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IIDA ANNOUNCES FIRST ITALIAN INDUSTRY ROUNDTABLE AT IIDA MILAN CHAPTER

CHICAGO, IL – The International Interior Design Association (IIDA) will hold its first IIDA Milan Chapter event, a day-long roundtable focused on the business of global design, on Thursday, Dec. 11, at ADI, Via Bramante 29, 1-20154, in Milan, Italy. The conversation will be moderated by International President of IIDA Julio Braga, IIDA, LEED AP (Design Principal, IA Interior Architects) and IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP.

“Design is a global business that has changed the way design professionals work,” said Durst. “Engaging designers in a dialogue of this scale will guide IIDA and its Members forward as the Association continues to cultivate its presence within the international design industry.”

IIDA’s discussion event, “The Business of Design: A Global Conversation,” will bring together architects and designers from Milan to explore current issues in the Interior Design/Architecture profession: workplace, global trends, and the dynamics of cultural and global business practices. It will invite designers to think critically about their roles both as a designer and a business strategist as they share their vast design experiences from around the globe.

“Our business is changing in terms of approach and demand. I see my job very differently now than five years ago,” said Milanese architect and Interior Designer Federico Delrosso, IIDA. “Designers are now communicators instead of only creators. We have had to improve our skills in that direction, which is another job.”

“The Business of Design: A Global Conversation” will be sponsored by Alessi, Arper, Interni magazine, Oikos, Tabu, and Zucchetti Kos, with support from Associazione per il Disegno Industriale (ADI) and Consiglio Nazionale degli Architetti, Pianificatori, Paesaggisti e Conservatori (CNAPPC), and media partner, Interni.

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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