FOR IMMEDIATE RELEASE
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IIDA ANNOUNCES STUDENT BOOTH DESIGN COMPETITION AT ORGATEC 2018

Chicago, IL – The International Interior Design Association (IIDA) is pleased to announce that submissions are being accepted for the biennial IIDA Student Booth Design Competition at Orgatec 2018. The competition, sponsored by Vitra, gives interior design students the opportunity to create a trade show booth and gain exposure by having their design concept executed at Orgatec Trade Fair in Cologne, Germany, October 23-27, 2018.

“IIDA is committed to providing design students with opportunities to develop as professionals outside of the classroom. The IIDA Student Booth Design Competition at Orgatec is unique in that it allows a student to see their design realized at an international trade show,” said IIDA Executive Vice President and CEO Cheryl Durst, Hon. FIIDA, LEED AP. “We’re eager to see submissions that define the IIDA brand experience in new, creative, and innovative ways.

This competition is open to students worldwide who are enrolled in an interior design/architecture program or university. Participants can enter individually or as a team of 2 people. In addition to having their design concept executed, the winning student (or winning team) will receive a trip to Orgatec Trade Fair, as well as a day trip to the Vitra Campus in Weil am Rhein. Educators who include the Student Booth Design Competition in their winter or spring 2018 curriculum will receive a trip to Orgatec Trade Fair and a daytrip to the Vitra Campus if their student’s design concept is selected as the winner. The winning design concept will also be featured on the IIDA and Vitra websites, in Design Matters (the IIDA biweekly newsletter) and QUAD (the IIDA student newsletter), and on IIDA social media networks.

The deadline to enter is March 9, 2018. A panel of design professionals will choose the winning design in spring 2018. Visit the competition page for complete details and to view the design brief. For questions, please contact Aisha Williams, senior director of industry relations, 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