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### president's message



LINDA KOLESAR, ASID ASID ARIZONA NORTH PRESIDENT 2009

**COMMUNITY SERVICE** has always been a point of pride for our chapter. The work being done by our Community Service Committee is truly wonderful! The special project undertaken this year is remodel work on the **ChildHelp KEYS Community Center** in South Phoenix. The Center provides programs for preschool, after-school (K-6 grades), at-risk and adjudicated youth, mentoring for teens, GED preparation and numerous other areas that benefit disadvantaged youth. Our membership, both practitioners and Industry Partners, has really stepped forward to meet the challenge; that is especially impressive in this tough economy. We greatly appreciate your energy, enthusiasm, time, skill and material donations for this worthy endeavor!

Another worthwhile event was our **June membership meeting** at the unique Natural Territory showroom in Scottsdale, with the theme of Indoor Air Quality. The .1 CEU course was presented by Amy Stephens, Allied Member of ASID, Vice Chair, Education Committee, USGBC Arizona Central Branch, with additional expert perspective by Santosh Rao, Industry Partner Representative for Natural Territory and our host for the meeting. Topics included rating systems, off-gassing, air filters, finishes and materials that adversely impact air quality. We packed a lot into the meeting enjoyed by 62 members.

Do you Twitter and have a Facebook page? Our **July membership meeting** at Affinity Kitchens, Industry Partner of ASID, promises to provide the lowdown on these social media websites. Many members now use them as marketing tools or are considering doing so. Dave Cooke of The Sales Cooke, guest speaker for the meeting, will offer good advice and tell us what to expect from these websites. Refreshments and a tour of Affinity Kitchens' beautiful showroom with exciting kitchen vignettes will cap the evening.

The **August membership** meeting is also our Industry Partner Appreciation Event at the event sponsor's showroom, Cactus Stone and Tile, Industry Partner of ASID. Ice cream sundaes will raise the COOL FACTOR as we thank our Industry Partners for the wonderful support they have given us this year. Sandra Kieffer will give a brief presentation on how to navigate our beautiful new, user-friendly ASID AZ North website. Be a part of this SWEET evening as we say "Thank You!" to the Industry Partners who are so important to us!

**September** will again find us congratulating the winners of our **Design Excellence Awards Competition** (89 entries) and recognizing other outstanding contributions to our chapter by many of our members. Join in the suspense, drama and fun at this always popular event on Saturday, September 12 at the Gainey Ranch Hyatt Regency in Scottsdale.

I commend our members on persevering through difficult economic times and making opportunities from obstacles. It's inspiring to see that the goal of excellence is still being pursued and achieved by our profession and the membership of the ASID Arizona North Chapter!

Linda Kolesar, ASID

Linda Kolesar

**ASID Arizona North Chapter President** 



Summer 2009





### on the cover **Modern Revisited**

Designed by Anita Lang of Interior Motives, Inc. Photography by Dino Tonn.



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# Mid-Century Modern Revisted



Haver House, Kitchen Before

#### By Cindy Lewton, ASID

Many designers associate regional western mid-century design with Palm Springs. However, Phoenix has it's own gems. Before proceeding further, there are many definitions of the phrase, "mid-century modern architecture." The general concensus is that of buildings constructed from the 1930s to 1970—the mid century. They are generally one level post and



300 Bowl, 1911 West Bethany Home Road
© 2006 Michael Lundgren, made possible by the
Phoenix Office of Historic Preservation and the
Phoenix Office of Arts & Culture Public Art Program

beam construction, a low-slung appearance, often flat roofs, creative use of glass and materials, and often an oriental influence.

Locally, many modernist homes of that era were built with concrete block. Many had slanted rooflines and clerestory windows. Frank Lloyd Wright, the father of the ranch house, was also a modernist. The ranch house has many of the same elements listed above. Does the use of shutters on a ranch house preclude it from being a mid-century modern (MCM) home? A MCM home and a ranch home have numerous commonalities, but they each have a different "feel." They are so similar, though, that one could take the bones of either structure and make it into the other.

There is no one MCM style. Remember the Jetsons? Though firmly planted on the ground, Phoenix



Haver House, Kitchen After remodeled by Homework Remodels

had its share of space age-looking modernist architecture, such as the 300 Bowl built in 1960 (see photo). The hope, optimism and innovation were apparent in America's new suburbs and lifestyles. While Baby Boomers may be nostalgic for this era, younger gene-ations have rediscovered the simplicity and minimalism and have claimed it for their own. The Valley has young singles and families who "get" this design era and can readily identify the names of Al Beadle, Ralph Haver, and Blaine Drake (to name a few) as prominent architects of that period.

Where are the Valley's gems? Alison King, along with her husband, Matthew know where they are hidden. Ms. King has researched residential and commercial buildings and their architects throughout the Valley, and these structures are no longer hidden because they have created a website, www.modernphoenix.net. Go to this

site to learn more than can possibly be covered here.

