FOR IMMEDIATE RELEASE
SEPT. 30, 2014

CHERYL DURST, HON. FIIDA, TO LEAD IIDA-PRESENTED PANEL AT ORGATEC

CHICAGO, IL – The International Interior Design Association (IIDA) will present a panel discussion, led by IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP, about the topic of working culture at ORGATEC, Wednesday, Oct. 22., in Cologne, Germany.

“Robust, thoughtful, and honest conversation about workplace design is imperative as we look to the future of ‘the workplace,’” said Durst. “The culture of work is ever evolving and so must these work spaces where we also conduct the business of life. IIDA is excited and honored to be presenting this panel at ORGATEC.”

“The Culture of Work: A Global Perspective,” will bring together design leaders and IIDA Members Julio Braga, IIDA (Principal, IA Interior Architects), Scott Hierlinger, IIDA, LEED AP (Nelson), Marlene Liriano, IIDA, LEED AP, ID+C (Director of Interior Design, HOK), and Felice Silverman, FIIDA (President/Principal, Silverman/Trykowski), for an engaging discussion that examines how designers analyze the critical factors that affect how the world works. How do we manage a new generation of workers and their expectations? How does a workplace determine and define their brand? How is workplace best leveraged as a strategic asset? Does a great workplace guarantee great work? These are just some of the questions the panel will explore.

ORGATEC is the leading international trade fair for the design of modern working environments in offices and facilities. More than 600 companies from 40 countries will be at ORGATEC 2014 where leading national and international manufacturers will present their product innovations from the areas of furnishing, flooring, acoustics, lighting, and media technology.

For more information about IIDA’s presence at ORGATEC, please contact Aisha Williams, Director of Industry Relations and Special Events, at awilliams@iida.org, or 312.379.5176.

# # #

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