FOR IMMEDIATE RELEASE
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IIDA ANNOUNCES RELEASE OF “WHAT CLIENTS WANT, VOL. 2”

CHICAGO, IL — IIDA, in partnership with 3M Architectural Markets, announces the second edition in its engaging book series What Clients Want, focused on hotel design and featuring 16 site-specific projects from around the globe. The 104-page, hand-bound volume features in-depth interviews with renowned hospitality firms like Champalimaud, HBA, Wilson Associates, Yabu Pushelberg, and accompanied by profiles of hotel interiors. Included are client responses from CEOs, hoteliers, developers, and operators of five-star and boutique properties including Firmdale Group, the Fasano brand, Hilton Worldwide, Langham, Ritz-Carlton Reserve, and Starwood Capital, to name a few.

What Clients Want, Vol. 2 is filled with insights into the people, practice and process of the client/designer experience. The contrast of sleeping in a generic room versus spending a night in an existing landmark property is just one example of the design narratives outlined in the book. “Each unique story features the designer, as well as an insightful client that understands good design always elevates the hospitality experience — and is, in fact, the most essential element,” says IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA.

According to the U.S. Travel Association, last year $167 billion dollars were spent on lodging, both in the United States and abroad. From the chic and buttoned-up Dorset Square in London created by the Firmdale Group’s husband-and-wife team Tim and Kit Kemp to the Armani Hotel Milano which offers personalized service delivered in a sleek, modernist en suite scheme, the hotel trade has become a benchmark for design trends and experiences that transcend the everyday. What Clients Want, Vol. 2 offers a tangible, thought-provoking exploration of how these experiences are achieved, while also considering their significance to future of Design.

New York design editor and writer Melissa Feldman spent the past year interviewing over 40 insiders in the hospitality industry that are illustrated in What Clients Want, Vol. 2. Her current editorial work includes research and reporting on interiors, products and architecture for Architectural Digest, Daily AD, interiordesign.net, New York Post and Contract magazine.

3M Architectural Markets Division, with additional support from The IIDA Foundation, has generously provided funding for What Clients Want, Vol. 2. 3M Architectural Markets General Manager Maureen Tholen contributed the book’s introduction, providing insight into 3M’s rich history of hospitality innovation, and the book cover itself is constructed from 3M™ DI-NOC™ Architectural Finishes (printed pattern PS-503).

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About International Interior Design Association
The International Interior Design Association (IIDA) is the preeminent Commercial Interior Design professional networking and educational association with more than 13,000 Members practicing worldwide in more than 50 countries. IIDA promotes the value of Interior Design to business decision makers and to
the general public through its Members who create the exceptional environments that encompass every aspect of the human experience. IIDA is committed to enhancing the quality of life through excellence in Interior Design and advancing Interior Design through knowledge, value and community. www.iida.org