IIDA ISSUES CHALLENGE TO DESIGN COMMUNITY--
CALL FOR RESEARCH-BASED DESIGN

June 2, 2002 Chicago, IL – As a follow-up to the challenging discussions raised during IIDA’s sixth annual Industry Advisory Council Meeting, Surviving the Future: A Survival Guide for the Innovative, the International Interior Design Association is issuing a Call to Action whitepaper addressing the community’s responsibility for research-based design.

“Pushing the Edge of the Playground” will be the first in a three-part series of whitepapers issued throughout the summer. This first paper addresses current barriers to research and its distribution and outlines opportunities to push through those barriers. A summary of the Paper was published in the Spring 2003 issue of Perspective Magazine (available online to Members at www.iida.org: Link to About/Organization/Publication). Additional copies will be available during NeoCon 2003 at IIDA’s Salon on the first floor, west entrance of the Mart, and will be distributed to all IAC participants and IIDA Corporate Members later this summer.

“The Industry Advisory Council offers manufacturers and design leaders an opportunity to dialogue on how to best work together and communicate for the advancement of the profession. IIDA is excited to share the findings of the 2002 meeting with the entire design community through this Call to Action series,” stated Cheryl S. Durst, Hon. IIDA, IIDA EVP/CEO.

IAC #6 was held September 13-15, 2002 in Chicago, Illinois. Leaders from the manufacturing community and IIDA Forum Advisors representing the key specialty areas of design practice gathered for the meeting to discuss key issues facing all interior design constituents. 2002 participating manufacturers included: Allsteel, DuPont Antron, Kimball, Mannington Commercial, Masland Carpets, Mohawk Group, Shaw S|C, Solutia, Steelcase, and Wilsonart. Officeinsight served as the publishing partner.

The goal of the IAC is to strengthen the manufacturer/practitioner relationship by offering strategic perspective on issues facing the industry. For information about how your company can get involved in future industry roundtables, please contact Dennis Krause at dkrause@adelphia.net.

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The International Interior Design Association (IIDA) is a professional networking and educational Association of more than 10,000 Members in eight specialty Forums, nine Regions, and more than 30 Chapters around the world. IIDA is committed to enhancing the quality of life through excellence in interior design and advancing interior design through knowledge. IIDA advocates for interior design excellence; provides superior industry information; nurtures a global interior design community; maintains educational standards; and responds to trends in business and design. Additional information is available on IIDA’s website www.iida.org.