design is personal. not political. design dignifies. it does not discriminate.
design provides and provokes. it has no prejudice. design heals the heart.
replenishes the soul, ignites the mind. design civilizes, not demonizes. desi-
excites and exalts. it never excludes. design educates. it does not repudiate.
design has empathy not antipathy. design is culture. design is craft. design
art. design is science, design is history, design is love. design speaks. design listened.
It’s a simple idea that continually encourages innovation in an increasingly complex profession — and world. We know that most people have a difficult time explaining why they enjoy a well-designed space. As experts on the importance of purpose and place, not only do designers provide the vocabulary to talk about design, they guide the public, clients, and consumers toward a higher understanding of how a well-designed space can enrich how we experience the everyday moments of life. IIDA Members excel at advocating for the profession and expanding the public’s awareness of thoughtful and intelligent design.

As the association for commercial interior design, it is our mission to provide our 15,000+ members with the professional tools, programming, and publications to bolster this important effort. To help ensure our profession is understood, recognized, and valued, it’s our privilege to continually provide leading research that links good design to impressive outcomes, a common language that gives our members the words to communicate the benefits of design, and access to an extensive and global professional network.

This Annual Report demonstrates the past year’s growth and success as a fiscally responsible organization committed to the advancement of commercial interior design. It also offers a reminder that your significant commitment to design resilience and vitality truly underscores every where has a why.

Thank you for your continuous efforts in leading the profession and contributing to the success of IIDA.

Cheers,

James Kerrigan, IIDA International President 2017-2018
Cheryl S. Durst, Hon. FIIDA Executive Vice President and CEO

IIDA is shaping and influencing every aspect of the design industry:

15K+ MEMBERS
35 chapters 58 countries 110 campus centers

IIDA IS REPRESENTING INTERIOR DESIGNERS AT EVERY LEVEL:

14% of members are principals and/or owners
18% are emerging professionals who have been in the profession less than five years
90% report holding a bachelor’s degree or higher
44% hold the NCIDQ certification
30% hold the LEED certification

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IIDA CHAPTERS
Alabama
Carolinas
Delta Regional
Florida Central
Gateway
Georgia
Great Plains
Guadalajara
Hawaii Pacific
Illinois
Indiana
Intermountain
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Mexico City
Michigan
Mid-America
Mid-Atlantic
Milan
New England
New York
North Florida
Northern California
Northern Pacific
Northland
Ohio/Kentucky
Oregon
Pennsylvania/New Jersey/Delaware
Rocky Mountain
South Florida
Southern California
Southwest
Tennessee
Texas/Oklahoma
Virginia/West Virginia
Wisconsin

Member types
49% Industry
27% Designer
23% Affiliate
1% Student
2017 annual report

IIDA works for its members as an advocate for design excellence, legislation, leadership, accreditation, education, and community outreach to increase the recognition of interior design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day. In this report, we have highlighted a few of our achievements and activities from 2017. It’s not an exhaustive list, but it does provide a sampling of the priorities and programming the Association will continue to pursue in 2018 and beyond.

You can learn more about everything we do at www.iida.org.

IIDA HEADQUARTERS
In 2017, IIDA relocated its international headquarters to 111 East Wacker Drive in the heart of downtown Chicago. The 17,000-square-foot space with sweeping views of the city and the Chicago River was designed by Contract magazine’s 2016 Designer of the Year, Todd Heiser; IIDA, design principal and studio design leader at Gensler. In addition to housing the association’s 25 full-time staff members, the headquarters features the state-of-the-art IDEA Studio, a hub of social and educational activity with a variety of events for IIDA members and the design community throughout the year.

PROVIDING THOUGHT LEADERSHIP
IIDA holds programs throughout the year that highlight member expertise, such as the annual IIDA Industry Roundtable, a facilitated dialogue among interior designers, manufacturers, and clients. Industry Roundtable 20, held in January, reflected on two decades of design—from assessing its past and present, to how design will rise to tomorrow’s challenges and shape our world. The resulting executive report, “Design Then, Design Now, Design Next:”, offered a deep dive into the subject with our industry’s foremost thought leaders providing insight and commentary on these critical topics.

