IIDA AND SBID PARTNER TO OFFER NEW INTERNATIONAL MEMBERSHIP ALLIANCE

The International Interior Design Association (IIDA) and The Society of British and International Design (SBID) are pleased to announce the IIDA / SBID International Membership Alliance. This new partnership invites active SBID Accredited Interior Design Professional and Associate Members to join IIDA, providing them access to exclusive interior design resources, publications, and professional opportunities around the globe. The alliance offers an international platform for future strategic initiatives and builds upon the existing, collaborative relationship between the associations, which have previously partnered to present joint programs at design tradeshows.

“We are pleased and honored to be partnering with SBID to offer this membership opportunity to its designer members,” said Cheryl S. Durst, Hon. FIIDA, LEED AP, Executive Vice President and CEO of IIDA. “By expanding our international reach and growing the IIDA and SBID design communities, we are strengthening our associations, and providing a broader perspective and wider depth and breadth of industry knowledge to the benefit of all members.”

“As we strive with our partners to improve, define, and educate the Interior Design industry in UK and around the world, it is a natural step for SBID and IIDA to form a stronger alliance than we have previously enjoyed over past years. Jointly, we provide an unrivalled quality professional accreditation across the world and in doing so, create greater membership benefits. SBID is thrilled to have formed this strategic partnership,” said Dr. Vanessa Brady OBE, President and Founder of SBID.

For more information about the IIDA / SBID International Membership Alliance, please contact Karen Kiell, Senior Director of Member Services, at kkiell@iida.org.

About the 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. 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 unrivalled 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