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IIDA TO UNVEIL INTERIOR DESIGN ECONOMIC IMPACT STUDY AT 2016 ADVOCACY SYMPOSIUM

CHICAGO — The International Interior Design Association (IIDA) and the IIDA Foundation are pleased to announce that it has commissioned a study measuring the direct, indirect, and induced effects of the Interior Design industry on state economies. The study, funded by IIDA and the IIDA Foundation, will be unveiled at the 2nd annual IIDA Advocacy Symposium, scheduled for Sept. 23-25, 2016 in Denver, Colorado.

Chmura Economics & Analytics, a firm specializing in economic consulting, economic development, workforce development, economic impact studies, publications, and software development, is conducting the study, which will tell a compelling story about the economic and fiscal impact of interior design at both the state and national level. Kyle West, an applied economics and technology advisor at Chmura Economics & Analytics, will present the results at the Advocacy Symposium on Sunday, Sept. 25.

“We are thrilled to debut the first IIDA economic impact study examining the interior design industry and its role in state economies,” said Emily Kluczynski, Director of Advocacy, Public Policy, and Legislative Affairs at IIDA. “This study will provide interior designers another important tool that they need to effectively advocate and educate legislators and the general public about the Interior Design profession.”

The IIDA Advocacy Symposium offers attendees three days of content focused on the advocacy topics that matter most to commercial interior designers. This year’s event will feature an opening reception at Coors Field; keynote speaker Mason Tvert, Communications Director for the Marijuana Policy Project; and a range of educational sessions, including Defining Success in Advocacy, How to Engage Students and Universities, Working in the Code-impacted Environment, and Life After Registration.

Register now for the 2nd annual IIDA Advocacy Symposium. Registration closes Sept. 16, 2016. For more information, visit www.iida.org or contact Emily Kluczynski, Director of Advocacy, Public Policy and Legislative Affairs, at ekluczynski@iida.org.

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About International Interior Design Association
IIDA is the Commercial Interior Design Association with global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of 15,000+ members across 58 countries. IIDA advocates for advancement 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