And the interiors...Alexander Girard, George Nelson, Charles and Ray Eames are all names that immediately come to mind. The wall-to-wall carpeting of that period has fallen out of vogue, but the furniture, accessories and textiles have proven to be timeless.

The Eames Lounge chair continues in popularity. Flor uses Alexander Girard designs in floor tiles today paired with contemporary furnishings. There are many reproductions out there to satisfy the modernist enthusiast.

The rediscovery and appreciation of modernism over the past decade has supported local architects and designers. Whether refurbishing a vintage modern home or new construction, Phoenix continues to have some of the best of the best. Michael P. Johnson, AIA, architect and former

faculty professor at Taliesin has produced stunning, internationally acclaimed residences here in the Valley. Eddie Jones, AIA uses both modernism and organic architecture as a foundation in his green designs. Will Bruder's residences and public spaces (Burton Barr Central Library is probably the most famous) maintain the clean lines and honesty of MCM, but very recognizable as current interpretation.

While many interior designers have a soft spot in their heart for modernism, Rachel Simmons has devoted her entire practice to this genre. Rachel is owner/designer of Valley Modern Design, as well as adjunct faculty at Scottsdale Community College. Rachel has extensively studied this period and created a "post-war color palette" for each year 1947-1965.

Steve Shinn of Homework Remodels specializes in historic renovations, including mid-century modern design remodels. It is a fine line to stay true to MCM sensibilities while updating to current standards. Steve's renovation of a local Marlen Grove home (designed by architect Ralph Haver) was featured on HGTV, indicating that this renewed interest and appreciation of this period is a national trend.

Some of the MCM interior trends that play well with other styles include the comeback of the drum lampshade, the colors of oranges, greens, and blues, clean line ceramics, and natural materials. Modernist sensibilities dovetail nicely with the current interest in green design, living smaller, less is more, etc.

As generations spanning from the new college graduates to the baby boomers and beyond reevaluate their lifestyles and priorities, mid-century modern design and its current reincarnation is getting a second look.

#### Sources:

Will Bruder, AIA, www.willbruder.com
Michael P. Johnson, AIA, www.mpjstudio.com
Eddie Jones, AIA, www.jonestudioinc.com
Steve Shinn, GCP, www.homeworkremodels.com
Rachel Simmons, www.valleymoderndesign.com
Valley mid century architectural source:

### www.modernphoenix.net

300 Bowl Photo: Historic Buildings Photography Project (produced by Phoenix Office of Arts and Culture Public Art Program Phoenix Office of Historic Preservation), photographer Michael Lundgren

Kitchen Photos: www.homeworkremodels.com



Haver House, Open Kitchen After, remodeled by Homework Remodels

# Mid-Century Modern Window Treatments — Bess is More

### By Karen Barnes, Industry Partner of ASID, CWP, WCAA, WFCP



After World War II, the design world dusted off its shoulders and decided that change was necessary. Architects began to abandon the way of the box and add

a more organic touch to residential architecture, blending the linear and geometric elements from the Bauhaus and International movements and the organic, natural design theories by Frank Lloyd Wright. This marriage of design ideas gave birth to the style commonly known as Mid-Century Modern.

Technological advances from the war were implemented in the new designs



Roman shades in a Mid Century Modern home designed by Anita Lang of Interior Motives, Inc. *Photography by Dino Tonn.* 



Here is a Ripplefold drapery designed by Eric Bron, ASID. It is on a motorized rod – the rod extends around the triangle shaped room so the drapery can close for privacy. *Interior design by Eric Bron, ASID, Bron Design Group, Phoenix, AZ* 

with molded plywood and plastics, fiberglass, aluminum, and lightweight construction materials. Mass-production abilities used for the war were given new purpose in producing classic furniture pieces for the people using these new materials.

In the residential building arena, California-- most notably Palm Springs-- embraced this new design wave to the point that it is now a popular stopping point for architecture enthusiasts and curious travelers alike with the "Sinatra-esque" feel connected to the style. Entering the stage in Arizona were designers such as Ralph Haver and Charles Schreiber who contributed to the atomic revolution by designing homes in this new style.

These mid-century homes boasted large picture windows, low-pitched

roofs, and open floor plans. The open floor plans accommodated the social atmosphere of the age, integrating several living spaces into one. This idea is still popular today in home design.

The windows allowed the outdoors to become part of the indoors by visually joining the spaces. The post-and-beam construction allowed for entire walls of windows.

While the design style has been admired and appreciated for over half a century, recently it has seen a heralded revitalization. Today, people are looking for the simplicity of the 50's with the conveniences of today. One of the most desired elements of mid-century modern home design are the large windows. Purists of Mid-Century Modern décor will leave the

windows untreated except for window film to help cut down UV rays, heat and glare.

Window treatments for a Mid-Century Modern home are desired when an area of the home requires privacy, such as a bedroom, or to eliminate the feeling of staring into a dark abyss at night. The important thing to remember when choosing window treatments for these homes is that the emphasis remains on the open window, not the dressing of it. Window treatments should be kept simple and discreet in order to allow the architecture of the home and the natural elements of the modern design take the spotlight. So choose simple pinch pleated or Ripplefold draperies, Roman or roller shades, panel tracks or grommet top draperies. A layer of sheers underneath a functioning overdrapery will diffuse the light and soften the feel of the room.

