FOR IMMEDIATE RELEASE
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IIDA EXECUTIVE VICE PRESIDENT AND CEO CHERYL S. DURST, HON. FIIDA, to JOIN THE IIDA PA/NY/DE CHAPTER AT PRODUCT PARADE IN PHILADELPHIA

CHICAGO, IL – The Pennsylvania/New Jersey/Delaware Chapter of the International Interior Design Association (IIDA) is proud to announce its 13th annual Product Parade, a commercial interiors trade show and networking event that brings together design industry professionals, regional contract furnishing, and materials representatives for a night of showcasing and celebrating the products and technologies that define design excellence. This event, featuring 100 vendors, will take place in Philadelphia, PA, on Oct. 15, 2014, from 5:30 - 8:30 p.m., and will be open to the public for the first time.

“Design is a constant collaborative process that allows for connection,” said IIDA Executive Vice President and CEO Cheryl Durst, Hon. FIIDA, LEED AP. “I am excited to be part of an inclusive event that invites the public to connect directly with the professional design community in Philadelphia. It speaks volumes to the commitment to innovation we as designers strive to implement in our work.”

Product Parade has evolved from an exciting exhibition of contemporary design directed at the trade to an unprecedented opportunity for manufacturers, suppliers, and designers to connect directly with the public. It is registered as part of DesignPhiladelphia, a 9-day annual event of the Center for Architecture that is celebrating its tenth anniversary this year.

“My vision for this event is to introduce people outside the commercial architecture and design community to the possibilities presented by these products,” said IIDA Product Parade Co-Chair, Ellen Farber, IIDA, LEED AP. “We are especially honored to have Cheryl in attendance at this event. Her recognition and support at our event, and as part of the larger DesignPhiladelphia movement, confirms that Philadelphia is at the center of design innovation.”

The theme for this year’s event is “Get Connected and Charge On.” It will showcase the role technology and power play in influencing furniture design. Prior to the event’s start, vendors will enter into award categories such as Best Integration of Technology, Most Creative Take on the Theme, and Best Promotion of DesignPhiladelphia. The evening will also include a raffle of products, proceeds of which will benefit the Community Design Collaborative, an organization that provides pro bono architectural and design services to nonprofits.

Admission is free for registered architects, designers, and IIDA student Members. General admission tickets are $50, and discounts are available for larger groups. Admission includes light food, two drink tickets, music, inspirational products, and endless networking.

Click here to obtain tickets to the Product Parade. For more information contact Ellen Farber at...
About International Interior Design Association
IIDA is the Commercial Interior Design Association with a global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of 13,000+ Members across 50 countries. IIDA advocates for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day. www.iida.org