IIDA CAMPUS CENTER AWARD
BEST THING EVER 2020
WHO WE ARE

The Interiors Student Alliance (ISA) is the Arizona State University Campus Center combining the IIDA, ASID, and NEWH chapters on campus, providing students with professional and academic opportunities within interior design, and supporting the interior design student community at ASU.
MEET THE CABINET

We pride ourselves in having a diverse and well-rounded team to represent Interior Design students on campus!

AMANDA AHLMAN
ASID LIASON
MASTER 6TH YEAR
GOAL: PROGRAM PRIDE

ALIA SUGARMAN
IIDA LIASON
4TH YEAR
GOAL: PROFESSIONAL NETWORK

RACHEL FRAIL
PHILANTHROPY AFICIONADO
MASTER 5TH YEAR
GOAL: BUILD COMMUNITY

FAYROOZ SWEIS
MEMBERSHIP GURU
3RD YEAR
GOAL: CREATE OPPORTUNITY

EMILIA RAINES
SOCIAL MEDIA CURATOR
2ND YEAR
GOAL: SUPPORT STUDENTS
MEMBERSHIP

As a strategy for increasing membership, we held IIDA events for student members to attend for free, while allowing non-members to join for a small fee.

We also focused on encouraging students to attend our events and increasing their engagement on campus through hosting workshops to support those events, such as organizing a light creation workshop with the help of the Design School’s Workshop team to encourage participation in our Light for Hope event.

Combined with a strategic increase in social media and online presence, newsletters, and on-campus marketing through posters and announcements at events, IIDA membership was increased by 65% from last year!
ISA LUNCH BREAKS

A staple biweekly social for students to meet, get help with projects and homework, and learn about upcoming events! Lunch breaks also featured software tutorials by cabinet members, and collecting donations in support of Connect4, which helped support a sense of community and inclusivity.

To help Students prepare for their finals in studio, we held a materials potluck during finals week, where students were able to bring in materials, allowing them to exchange materials with one another as an added resource to the design school’s materials library!
The 2019 Light for Hope fundraiser featured a silent auction of original light fixtures designed, crafted and gifted by students. All proceeds benefited Free Arts for Abused Children of Arizona. The silent auction was facilitated using an online platform that extended the bidder count to individuals not physically at the Light for Hope event held November 15th. The online bidding format was a new structure from years past and launched one week prior to the Light for Hope event. Another new feature for 2019, ISA also added a gallery exhibition of all the lights for auction in the Design South Gallery. The gallery exhibition opened November 8th and ran through November 15th. The auction consisted of thirty student-fabricated light fixtures, an increase from the 2018 Light for Hope’s eighteen light fixtures. The 2019 Light for Hope event also increased attendance to 100 guests in comparison to the 60 guests from the previous year.

Overall, 2019 Light for Hope raised a total of $1,762.00 through the auction which was then matched by a private donor. Free Arts received a check for $3,524.00, more than quadrupling the donation from the previous year.

The Light for Hope Committee achieved the desired impact of the event through early marketing strategies, expansion of the event (week-long gallery exhibition), and by making the auction accessible through an online platform. The previous year held an in-person, silent auction taking place only during the couple hours of the 2018 Light for Hope event. The 2019 committee really wanted to create a more accessible experience to encourage those on campus and those across the country to participate in supporting ISA and Free Arts. The hope is the week-long gallery exhibition and online auction format will become a recurring feature for many years to come.
VOLUNTEERING

In our chapter’s commitment to engage with our local community, we participated in the IIDA Connect 4 Charity Build Day, contributing donated materials and canned foods, as well as time and meaningful work!

This year, we also expanded on our chapter’s collaboration with our local charity partner, Free Arts Arizona, which we support through our annual Light for Hope auction and fundraiser, by volunteering in the Flutter Fest event, spending an activity-filled day with children at the Desert Botanical Garden.
PROFESSIONAL DEVELOPMENT

Part of our chapter’s goals is to create opportunities for professional development that support our students’ success. This year, we collaborated with past IIDA SW Charrette judge and interior designer at RSP Alissa Franconi to host a Design Presentation Workshop, which we scheduled before the IIDA SW Charrette for students to benefit from the skills they learn in the upcoming competition.

We also partnered with DAVIS to hold a Portfolio Review Night, in which students were able to get professional help and feedback on their portfolios before applying to jobs and internships. Seven architects and designers and seven students allowed for a great one on one reviewing.

We worked with IIDA SW to sponsor our professional development events to give non-members an opportunity to see what events they would be benefiting from when they pay for their membership. With these events specifically there was a small $10 fee for non-members and as a result of these fees there was an increase in membership in our chapter.
STUDENT ENGAGEMENT

Crowning our students’ engagement and excellence, we celebrated yet another successful participation in the IIDA Southwest Chapter Student Charrette!

This year, three of our students were part of the first-place winning team qualifying for the regional Charrette, while all five of the second-place team were part of our chapter! In total, 16 students from our chapter participated in the Charrette.
STUDENT RECOGNITION 2019

Joyce Choi won at the local and western regional IIDA charrettes and continued to compete at Neocon in Chicago!

Kelsey Williams was honored with the Award for Merit in the student category at IIDA SW PRIDE Awards for her Broken Boundaries retail studio project!
LOOKING AHEAD

Campus Partnerships:
We will be partnering with the National Organization of Minority Architects chapter at Arizona State University to hold a Revit Workshop for students in interior design, architecture, and landscape architecture, supporting cross-disciplinary collaboration and success.

Local Partnerships:
In collaboration with Wilsonart, we will be organizing a visit to their manufacturing facility in Tempe, AZ, giving students the opportunity to learn about materials and sustainability in interior design.

Professional Partnerships:
Professional panelist will be held at Atmosphere in Phoenix to show interior students you do not have to be an interior designer when you graduate! We will be having a diverse panel with lighting specialist, furniture designers, vendor representatives, and more. This panelist will help guide students with any questions they may have and to share their personal experiences with the students.
Thank you for your consideration!