Windows in Mid-Century Modern design are usually very large and often will extend from wall to wall. If they don't, consider putting draperies along the entire wall. This creates a greater sense of space...and the draperies will have plenty of room to stack off the glass. Motorization is a smart choice for these large window treatments.

Clerestory windows are often designed for Mid-Century Modern homes. These windows are placed at ceiling level around the edge of the room. This is a very effective way to bring in natural light into a room without sacrificing privacy. Clerestory windows should be left untreated, except for window film. If there is a large picture window below it, that window can be treated separately with a functioning drapery.

The fabrics chosen for these window treatments should reflect the organic aspect of the era. Choose natural fibers such as linen, silk and cotton. If a patterned fabric is desired, choose motifs that include nature (branches, leaves, etc.) done in a modern, abstract style or geometric patterns.

#### About Karen Barnes:

Karen Barnes is the owner of The Elegant Window, a custom drapery workroom serving the design trade exclusively.

Karen was recently awarded "Workroom of the Year" by Window Fashions Vision magazine.

L E G A N T

She has won numerous awards for high quality workmanship and the

execution of window fashion designs. Karen is a Certified Workroom Professional and is a Window Fashions Certified Professional, Specialist. She is also proud to be an ASID Industry Partner. For more information, visit www.elegantwindow.com



### Mid-Century Modern Design

### 50 years later...

### By Sherry Engle, Allied Member ASID

It's fifty years later and the Mid-Century Modern aesthetic is more popular today than ever. A less formal design style than the International and Bauhaus movements, Mid-Century Modern forms are organic, and typically infused with clean simple details and natural shapes. Wide expanses of glass, open floor plans and light weight elements that connect exterior and interior environments characterize modern architectural structures. Functional and affordable design that was available to the average household also defined the Mid Century Modern movement. So where does that leave us today and how do we apply the Mid-Century Modern philosophy to our interior environments?

Mid-Century Modern style is so popular and appealing there is a tendency to execute this design philosophy in every aspect of a project. As interior designers we know the pitfalls of trying to recreate a picture perfect imitation which looks like a movie set or museum installation. Mixing design styles is much more interesting and intriguing.

The following are some interesting Mid-Century Modern design elements you may consider including in your interiors:

- Noguchi lamps (pendant, table or floor styles are beautiful and very organic)
- Noguchi glass and wood table
- Nelson Bubble pendant lights
- Eames elliptical coffee table
- Eames molded plywood chair
- Diamond chair by Harry Bertoia





Living room designed by Eric Bron, ASID of Bron Design Group.

Eric and Dorothy Bron of Bron Design Group were pleased to work with Clients that had an appreciation for a classic modern style and a distinctive palette of colors and materials that pleased them. This modern home was completed in 2005. The open room pictured features a backdrop Mayan red wall, clear cedar planked ceilings and copper slate tiled floors. The photo looks across the living room seating area with Cassina swivel chairs in orange and red leather and sofa upholstered in textured purple fabric. Cedric Hartman polished nickel arched reading lamps and black granite tables sit beside the chairs. The figured cherry cabinetry by Myer & Lundahl surrounds the open kitchen with custom bar height swivel seating. Blue Murano glass pendants illuminate the granite counter top. The Dining area to the left is defined by a hand tufted inlayed wool area rug. A combination of purple leather chairs and coordinating textured fabric chairs by Dakota Jackson surround the table. The geometric shaped dining table is handcrafted mesquite wood planks with a steel stepped designed base. The main entry glass wall at the back of the picture features a square cut juniper log console table internally wired for the Foss white glass sphere table lamp seen as guests approach the front door from the outside.

- Eileen Gray table
- Saarinen Tulip table series
- Nelson bench
- Arne Jacobsen egg chair series
- Molded fiberglass chair
- · Coconut chair
- Bubble chair
- Marshmallow bench
- Le Corbusier sofa and seating series
- Classic modern furniture pieces from Herman Miller and Knoll
- Classic modern fabrics from Maharam and Knoll Textiles

For the most part, there are no hard and fast rules to applying modern design, just good design sense. You can mix a set of Wassily chairs from the Bauhaus era with large scale comfortable furnishings, or pair a modern pendant light fixture with a chunky dining group. Whether the architecture of a home is Spanish, traditional or perhaps a simple track house, thoughtful integration of Mid-Century Modern design elements shows a respect and understanding of the movement, while insuring interiors remain relevant and progressive. Have fun with celebrating Mid-Century Modern design, explore the many unique opportunities and dare to create your own version of this wonderful movement.



### Graduation Party

#### By Linda Kolesar, ASID

CONGRATULATIONS, GRADU-ATES!!! A graduation party for ASID Student Members was held at the Atrium of the Arizona Design Center on June 5. Attractions included a DJ, Mexican themed food and décor, and a raffle for \$75 sponsorships for advancement from Student Membership to ASID Allied Membership.



