FOR IMMEDIATE RELEASE
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IIDA RELEASES INDUSTRY ROUNDTABLE 20 REPORT:
DESIGN THEN, DESIGN NOW, DESIGN NEXT

CHICAGO – The International Interior Design Association (IIDA) today released its annual Industry Roundtable report covering the emerging economic, cultural, and social trends that are shaping the next generation of commercial interior design. The report, “Design Then, Design Now, Design Next,” summarizes the productive discussion of more than 30 professionals at the 20th annual IIDA Industry Roundtable on January 6-8, 2017, marking a major milestone for this seminal gathering of influential design industry leaders.

“Twenty years ago, commercial interior design was experiencing a transformative shift,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP, who moderated the roundtable. “With two decades of Industry Roundtables to reflect on, this discussion assessed the past, present, and future of our industry. The report highlights the current state of interior design, how we work and how we interact with technology, and how design will rise to tomorrow’s challenges and shape our future.”

Industry Roundtable 20 featured speakers Eileen Jones, IIDA, SEGD, AIGA, LEED AP, principal and global practice leader, Perkins+Will; Julie B. Cummings, SPHR, SHRM-SCP, director of human resources, BKD, LLP; Jim Young, co-founder, Realcomm Conference Group; and Jim Ware, Ph.D., founder and executive director, Future of Work…unlimited, who presented sessions on A Retrospective of the Commercial Interior Design Industry; The Future of People; The Future of Place; and The Future of Work, respectively.

Industry Roundtable participants included IIDA International Board of Directors President Marlene M. Liriano, IIDA, LEED AP ID+C (Managing Director, IA Interior Architects) and President-elect Primo Orpilla, FIIDA (President and Co-founder, Studio O+A) as well as board members Edwin Beltran, IIDA, Assoc. AIA (Principal, Interior Architecture and Design Practice, NBBJ); Julio Braga, FIIDA, LEED AP (Design Director and Principal, IA Interior Architects); Gabrielle Bullock, IIDA, FAIA, NOMA, LEED AP BD+C (Principal and Director of Global Diversity, Perkins+Will); Susana Covarrubias, IIDA (Studio Director and Creative Director, Gensler); Jeff Fenwick, Industry IIDA (President and COO, Tarkett North America); Scott Hierligner, FIIDA, LEED AP (Design Director and Co-principal, Nelson); James Kerrigan, IIDA, LEED AP ID+C (Design Principal of Interiors, Jacobs); and Doug Shapiro, Industry IIDA (Vice President of Marketing, OFS Brands).

Other designer participants included: Annie Chu, IIDA, FAIA (Principal, Chu + Gooding Architects); Barbara Dunn, FIIDA (Principal, Gensler); and Hunter Kaiser, IIDA, CVO (hk+c).

Corporate participants included: Tom Peterson (Midwest Vice President of Sales, Bentley Mills,
Inc.); **Mark Shannon, Industry IIDA** (Executive Vice President of Sales & Marketing, Crossville, Inc.); **Melissa Sopwith, Industry IIDA** (Director of Marketing, ESI Ergonomic Solutions); **Diane Travis** (Workplace Design Supervisor | Strategic Response Studio, Haworth); **Amy Storek, Industry IIDA** (Vice President – North America A+D Sales, Herman Miller); **Jon Strassner, Industry IIDA** (Director of Workplace Strategies, Humanscale); **Roby Isaac** (Vice President of Commercial Design, Mannington); **Stacy Walker, Industry IIDA** (Director of Customer Experience, Milliken); **Jackie Dettmar, Industry IIDA** (VP Commercial Product Development & Design, The Mohawk Group); **John Stephens, Industry IIDA** (Vice President of Marketing, Shaw); **Jennifer Busch, Honorary IIDA** (Vice President A&D, Teknion); **Daniel J. Tuohy, Industry IIDA** (CEO / President, Tuohy Furniture Corporation) and **Teresa Humphrey, Industry IIDA** (Commercial National Account Manager, Wilsonart).

The Industry Roundtable report is available to download on the [IIDA website](https://www.iida.org). For more information, please contact Aisha Williams, senior director of industry relations and special events, at awilliams@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](http://www.iida.org)