TARGET ANNOUNCED AS 2005 IIDA STAR AWARD RECIPIENT

June 1, 2005, Chicago, IL – The International Interior Design Association (IIDA) is proud to announce that the **Target Corporation**, based in Minneapolis, MN will be awarded the 2005 IIDA Star Award at the IIDA 11th Annual Meeting to be held on Sunday, June 12 in Chicago. This prestigious award recognizes outstanding contributions to the interior design profession, and only one award is presented each year.

Target Corporation is a retail growth company focused on providing exceptional value to American consumers through the Target-brand upscale discount stores and an on-line business Target.com. Target is one of America’s leading retailers, having expanded from a small division of Dayton Hudson/ Mervyn’s to be a major force in the mass market consumer retail arena. The company has worked with many of the world’s most respected architects and designers including Michael Graves, Isaac Mizrahi, and Philippe Stark among others to develop affordable house wares, fashions, and furnishings.

**IIDA commends the Target Corporation for their design leadership including:**

- Commissioning some of the world’s most accomplished designers and architects to design innovative and inexpensive products that enhance and elevate the quality of everyday life.

- Sponsoring free admission to some of America’s greatest museums of art and design including the Museum of Modern Art, New York, the California African American Museum, Los Angeles, the Asian Art Museum, San Francisco, the Los Angeles County Museum of Art, and exhibitions including CHICANO at Mexican Fine Arts Center Museum, Chicago, and exhibits at the Cooper-Hewitt National Design Museum, New York.

- Committing to an active program to protect the environment and promote sustainability through initiatives in recycling, waste management, and selling earth friendly products.

- Creating the print and television campaign **Design for All SM** that increases design awareness, celebrates “great design every day for everyone”.

“This is not just a testimonial for Target, but an evocative advertisement for the power of design itself,” stated Eric Engstrom, IIDA, President-Elect. “IIDA and our Members share this commitment to good design as an inspiring force, and an inspiration and necessity in modern life.”

Further information about IIDA’s Annual Meeting and other NeoCon activities is available at www.iida.org.

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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 10,000 Members in eight specialty Forums, nine Regions, and more than 30 Chapters around the world. Additional information is available on IIDA’s website www.iida.org.