Tracey Marshall, Colleen Heldenbrand, Jeanette Knudsen sponsorship winner, Linda Kolesar.

nothing out of pocket. Winners

of the \$75 sponsorships are:

Jeanette Knudsen, Scottsdale

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the sponsorship from Flex

Design Group, Jill Stebbins,

College, winner of the sponsorship from Sherwin-Williams,

Patty Townsend, Scottsdale

Community College, winner of

the sponsorship from Foote &

Community

Scottsdale

A total of four sponsorships were awarded. Each lucky winner will advance from Student Membership to Allied Membership and pay



Tracey Marshall, Patty Townsend sponsorship winner, Colleen Heldenbrand, Dan H., Linda Kolesar.

College, winner of the sponsorship from Jay B's Interior Design.

THANK YOU to Colleen Heldenbrand, Allied Member ASID of Flex Design Group, Melinda Foote, ASID of Foote & Company, Jewell Blair, Allied Member ASID of Jay B's Interior Design and Laurie Clark, Industry Partner Representative of Sherwin-Williams for your commit-



Tracey Marshall, Colleen Heldenbrand, Jill Stebbins sponsorship winner, Dan H., Linda Kolesar



Tracey Marshall, Patty Vera sponsorship winner, Colleen Heldenbrand, Dan H., Linda Kolesar

ment to our students! THANK YOU to the Arizona Design Center for the use of the facility! THANK YOU to Tracey Marshall, ASID, our Student Affairs Chairperson, for organizing our first ASID Graduation Party! Congratulations to Tracey Marshall also, for recently passing NCIDQ!

### 'Green' your home with Hunter Douglas

As our concern over energy consumption and costs grow, so does our interest in more eco-friendly living. Hunter Douglas, the nation's leading manufacturer of custom window fashions, has been pioneering energy-saving and other environmentally-conscious solutions at the window for decades. Today, with these issues now being of paramount importance, the window fashions leader offers a growing number of products that help conserve natural resources and contribute back to Mother Earth.

The Duette® Architella™ Collection of honeycomb shades from Hunter Douglas offers a unique way to increase energy-efficiency, lower utility bills and help conserve natural resources. The collection features an innovative patented construction consisting of a honeycomb nestled within a honeycomb. This unique design provides two more air pockets than traditional honeycomb shades and dramatically increases R-values, which measure a product's ability to keep heat in and cold out. The higher the R-value, the better the product is at retaining indoor warmth. Duette Architella shades deliver R-values of up to 7.86 on double-pane windows with Low-E glass – among the highest in the industry. The collection also boasts impressive Solar Heat Gain Coefficient (SHGC) ratings as low as .15 with a double-glazed window. SHGC is the amount of solar heat that passes through a window. No heat transfer is rated as zero and all heat transferred is one. With such a low ratina, Duette Architella shades help contribute to reduced heating and cooling costs.



The Duette® Architella™ Collection

Reducing energy costs can also be achieved by utilizing a practice called daylighting, which is the balancing of natural and artificial light. Hunter Douglas window fashions are ideal for moderating light levels and penetration. Products with the Top-Down / Bottom-Up design option allow light to stream into a room from the top of the window, effectively lighting the room without electricity. Those with sheer fabric, such Pirouette® as Silhouette® window shadings and Luminette® Privacy

Sheers, softly diffuse sunlight as it enters a room to create a softened lighting effect across the space.

Another concern of growing importance is cleaner, healthier air quality,



Pirouette® window shadings

both inside and outside of the home. As part of its overall commitment to environmental consciousness, the company also commissioned the GREENGUARD Environmental Institute (GEI), an independent, non-profit organization that has taken strong measures to establish acceptable indoor air standards for indoor products, environments and buildings, to verify that its products meet their stringent indoor air quality guidelines." Now, virtually all Hunter Douglas products have passed rigorous standards and test procedures and are GREEN-GUARD Indoor Air Certified®. This is



**Designer Screen Roman Shades** 

more than any other industry company. The new Greenscape shade from the Hunter Douglas Designer Screen Shades collection is made of a new eco-friendly fabric that is PVC-free and recyclable with no off-gassing.

UV light exposure can weaken, fade and otherwise damage furnishings, floors and fine art, resulting in the need for more frequent, and costly, replacement or restoring of these items. Products like Silhouette window shadings with the Signature S-Vane™, feature rotating fabric vanes suspended between sheer panels and offer up to 99 percent protection against harmful UV rays with the vanes closed. Even with the vanes fully opened, UV protection is as high as 88 percent while still permitting light and a view - something more traditional products just can't do. Luminette Privacy Sheers, a similar product to Silhouette shadings but on the vertical, provide comparable levels of protection. Pirouette window shadings, the newest Hunter Douglas design innovation, which showcase soft adjustable horizontal fabric vanes attached to a single sheer backing, also offer superior UV protection.

