FOR IMMEDIATE RELEASE
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IIDA AND SBID TO PRESENT JOINT PROGRAM AT DOWNTOWN DESIGN IN DUBAI

CHICAGO – The International Interior Design Association (IIDA) and The Society of British and International Design (SBID) will present a joint program at Downtown Design in Dubai, United Arab Emirates, on Wednesday, Oct. 28.

“Design Is…” will feature international, award-winning design projects from Australia, Brazil, Canada, China, Colombia, Kuwait, Lebanon, Mexico, Netherlands, Uganda, the United Kingdom, and the United States. Cheryl S. 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, will provide expert commentary on the worldwide design trends that are shaping the future of interior design.

“We are honored to partner with SBID to present ‘Design Is…’ at Downtown Design. In addition to showcasing international trends, the program will celebrate and articulate global design and highlight specialties from workplace to healthcare,” Durst stated. “As an epicenter of design and creativity, we look forward to promoting and sustaining knowledge-rich opportunities for the Dubai design community. We are so excited to be a part of Downtown Design.”

Downtown Design, scheduled for Oct. 27-20, 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.

The “Design Is…” program will be presented on Wednesday, Oct. 28 from 3-3:45 p.m. at The Auditorium at Downtown Design. The program is open to the public. For more information, please visit downtowndesign.com.

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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