER/DESIGNER RELATIONSHIP

September 20, 2006, Chicago, IL – The International Interior Design Association (IIDA) convened its annual Industry Roundtable, composed of interior design experts and manufacturing leaders in Chicago September 8 -10, for a facilitated roundtable to discuss issues facing those working in the profession of interior design. This event, in its tenth year, offered a valuable opportunity for thought leaders to dialogue on the current behavior and manner in which manufacturers and designers practice. Participants engaged in time-sensitive topics such as: building relationships between design partners, the specification chain, generational differences, and collaborative opportunities. Facilitating the synergy between the interior design and manufacturing communities is considered an essential role of IIDA in enhancing the future of design.

Thanks to participants: Julie Jundrich with Allsteel; Bonnie Mornsen Brill with Architex; Cathy Mansour, with Beaulieu Commercial; Russ Mitchell with Kimball Office; Betty Callahan with Luna Textiles; Steve Coccozza with Masland Carpets; Kaye Gosline with Milliken Carpet; John Stephens with Shaw Contract; Gale Moutrey with Steelcase; Jim Walker, IIDA, Corporate Forum Advisor; Giselle Young, IIDA, Education/Research Forum Advisor; Elise Shapiro, IIDA, Facility Planning and Design Forum Advisor; Deborah Loveridge, IIDA, Government Forum Advisor; Linda Gabel, IIDA, Healthcare Forum Advisor; Larry Wilson, IIDA, Hospitality Forum Advisor; Barbara Grubb, IIDA, Retail Forum Advisor. Representing IIDA’s International Board: Anna Hernandez, Industry IIDA, VP of Industry Relations and Kim Mikula, IIDA, VP of Forums; and from IIDA Headquarters Suzanne Heath, IIDA Senior Director of Education and Dennis Krause, IIDA Senior Vice President. Roundtable facilitation was provided by Brian Graham, IIDA, IDSA, Graham Design, LLC.

“It is essential to the Association’s role as industry advocate that our leaders have an opportunity to dialogue on issues facing the profession by all partners in the process. IIDA’s Industry Roundtable is a unique opportunity for designers, manufacturers, and IIDA leadership to share their thoughts in a controlled environment,” stated Kim Mikula, IIDA, VP of Forums.

“This roundtable offered both designers and manufacturers alike a chance to exchange ideas on how best to build, sustain and enhance professional relationships within the design community,” stated Brian Graham, the Roundtable’s Facilitator. "When you bring people with a passion for their profession together, the discussion flows and ideas abound”.

The Industry Roundtable aims to strengthen the manufacturer/practitioner relationship by offering strategic perspectives on issues facing the industry. For more information about IIDA or participating in a future thought leadership session, please contact the Headquarters office at 888.799.4432.

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The International Interior Design Association (IIDA) works to enhance quality of life through excellence in interior design and to advance interior design through knowledge, value and community.

IIDA is a professional networking and educational association of 12,000 Members in nine specialty Forums in 30 Chapters around the world. Additional information is available on IIDA’s website www.iida.org.