Hunter Douglas is also an active member of the U.S. Green Building Council and an Energy Star Partner.

For more information or details, please go to:

www.hdtradealliance.com/index.pdf

### Legislative C O R N E R



### By Marilizabeth Birk, ASID



his year, I was fortunate enough to attend CLC with the 2009-2010 Board in Cincinnati, Ohio. To be perfectly honest, Ohio was not a destination on my list of "to sees"...but I'm certainly glad I saw! It turned out that Cincinnati is a metropolitan city in the midst of beautiful rolling hills and brilliantly green grounds. Museums were fabulous, food was delightful, and the architecture was grand. If you, dear readers, have the opportunity to go – do!

Besides being aesthetically and culturally appealing, CLC taught us to be more effective leaders and informed us of National level activities. Additionally, just like here in Arizona, legislation was a hot topic. This member was fortunate enough to have a few minutes to meet and speak with Bruce Goff, ASID. Mr. Goff is the National Co-Chair for the Legislative and Codes Advisory

Council (LCAC) and one of the leading authorities on legislative activities for our chapters. The conversation turned to the big question: What is ASID's stance on legislation?

The key is that ASID supports legislation and has no desire to hurt or hinder the lifeblood of our Society: interior designers.

Looking within the ASID Bylaws (Article III, Section 1.1), one finds the logical, textbook answer to that question:

- "1. ASID supports the pursuit of legal recognition of the profession of interior design. In doing so, ASID believes accomplishing legal recognition is best achieved through the enactment of legislation that:
  - a. Does not limit, restrict or prevent the practice of interior design;
  - b. Does not limit, restrict or prevent anyone from using the title "interior design" or "interior designer"

There are important points in this small section of our Bylaws. The goal is to not prevent or prohibit individuals from practicing design or utilizing the title "interior designer" even AFTER legislation is enacted. The aim is to give our profession legitimacy. The desire is to have states, like ours, continue to move forward with legislation ultimately to expand opportunities for designers and allow them to practice to the fullest extent of their capabilities.

Legislation also assists the public by establishing a clear understanding of the education and training that the state requires for he or she to become certified or registered. This idea is vital to ASID as it ties in with the definition of an interior designer, as defined by our Bylaws (Article I, Section 1.f):

"Interior Designer shall mean an individual qualified by education, experience and ultimately examination to protect and enhance the life, health, safety and welfare of the public."

To quote Mr. Goff, "The goal is to open doors for the profession and to give opportunities where current law does not recognize the capabilities of interior designers." We are legitimate, we are educated, and we are talented – and it's time to let others see that we have chosen to be valuable. Creating and passing legislation allows the public to see that we are professionals and not just a luxury but instead vital to the health, safety and welfare of the community.

## The History of Ethics

### By Lynne M. McCarthy, ASID



thical history used in the practice of interior design has developed since interior decoration evolved to the recognized profession of interior design. In the dawn of the 20th Century, anyone involved in the creation and/or modification found inside a space including walls, windows, doors, finishes, textures, color, light furnishings and furniture was often called a decorator. As jurisdictions began to be regulated by the government, guidelines began to develop within county, state and federal laws. Some regulatory codes

were established as early as the 17th century; however few were applicable to the practice of interior decoration. Over the course of the last four hundred years, when the first building codes addressed fire prevention in 1625, a variety of codes began to be regulated in the design and construction of buildings and building interiors. Since 1625, the question of ethical practices as they related to these variety of codes began to develop.

Historically, ethical practice in building design and construction can be traced back to governing laws in Babylonia, located in Lower Mesopotamia, which is now Iraq. The law was referred to as *The Code of Hammurabi*. *The Code of Hammurabi* was discovered in 1901 by the Egyptologist Gustav Jequier.

This well preserved ancient stele text included a total of seven codes or laws which are believed to have been written in 1790 BC by a man named Hammurabi. A stele is an upright stone slab or pillar bearing an inscription or design. It serves as a monument or building marker.

The fourth law of this text states that "If a Builder builds a house for someone, and does not construct it properly, and the house which he built falls in and kills its owner, then the builder shall be put to death." Today this ancient stele code of laws can be viewed at the Louvre Museum in Paris, France. Scholars believe this is one of the first laws created by man which holds man accountable for his ethics and competency in a designated profession. From the creation of this ancient law, broad questions of ethics have been discussed through out time.

The field of ethics is often referred to as moral philosophy. One of the most noted philosophers in ancient classical history was Socrates. Socrates was a Greek philosopher born in 470 BC. He participated in developing the Athenian democracy and posed many questions to the Greek government relating to ethics, character and moral guidelines. Today his philosophical theories are still studied and argued by philosophers and scholars.

The study and practice of ethics in our society of the 21st Century, recognizes this topic as involving systematization, defending and recommending concepts of right and wrong behavior. Ethical theories or categories are typically divided into three types. The first is *Metaethics*. The study of *Metaethics* questions where ethical principles come from, what they mean, and how they impact our society and culture. The second is *Normative* 

ethics. Normative ethics questions practical approaches to moral standards and character that regulate right or wrong or good or bad behavior and conduct. The third is Applied ethics. Applied ethics reviews and examines specific controversial issues including, but not limited to, environmental concerns, capital punishment, nuclear war and animal rights.

