FOR IMMEDIATE RELEASE
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GENSLER SÃO PAULO NAMED BEST OF COMPETITION FOR THE
2017 BEST INTERIORS OF LATIN AMERICA & THE CARIBBEAN COMPETITION

Chicago — The International Interior Design Association (IIDA) and Alessi proudly announce Gensler São Paulo as the Best of Competition winner of the 5th annual IIDA Best Interiors of Latin America and the Caribbean Competition for its project Paul Hastings in São Paulo, Brazil. Paul Hastings was also named a Corporate Small Space category winner, and Gensler São Paulo was celebrated at a reception on July 27, 2017, in the IDEA Studio at IIDA Headquarters in Chicago.

“IIDA and Alessi are honored to celebrate Gensler and all of the outstanding design talent represented in the Latin America region,” said IIDA Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP. “Gensler São Paulo has created an inspired corporate space that celebrates local culture while strengthening the Paul Hastings’ brand.”

Projects were reviewed by a panel of design professionals, including: Kimshasa Baldwin, NCARB, NCIDQ, LEED AP, principal, Deture Culsign, Architecture+Interiors; Edwin Beltran, IIDA, Assoc. AIA, principal, NBBJ; and Suzette Subance Ferrier, IIDA, studio design director, TPG Architecture.

“In keeping with the law firm’s tradition of creating workplace environments with a carefully-honed aesthetic, the Paul Hastings São Paulo office celebrates materiality, artistry, and craft,” said Ferrier on behalf of the jury.

All winning entries can be viewed on the IIDA website. Winners also will be published in an issue of Contract magazine, included in the official Winners Brochure, and promoted to more than 300,000 IIDA social media followers. For more information, contact Liz Moran, 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 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. iida.org