CHICAGO, IL – Achievements in sustainable design were highlighted on Monday June 10 at the International Interior Design Association’s (IIDA) Affair 2002 in Chicago with the presentation of the Second Annual Sustainable Design Leadership Awards to noted interior designer and writer Penny Bonda (Washington, D.C.) and telecommunications company Verizon Communications (Bedminster, New Jersey).

Established by C&A Floorcoverings and IIDA, the program consists of two awards. The first recognizes a design professional who has demonstrated an active, long-term commitment to environmental issues in the design profession through his or her practice, educational outreach, and mentoring. The second seeks to honor leadership from the corporate sector, and is given to a company that has led by example in developing a greater understanding of environmentally sustainable business practices within its own business, market sector, and through a national platform.

Penny Bonda, a well-known leader in the field of sustainable design, received the practitioner award in recognition of her significant accomplishments during more than 20 years as a practicing design professional. Throughout her career, she has written and lectured extensively on sustainable design practices. Among her duties as Director of Environmental Communications at L.C. Clark (North Palm Beach, FL), Bonda writes monthly features on environmental issues for both Interiors & Sources and Green@Work magazines. She also is responsible for developing and producing EnvironDesign, one of the leading international conferences devoted to sustainable design issues. Prior to joining L.C. Clark Publications, Bonda was Director for Interior Design at Burt Hill Kosar Rittelmann Associates (Washington, D.C.). She presently serves as co-chair of the US Green Building Council’s LEED Rating System for commercial interiors.
In recognition of its long-term commitment to corporate and employee environmental initiatives including resource conservation, reuse, and recycling, Verizon Communications was selected as the corporate winner. Verizon was one of the first in the telecommunications industry to actively involve and encourage its employees to intelligently reuse and refurbish equipment and recycle materials. Verizon also led efforts to establish a United Nations Environmental Charter for the North American Telecommunications Industry, which provides a blueprint for global sustainable development by telecommunications companies and focuses in particular on the special needs of developing countries. In addition, Verizon recently activated a state-of-the-art energy conservation program through its activation of the world's largest fuel cell technology in its operating stations in the New Jersey area. Verizon intends to deploy this fuel-cell technology across its entire system in the future.

Accepting the award on behalf of Verizon were Chris Kelly, Executive Director, Corporate Real Estate Assets, and Joe Verga, Regional Director, Environmental Issues.

Ross Leonard, Director of Architecture & Design Marketing, C&A Floorcoverings one of the sponsors of the award, said, “These award recipients represent the highest caliber of commitment to the principles of sustainable design leadership. Their work not only inspires us, but also provides a new set of lenses through which to see the possibilities for a sustainable world.”

Josie Briggs, IIDA, Studio Celadon chaired the jury that selected the award recipients. Other members included Mr. Leonard, Richard Guimond, Vice President/ Corporate Director Environment, Health and Safety, Motorola, Inc.; Kristin Ralff-Douglas Publisher & Editor, Environmental Design & Construction Magazine; Sandra F. Mendler, Vice President/ Director HOK Sustainable Design; Jeff Barber, Vice President/ Architectural Design Director, Gensler; Pakash Ahuja, Executive Vice President, Charles Schwab & Company, Inc.; and Sean McCourt, President, Ford Land Company.

C&A Floorcoverings (Dalton, GA) has long been a leader in the carpet industry for implementing sustainable practices into its manufacturing and service practices through recycling and reclamation initiatives. The International Interior Design Association was one of the first professional design organizations to recognize the value of environmental design practices as well as the need for educational programs for practitioners. The Association’s “Green Track” of CEU courses was one of the first vehicles in the industry available to further designer’s knowledge of this important, new design area.

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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.