A good example of the benefit and study of *Applied ethics* is Earth Day. Earth Day was created in 1970 as a result of environmentalists probing philosophers to review and respond to major environmental issues and concerns which had developed around the world. This was one of the first achievements environmentalists could recognize now as a dedicated field, Environmental Ethics. Professional interior designers now support the basic fundamentals first established at Earth Day by obtaining *LEED Certification*. *LEED Certification* is obtained by taking the *Leadership in Energy and Environments Design (LEED)* exam. Interior designers are now internationally recognized for possessing environmental expertise in design solutions for sustainable construction.

The separation of the title interior decorator and interior designer has made profound changes since the 1950's. Today our educational system, culture, society, states and government make specific distinctions in an individual's qualifications and competency. This achievement is first obtained by qualifying through educational training, obtaining a designated level of professional experience, taking and passing the *NCIDQ* exam. Once these exams are passed the interior designer has professional and ethical guidelines to uphold.

After a designer has passed the *NCIDQ* examination he or she can become a professional member of *The American Society of Interior Designers*, *ASID*. It is the individual interior designer's responsibility to uphold the *ASID Code of Ethics & Professional Conduct* as referenced on the national website: www.asid.org. These responsibilities include responsibility to the public, client, other interior designers and colleagues, responsibility to the profession and the employer. Enforcement guidelines are also included.

In summary, it is agreed by most in our society that the following ethical points to consider are true.

- 1. It can take years to build up a reputation for integrity. Once an individual, business or organization looses it's reputation for integrity, the consequences can be permanent.
- Whenever unethical behavior is present in a business, personal or professional conduct, it poses significant risk to other individuals or businesses involved.
- 3. Today we depend on data for design decision making; always beware of unethical manipulation of data or behavior, undelivering on promises, turf-guarding, goal-lowering, budget-twisting, fact-hiding, detail-skipping, or misrepresentation of a product or service as it relates to the profession of interior design.
- Always know and understand the rules or standards governing the conduct of individuals and the members of a professional organization and operate by them religiously.

### ASID FOUNDATION CUrrent initiatives

### **Veteran's Housing Initiative**

The ASID Foundation has recently partnered with non-profit organization Rebuilding Together in an initiative focusing on rehabilitating the houses of low-income active and retired members of the military in need throughout the country. Through this partnership, the ASID Foundation will help provide safe, sustainable and accessible housing for those who have given so much, yet cannot afford the cost of home maintenance and, in many cases, are physically unable to modify or maintain their homes.

Individual ASID chapters will be working with Rebuilding Together and other volunteers for veterans and their families throughout the U.S. They will bring universal design concepts, hopefully grounded in sustainability, to those who need—and deserve—it most. The initial project is underway in Washington, D.C.

### REGREEN

REGREEN, launched in 2008, is an invaluable resource for sustainable residential improvement projects. Jointly developed by the ASID Foundation and the U.S. Green Building Council, the REGREEN program provides best practice and environmentally responsible guidelines for design professionals, service providers, product suppliers and homeowners.

Currently available as a downloadable manual, REGREEN will soon be introduced as an electronic, Web-based interactive tool. It will also expand to include instructor-led and Web-based learning programs, delivered to the various targeted audiences.

### **Council for Interior Design Accreditation (CIDA)**

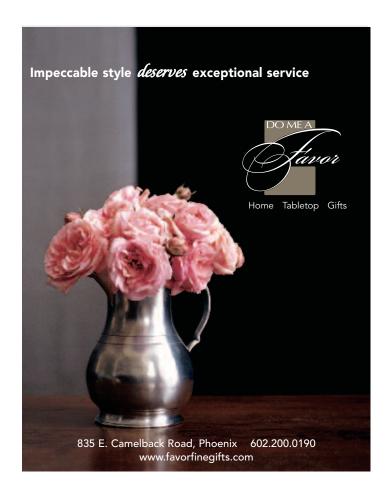
Throughout the last three years, CIDA has revised the professional standards for interior design education. Through two successive grants in 2006 and 2007, the ASID Foundation supported the critical examination of the needs of the schools, students and the profession. In 2008, the Foundation renewed its commitment by supporting the development and implementation of the new standards that will go into effect in September 2009.

#### The Green House

The ASID Foundation served as a major sponsor of the exhibition, The Green House, New Directions in Sustainable Architecture & Design at the National Building Museum in Washington, D.C. The exhibit, which explores the entire field of sustainable residential design, drew more than 133,000 visitors, the largest in the museum's history. The installation traveled to the Morris Museum in Morristown, New Jersey, and will open soon at the Aurora History Museum in Aurora, Colorado.