ADVOCATING FOR THE INDUSTRY
The third annual IIDA Advocacy Symposium, held at IIDA HQ in Chicago, drew interior design advocates from around the country. The Symposium kicked off with keynote speaker Kimberly Foxx, the first African-American woman to lead the Cook County (Illinois) State’s Attorney’s office, and featured lobbyist panels, unique networking opportunities, and educational sessions focused on how to build relationships with legislators, work with stakeholder groups, and promote grassroots involvement.

SUPPORTING THE FUTURE OF INTERIOR DESIGN
IIDA continues its commitment to interior design education. In 2017, IIDA named Primo Orpilla, FIIDA, the Global Chair of Student Experience. In this role, Orpilla is helping to shape IIDA initiatives that will engage students and elevate their interior design education with expanded opportunities for professional development and experiential learning.

Also in 2017, IIDA held its second annual Educators Roundtable, hosted by Milliken. The event was a gathering of prominent design educators, practitioners, and new professionals to discuss well-being, diversity, and social responsibility in interior design education. An executive summary is available on the IIDA website.

CELEBRATING THE PROFESSION
For more than two decades, IIDA has partnered with Herman Miller to host IIDA Leaders Breakfasts. Leaders Breakfast is an annual international event series that cultivates connections between industry leaders and the local design community while celebrating design innovation. With the support of the international benefactors Herman Miller and Interior Design magazine, the Leaders Breakfast event series has grown to include eight host cities across the United States and Canada, welcoming up to 750 attendees at each location.

PUBLISHING CRITICAL INDUSTRY RESEARCH
Competitive salaries are key to ensuring that interior design remains a viable profession for innovative, driven, and creative individuals. IIDA released its first Interior Design Compensation Report, which provides an analysis of salary and benefit information that allows leaders in design to monitor the health of the industry and make informed strategic business and hiring decisions.

The report features an interactive compensation calculator that can be used to view a holistic range of industry salaries based on education, tenure, professional credentials, and job function, among other variables. A vital resource for design professionals across the career spectrum, the report allows for practitioners to value their skills and experience and make smart choices about their careers.

PROMOTING DIVERSITY
IIDA created the Anna Hernandez/Luna Textiles Education Fund award to honor the memory of Anna Hernandez, the founder and president of Luna Textiles. The newly created award celebrates the work of women and their advancement in the interior design profession. The inaugural recipient of the Anna Hernandez/Luna Textiles Education Fund Award, Tina Barnard, IIDA, of Morrisville, North Carolina, received $5,000 on behalf of the IIDA Foundation.

IIDA also supports interior design through awards that recognize the individuals who are elevating the profession. The IIDA Foundation Diversity Award, a joint effort of the IIDA Foundation and Interior Design Educators Council Foundation, Inc., recognizes and celebrates an educator who is representative of a diverse background and is making a significant contribution to interior design today.

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recognizing design excellence

2017 IIDA BEST OF COMPETITION WINNERS

IIDA presents 12 or more competitions annually, each one celebrating a different aspect of interior design worldwide. Winners are published online, promoted on IIDA social media networks to more than 300,000 followers, celebrated with international press releases, and featured prominently in IIDA publications.

BEST INTERIORS OF LATIN AMERICA AND THE CARIBBEAN
Project: Paul Hastings
Firm: Genral, Sao Paulo

BEST OF ASIA PACIFIC AWARDS
Project: Molecure Pharmacy
Firm: Waterfront Design

GLOBALSHOP PRODUCT DESIGN COMPETITION
Flowbox – The New Dynamic Display by Kendu In-Store Visual Solutions

EDSPACES INNOVATION AWARDS
The Edison Table by CEF-Custom Educational Furnishings

GLOBAL EXCELLENCE AWARDS
Project: Satsueiksa Japanese Cuisine
Firm: Shanghai Hip-pop Architectural Decoration Design Co., Ltd.

