FOR IMMEDIATE RELEASE  
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IIDA RECOGNIZES VIRGINIA SAN FRATELLO AS 2015 EDUCATOR OF THE YEAR

CHICAGO — The International Interior Design Association (IIDA) proudly announces Virginia San Fratello as the 2015 IIDA Educator of the Year. San Fratello is currently an Assistant Professor and Program Coordinator at San Jose State University and an Adjunct Professor at the University of Queensland. The IIDA Educator of the Year Award was created to recognize and celebrate the outstanding accomplishments and commitment to interior design education by a full-time educator. The honor carries with it a $10,000 cash prize, sponsored by Milliken, and a complimentary 2016 IIDA membership.

“Virginia has more than a decade of experience educating young designers and making them think outside of the box,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP. “Through her years of professional experience, Virginia has been a part of some of the most innovative and interesting research projects in the world. She has actively shared her love of materials and inventing with her students, opening them to a new way of thinking and transcending traditional interior design thought. She is looking to the future and teaching her students to go out and change the world. At her core, Virginia is an educator and has a love of learning and teaching. She is the ideal recipient of the IIDA Educator of the Year Award.”

Jurors for the 2015 IIDA Educator of the Year Award included: Annie Chu, IIDA, AIA; 2012 IIDA Educator of the Year Award winner Liset Robinson, IIDA; and 2014 IIDA Educator of the Year Award winner So-Yeon Yoon, Ph.D. IIDA, ASID.

San Fratello is the Founder and Chief Creative Officer of Emerging Objects, a design and research company that specializes in 3-D printed materials and objects for the built environment. She is also Principal at Rael San Fratello Architects. She began her career as an interior designer at P B C + L in Raleigh, North Carolina, and as Project Architect at Turett Collaborative Architects in New York City. San Fratello earned her Master of Architecture degree from Columbia University and her Bachelor of Environmental Design degree from North Carolina State University.

San Fratello’s goal as an interior design educator is to give students the knowledge, skills, and ideals they need to be creative leaders for the future. She believes design for the 21st century should not only be about the user experience but should also incorporate sustainable methods while taking advantage of local and ecological material resources.

San Fratello will be formally honored with the award and celebrated at the IIDA Annual Meeting to be held Sunday, June 14, 2015, at the Museum of Contemporary Art in Chicago.

For more information about the IIDA Educator of the Year Award, please visit www.iida.org.

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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