FOR IMMEDIATE RELEASE  
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IIDA, KI, CANNONDESIGN, AND GENSLER HOST TWITTER CHAT  
HIGHLIGHTING THE IMPORTANCE OF ACTIVE DESIGN IN THE WORKPLACE

Chicago, IL - The International Interior Design Association (IIDA), KI, CannonDesign, and Gensler will host a Twitter chat on Dec. 10, 11 a.m. CST, about the growing role Active Design has played in workplace strategy. The Twitter chat will engage audiences in a dynamic open Q&A with design experts about Active Design best practices and practical applications.

“I am excited to be part of this joint effort to leverage the conversation about Active Design and how it has become a crucial component in designing the workplace,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP. “The overall ‘culture of work’ has redefined how we work and where we work, and this Twitter chat will be a unique way to gauge how organizations are using Active Design practices to promote health and well-being in their own workplaces.”

The official hashtag for the Twitter chat is #ActiveDesign. Twitter chat hosts include: @IIDA_HQ (IIDA), @KItweets and @JonathanCWebb (KI), @CannonDesign (CannonDesign), and @GenslerOnWork (Gensler). The Twitter chat will focus on adopting an Active Design approach to workspace design strategy that encourages workers to engage in physical activity throughout the day and improves their well-being.

The live Twitter chat comes in advance of KI’s active design panel discussion, moderated by IIDA CEO Durst. The discussion, which will take place on Dec. 17, 5:00-7:00 p.m. CST in KI’s Chicago showroom (Suite 1181) at the Merchandise Mart, will highlight KI’s research results and its role in educating the A&D community and clients on Active Design principles. Seating is limited. Please RSVP by Dec. 8 to reserve a spot.

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About International Interior Design Association
The International 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