### **Scholarships and Awards**

- Joel Polsky Academic Achievement Award: recognizes an outstanding under graduate or graduate student's interior design research or thesis project. \$1,000
- Joel Polsky Prize: recognizes outstanding academic contributions to the discipline of interior design through literature or visual communication. \$1,000
- Mabelle Wilhelmina Boldt Scholarship: open to graduate-level interior design students. \$2,000
- Yale R. Burge Competition: recognizes outstanding design and presentation skills; is open to students in their final year of undergraduate study. \$750
- Irene Winifred Eno Grant: provides financial assistance for the creation of an educational program(s) or an interior design research project dedicated to health, safety and welfare. \$5,000
- Dora Brahms Award: supports and encourages the advancement of professional activities in historic preservation and/or restoration. \$3,000 biennially



### Connect to the conversation:

### The countdown to Greenbuild

A special invitation is being extended for the community to get connected with the activities and events leading up to the Greenbuild International Conference & Expo. Over 25,000 professionals are expected to attend this premier event held November 11–13, 2009 at the Phoenix Convention Center.

"This is the super bowl of green events," said Beth Vershure, the executive director of the Greenbuild Host Committee. "It is an honor for Arizona to be chosen to host this amazing event and we'd like to share that excitement with communities and building industry groups that share our goal to be more sustainable."

Greenbuild is the fastest-growing international conference and expo devoted to transforming the built environment. Phoenix was selected as the host city in part because it has one of the greenest convention centers in the country, it launched a new light rail system, and because of the presence of a strong statewide chapter of the U.S. Green Building Council.

With the countdown to less than 6 months away, the Arizona Host Committee has established several online resources such as Facebook, Twitter and LinkedIn to share the buzz and to help keep the community connected about events surrounding the week-long event and avenues to participate along the way.









USGBC's International Greenbuild Conference and Expo provides an unparalleled opportunity to connect with other green building peers, industry experts, and influential leaders as they share innovations in the green building movement.

GREENBUILD 09, the International Conference & Expo of the United States Green Building Council (USGBC), takes place November 11–13, 2009 at the new Phoenix Convention Center. It is expected to bring 25,000 professionals to Phoenix in the fields of construction, energy, community planning, sustainability and other related fields to hear top speakers and see the latest technology. For more information, visit the Arizona Chapter of the U.S. Green Building Council at www.usgbcaz.org.

### I wanted passion.



KOHLER REVE LAVATORY IN HONED WHITE WITH PURIST FAUCET IN MODERNE BRUSHED GOLD I found it at Ferguson.

As a designer, your passion is one of the reasons your clients trust you to beautify their homes. At Ferguson, we showcase the world's finest bath, kitchen and lighting products – things so beautiful, it's easy to be passionate about them. That means outstanding customer service. And unrivaled product knowledge. Between our passion and yours, we make a great team.

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### The Road to NCIDQ

By Melinda A Foote, ASID

Figuring out what is required to take the NCIDQ Exam can be confusing. Add to that some myths that are floating around for questioning what is really necessary. Fortunately, it is not difficult for you to find the answer that fits your particular situation.

### First let NCIDQ debunk the Myths:

- NCIDQ requires a CIDA accredited degree from an accredited ID college. They DO NOT.
- 2. NCIDQ requires completion of IDEP (The Interior Design Experience Program). They DO NOT.
- NCIDQ requires work experience only under NCIDQ Certificate
   Holders. NOT completely necessary; work experience is available
   through several different sources.

The NCIDQ web site has a Chart, in PDF format, explaining the different methods of gaining work experience in 2008 or later.

### How to maneuver the NCIDQ site:

- 1. Go to www.NCIDQ.org
- 2. On the left side of the page click on "NCIDQ Examination"
- 3. First find the Route you have taken to acquire your design education by going to the heading NCIDQ ELIGIBILITY ROUTES the Routes are listed below that heading after you find your Route then go to #4.
- 4. Now move above that heading to find QUALIFIED WORK EXPERIENCE INFORMATION
- 5. Click on "Download a Visual Summary..." PDF. This will help you understand the work experience required after January 1, 2008.
- 6. You will be given a chart explaining the value of the hours you spend working with a "Direct Supervisor" or a "Sponsor."
- You may select a Direct Supervisor or a Sponsor or a combination of both.
  - Direct Supervisor working with an NCIDQ certificate holder that has direct control over your work.
  - Sponsor –working with an NCIDQ certificate holder not having direct control over your work; a designer with another firm.

### Nyla Simone Home Shines Bright!

Home Accents Today has named local custom furniture showroom, Nyla Simone Home, as one of it 2009 "50 Retail Stars." Nyla Simone Home, owned by Maria Benson and Katherine Alford, was one of a handful of west-coast stores to make the list.



Each year the editors of the trade magazine select 50 Retail Stars for this highly acclaimed list. This list is comprised of independent specialty retailers who are creative in their merchandising, making a good living for themselves, contributing to their communities and, most important, are distinguishing themselves from the competition. They excel at innovative marketing and advertising efforts, head-turning in-store displays and out-of-the-box business ideas. These retailers represent the best and the brightest in the country.