BEST INTERIOR DESIGN COMPETITION
Project: Brandywine Valley Specialty Care and Ambulatory Surgery Center
Firm: EwingCole

HEALTHCARE INTERIOR DESIGN COMPETITION
Project: Brandtweine Valley Specialty Care and Ambulatory Surgery Center
Firm: EwingCole

WILL CHING DESIGN COMPETITION
Project: The International Wine & Spirits Museum
Firm: Shanghai Godolphin

ADVANCING INTERIOR DESIGN
The IIDA Foundation is a not-for-profit 501(c)3, philanthropic organization with a primary mission of advancing the interior design profession through education, research, and knowledge. The Foundation’s various initiatives include the annual Designing for the Future Campaign, which supports a variety of educational initiatives benefiting IIDA Members and the Interior Design profession. In addition, the Foundation oversees the NCIDQ Tuition Reimbursement Fund, which offers IIDA Associate Members an opportunity to apply for financial assistance upon passing the NCIDQ exam, and the Sustainable Design Education Fund, which provides IIDA Professional and Associate Members who pass the LEED Accreditation Exam the opportunity to apply for tuition reimbursement.

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2017 IIDA AWARD WINNERS

IIDA honors the outstanding accomplishments of its members as well as industry leaders and design visionaries.

Chapter of the Year (large), Texas/Oklahoma Innovation Award (small), Tennessee Innovation Award (large), Rocky Mountain Star Award David Mourning, FIIDA, AIA

Titan Award Mac Stoops

Educator of the Year
Sponsored by Milliken

Jon Otis, IIDA

Student of the Year
Sponsored by OFS

Lindsey Duval, Student IIDA

Member of the Year
Sponsored by Contract Magazine

Alissa Wehmueller, IIDA

where IIDA headquarters leadership was in 2017

7

6
2017 financial highlights

Throughout the progress and growth over this last year, the financial health of IIDA has been meticulously maintained and nurtured. It remains true that over the course of the last several years, our Association has experienced incredible membership and programming growth — and continues to do so. Our increased advocacy efforts, new programs, and recently relocated IIDA Headquarters serves the needs of our increasing global presence and growing international membership.

Growth requires investment. IIDA has increased our investments in capital costs, membership programs, and advocacy efforts by eight percent, while also increasing our total assets more than 30 percent and maintaining positive operating income and cash flow. Another highlight: revenue from membership dues increased by two percent as more commercial interior design professionals from around the world joined IIDA.

We invite and encourage you to review the charts in this Annual Report that illustrate how funds were allocated. We continue to invest in our members’ professional development, in the design profession as a practice that affects every person’s well-being, and in profession elevating and innovating thought leadership that guides us all toward a better future.

how IIDA stacks up

Through a combination of increased membership and advocacy efforts, IIDA’s operating income maintained a consistent positive growth each year. Its income from membership dues and programming has also increased, with IIDA maintaining its strong financial health and positive cash flow.
building an international presence

Facilitating Industry Dialogue Globally
IIDA and Mohawk Group took Savor, a special series of salon-style dinners, to Milan in 2017. Architects and interior designers attending the one of the global events spent a stimulating evening away from their devices, enjoyed a great meal, and engaged in some much-needed conversation. Attendees had the opportunity to discuss the broad implications of the cultural phenomena taking place today and how it affects both the way we design and our lives in general.

Celebrating Design in Paris and Hong Kong
IIDA furthered exclusive partnerships with both BMW and Four Seasons brands to celebrate design globally. IIDA members attended awards celebrations at the Four Seasons Hong Kong, for the Best of Asia Pacific Awards, and in Paris at the BMW Le Brand Store, for the Global Excellence Awards. These exclusive partnerships with luxury brands offer IIDA and our members opportunities to network with sought-after brands and international designers with global perspectives and an eye toward innovation.

Engaging Cultural Conversation in Mexico City
IIDA and Shaw Hospitality Group engaged with designers in Mexico at the IIDA-led panel discussion, “Design is... A Cultural Conversation to Explore the Relationship of Work, Clients, and Projects.” The lively panel discussion highlighted the international business of interior design and addressed design challenges, the client relationship, and financial issues — topics of interest to all design professionals working globally today.