FOR IMMEDIATE RELEASE
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IIDA PRESENTS ITS FIRST-EVER PROGRAM IN SOUTH AMERICA AT THE
EXPOCONSTRUCCIÓN EXPODISEÑO 2015 TRADESHOW

CHICAGO – Leaders from the International Interior Design Association (IIDA) recently travelled to Bogota, Colombia, to present an in-depth, comprehensive program at the biennial Expoconstrucción Expodiseño trade show, marking the first time in its history that the organization formally presented in South America.

Julio Braga, FIIDA, President, IIDA International Board of Directors, and Marlene Liriano, IIDA, Vice President, IIDA International Board of Directors, led the program, which was presented by IIDA and moderated by Cheryl S. Durst, Hon. FIIDA, IIDA Executive Vice President and CEO. The program, entitled “The Culture of Work – A Global Perspective,” explored the impact of brand and culture, designing for multiple generations, and overall wellness in workplace design. During that same trip, IIDA leaders also presented for the first time ever to interior design and architecture students at Pontificia Universidad Javeriana.

“It was a privilege for IIDA to present at Expoconstrucción Expodiseño last week and to have the opportunity to introduce IIDA to the South American design community,” said Durst. “Design is a global phenomenon and as IIDA continues to expand its international outreach, it was both enjoyable and enlightening to travel to a new destination and become acquainted with a new design community and their culture. We are looking forward to developing new opportunities to communicate the IIDA mission in this area.”

Expoconstrucción Expodiseño is the largest and only trade show of its kind in the region. The show promotes the development and growth of the construction, architecture, infrastructure, and design industries in the Pacific Design Alliance Region, Central America, and the Caribbean. The 2015 edition of Expoconstrucción Expodiseño broke previous attendance records by attracting over 60,000 attendees throughout the six-day exposition.

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About International Interior Design Association

The 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. We advocate 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