FOR IMMEDIATE RELEASE
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IIDA AND HOSPITALITY DESIGN MAGAZINE ANNOUNCE THE OPENING OF THE 21st ANNUAL IIDA/HD PRODUCT DESIGN COMPETITION

Chicago – The International Interior Design Association (IIDA), in partnership with Hospitality Design magazine, announced today the opening of the 21st annual IIDA/HD Product Design Competition. The competition honors innovation, functionality, and aesthetic advancements in product design for the hospitality industry.

“Whether the goal is to give visitors a place to escape, a moment of respite, or a feeling of comfort and home, product design plays a crucial role in creating an atmosphere in the hospitality industry,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP. “We look forward to seeing the visionary designs that help craft custom and memorable hospitality experiences.”

Only products displayed at HD Expo 2017 and offered for sale or use after June 1, 2016 are eligible for submission to the IIDA/HD Product Design Competition. HD Expo exhibitors are invited to submit in the following categories:

- Applied finishes and materials (wallcoverings, treatments, paints/coatings)
- Textiles (upholstery and bedspread/drapery/casement)
- Flooring (carpet/rugs, hard surfaces, resilient)
- Seating, Individual (dining, lounge, outdoor)
- Seating, Group (dining, lounge, outdoor)
- Lighting (individual and series/collections)
- Casegoods and freestanding furniture (individual and series/collections)
- Accessories or specialties (hardware/decorative metals, storage systems and artwork/signage)

The deadline to enter the competition is Friday, April 14, 2017. Judging will take place onsite at HD Expo on Tuesday, May 2, 2017. Winning products will be recognized during HD Expo, scheduled for May 3-5, 2017 in Las Vegas. All winning products, manufacturers, and designers will be published in Hospitality Design magazine, featured on the IIDA website, and mentioned in HD Expo Show Daily.

Visit the competitions page on the IIDA website for complete details. For questions and more information, please contact Liz Moran, IIDA design competitions director, at lmoran@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 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 HD Expo
HD Expo attracts the world's most talented and sought after network of interior designers, architects, hoteliers, owners, operators, developers and purchasers: true leaders, creative risk-takers and innovators who make an impact in the industry. Thousands of show attendees will come face-to-face with the most captivating products and resources to consider for their global hospitality projects; stay on top of industry news and trends through daily thought-provoking conference programming; and have access to network and rub shoulders with some of the most prominent players in the industry at a series of networking events.

The Hospitality Design Group, part of Emerald Expositions, produces the most influential hospitality design event each year, HD Expo, which takes place from May 4-6, 2016 in Las Vegas. HD Expo is in association with American Society of Interior Designers (ASID); International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP); and NEWH, Inc.—The Hospitality Industry Network. For more information, visit www.hdexpo.com or www.hospitalitydesign.com.

About Hospitality Design magazine
Published 11 times a year, Hospitality Design magazine is the premier trade outlet and voice for the hospitality design industry. It serves owners, operators, brands, purchasing agents, interior designers, and architects involved in the design of hotels, resorts, restaurants, nightlife, spas, and all other hospitality-oriented projects. Hospitality Design magazine continues its 36-plus-year mission to connect and enrich the industry through innovative projects, inspiring products, the latest trends, development spotlights, and interesting interviews with some of the industry's leading and up and coming professionals. For more information, visit www.hospitalitydesign.com.