FOR IMMEDIATE RELEASE
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IIDA ANNOUNCES YVES BÉHAR AS 2015 IIDA STAR AWARD RECIPIENT

CHICAGO — The International Interior Design Association (IIDA) proudly announces design entrepreneur and sustainability advocate Yves Béhar as the recipient of the 2015 IIDA Star Award. This prestigious award is given to an individual or organization that has made significant contributions to the design industry. The 2015 IIDA Star Award will be presented at the Association’s Annual Meeting, to be held Sunday, June 14, 2015, at the Museum of Contemporary Art in Chicago.

“Yves has established himself as a trailblazer within the design community, who has worked tirelessly to advance the design and sustainability industries,” IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP, said. “He is committed to changing the world and believes that design can contribute to overall social good. He is an active participant in a number of wonderful charitable causes and has collaborated with some of the best in the business. Yves has made a name for himself by taking risks, having a high level of integrity, and by focusing on the future of design. He has elevated the profession throughout the world, and we are thrilled to honor and celebrate Yves Béhar as this year’s Star Award recipient.”

Béhar is the founder and CEO of fuseproject, an integrated design and branding firm he established in 1999; Chief Creative Officer of Jawbone, a wearable technology company; and co-founder of August, the next generation home entry system. Béhar believes that holistic product, digital, and brand design are the cornerstones of any business, and that design should be a force for positive social and environmental change. His collaborations with renowned partners such as Herman Miller, General Electric Co., Puma, PayPal, SodaStream, Samsung, Issey Miyake, Prada, Nivea, among others have received international acclaim.

Béhar's designs are included in the permanent collections of museums worldwide, including the Museum of Modern Art, the San Francisco Museum of Modern Art, Centre Pompidou, and the Art Institute of Chicago. He has garnered over 200 awards, was named a Top 25 Style & Design Visionary by TIME magazine in 2007, and was recently named Most Influential Industrial Designer in the World by Forbes.

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