FOR IMMEDIATE RELEASE
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IIDA TO PARTNER WITH SBID IN THEIR FIRST EVER JOINT PROGRAM AT DOWNTOWN DESIGN IN DUBAI

CHICAGO – The International Interior Design Association (IIDA) and The Society of British and International Design (SBID) will collaborate for the first time ever on a joint program to be presented at Downtown Design in Dubai, United Arab Emirates, to take place Oct. 27 – 30, 2015.

IIDA and SBID will present an in-depth look, with expert commentary, at worldwide trends showcased in internationally recognized award-winning projects, celebrated by the two associations. The program will feature Cheryl Durst, Hon. FIIDA, LEED AP, IIDA Executive Vice President and CEO; Scott Hierlinger, IIDA, LEED AP, IIDA President; and Vanessa Brady, OBE, SBID Founder and President.

“This is an exciting opportunity for IIDA, and we are pleased and honored to be partnering with SBID to present this inaugural program in Dubai to celebrate and articulate design excellence from the many design specialties from workplace to health care,” Durst stated. “Dubai has become an epicenter of design and creativity. Downtown Design is a perfect fit for this program, and IIDA and SBID look forward to promoting and sustaining knowledge-rich opportunities for this design community.”

Downtown Design is the only platform in the Middle East for the region’s trade professionals to discover original, high quality design from all over the world. Now in its third year, the fair will take place at the Dubai Design District and will present a carefully edited roster of established and emerging brands across a range of product categories. The fair is dedicated to original and quality design and is a key element of Dubai Design Week.

Details of the IIDA and SBID program at Downtown Dubai, including date and time, will be announced in mid-August.

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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 15,000+ Members across 58 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

About The Society of British and International Design
The Society of British and International Design (SBID) is the professional accrediting organization for the interior design industry in the U.K. supporting the interests of interior designers and manufacturers
by guiding and measuring the profession’s trading standards through practice, competence and education.

As the sole British representative to the European Council of Interior Architects (ECIA), their objective is to promote the profession at the highest level of competence to provide unrivaled consumer protection and in doing so create a clear separation between professionals and hobbyists. The organization supports the profession locally, nationally, and internationally and is part of a global network of 50,000 designers who are professionally accredited. SBID is the British organization selected by the 16 nation members of the European Council of Interior Architects and the NCIDQ in the U.S.A. and Canada to represent their professional accreditation standards in Britain. www.sbid.org