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# NEWSRELEASE

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## IIDA ANNOUNCES WINNERS OF 2011 SHOWROOM & BOOTH DESIGN COMPETITION AT NEOCON, CO-SPONSORED WITH *CONTRACT* MAGAZINE

**June 13, 2011, Chicago, IL – Peter Conant, IIDA, AIA**, President of the International Interior Design Association (IIDA), today announced the winners of the 16<sup>th</sup> Annual IIDA Showroom and Booth Design Competition, a partnership with *Contract* magazine. The competition is part of the Association's activities at NeoCon 2011. The award winners were presented with certificates on June 12 and will be featured in an upcoming issue of *Contract* magazine and on the IIDA website, [www.iida.org](http://www.iida.org).

Creative Excellence awards were presented to the following winners:

The Award for **Showrooms Greater Than or Equal to 4,000 sq. ft.** was presented to **KI** designed by **Sheila LaCount and Design Collaboratives Architects**.

The Award for **Showrooms Less Than 4,000 sq. ft.** was presented to **Antron Carpet Fiber** designed by **Perkins + Will**.

The winner in the **Booths Greater Than or Equal to 400 sq. ft.** category was presented to **Sparkeology** designed by **Square One Design**.

The winner in the **Booths Less Than 400 sq. ft.** category was presented to **Savannah College of Art and Design** designed by the **SCAD Design Group**.

The **2011 Best of Competition Award** was presented to **Antron Carpet Fiber**.

"This year we more than doubled the number of showrooms who applied and the designs displayed were more focused on color and bold features," said Peter Conant, IIDA, AIA. "We saw strong and creative presentations from all participating entries."

Thanks to competition judges:

**Bill Clegg, FIIDA**, Fletcher Thompson (Hartford, CT)  
**Ashley Handley, IIDA**, Williams Blackstock Architects (Birmingham, AL)  
**Scott Hierlinger, IIDA**, Nelson (Minneapolis, MN)  
**Steve McCollom, IIDA, AIA** Sasaki (San Francisco, CA)  
**Kay Wulf, IIDA, ASID** (Chicago, IL)

The IIDA/*Contract* Magazine Showroom and Booth Design Competition seeks to honor originality of design, visual impact, effective use of materials and the outstanding use of space, color, texture and graphics in showrooms and booths at NeoCon 2011. Categories may not be awarded every year.

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### **About International Interior Design Association**

The International Interior Design Association (IIDA) is a professional networking and educational association with more than 12,000 Members practicing worldwide in more than 50 countries. IIDA is committed to enhancing the quality of life through excellence in Interior Design and advancing Interior Design through knowledge, value and community. IIDA advocates for Interior Design excellence; nurtures a global Interior Design community; maintains high educational standards; and supports its Members and the Profession with visionary leadership. For more than 37 years, IIDA has helped reveal new Design talent through a variety of education initiatives and Interior Design/Architecture competitions honoring local talent, including the Interior Design Competition, Smart Environments Awards and Sustainable Leadership Awards. [www.iida.org](http://www.iida.org).