Original oil painting by Milan. Also available as a giclée

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### THE ART DEPARTMENT

14435 N. Scottsdale Rd. #300 | Scottsdale, Az 85254 480.596.9800 | Theartdeptaz.com

### Register Now for RealWorld DesignWeek 2009: Host a Student Member for a Day!

In its second year, ASID RealWorld DesignWeek is a national career development program offering job shadowing experiences to expose and enlighten students to the real world of interior design.

Through personal interaction between students and practicing design industry professionals, RealWorld DesignWeek helps to

- Educate future industry leaders on professional practices
- · Provide networking opportunities and foster mentoring
- Sustain the interior design profession

During RealWorld DesignWeek, November 1–7, 2009, ASID student members will participate in one-day shadow experiences with ASID professional and allied members, as well as Industry Partner representatives, on site at work locations.

This innovative program exists exclusively for ASID members and has the potential to positively influence thousands of students at once provided ASID design industry professionals register to host a shadow day experience.

### The benefits to professionals and chapters include:

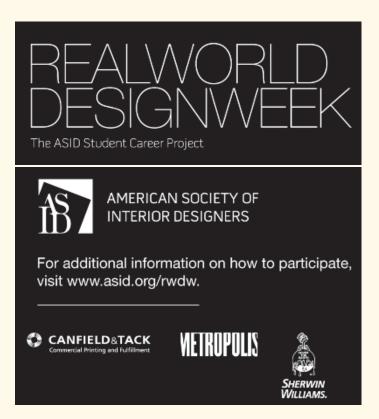
### **Designers and industry partners**

- Make a positive change in an aspiring designer's life in just one day
- · Help to sustain and advance the interior design profession
- Find a skilled intern or entry level designer to alleviate some of your work load

#### **ASID** chapters

- Increase student and emerging professional recruitment and retention rates
- Improve relations between professionals and students in your chapter
- Invest in your students and ensure strong chapter leadership in the future

For more information on this program and to register today, visit www.asid.org/rwdw!



This program encourages relationships between interior design students and their role models in the industry. We invite you to participate in RealWorld DesignWeek and make a difference in the life of an aspiring interior designer and ASID member. Help to shape the future of interior design. Be a part. It's your profession.



"I applaud ASID for taking the initiative to start such a comprehensive national mentorship program for interior design students. Mentors are invaluable. They help connect textbook knowledge with real workplace events. The shadowing experience and prep materials provided by RealWorld DesignWeek gives students the opportunity to observe how the business works, puts their skills to the test and

opens doors by pairing them with potential future employers. In these tough economic times, students need these resources now more than ever."

Deborah L. Forrest, FASID

### Design for Hire

By Susan Nicholson, ASID

Win, Win, Win....perhaps that's what we should rename the April Design for Hire project. Under the direction of Charlyn Burrows, ASID, our Design for Hire project was more than just a fund raiser.

Win #1- Fund raiser, yes, we tripled past performance and helped generate funds to provide for chapter programs and other activities. But it accomplished other goals as well. Design for Hire provides clients with two hour of design services for a \$75 per hour charge payable to ASID. That's the fund raising part. And for those thirty-five Interior Designers who so generously donated their time and talents, the chapter is deeply grateful.

Win #2- People who have never used an Interior Designer found out just what an asset a Designer can be. Because the program was affordable and simple, people were encouraged to participate. Awareness of our profession and public knowledge that an Interior Designer can make a difference benefits us all.

Win#3- Although not all clients needed more than two hours help, some did. Some Designers developed new client relationships that are continuing to do business with them. And who knows, word spreads and others who might not have done additional business at the time may spread the word about the great ASID Designer that helped them. To quote one client response "thank you for the April designer special. I will spread the word among friends that hiring a designer..can make a world of difference."

The Chapter wishes to thank the following Designers for participating in April's Design for Hire: Janet Brooks, Charlyn Burrows, Jill Christenholz, Jeanine Dougherty, Melinda Foote, Kerrie Foreman, Marcia Gonzales, Angelica Henry, Beverly Hogshire, Diana Jackson, Tamara Johnson, Lisa Katz, Janet Kaufman, Linda Kolesar, Denise Kosan, Nyusha Susanne Lasky, Debi Law, Julia Linker, Beverly Lloyd-Lee, Karen Mandarino, McCain, Sharlie McRaney, Mary Meinz, Charlotte Muhammad, Sherly Nelson, Beverly Oberg, Peggy Parker, Nancy Petrenka, Cindy Salstone, Brenda Strunk, Studio 3 Design (Christine Foreman and Mary Gareau), Diane Taylor

A special thanks to Sandra Keiffer for setting up the website registration!

### **CEU** reporting is due this year

This is the first reporting year for the new CEU requirements. Selfreporting is due no later than December 31, 2009. The requirement by ASID is .6 CEUs accumulated in 2008 - 2009 and due this first reporting period. Self-reporting instructions are on www.asid.org under CEUs. The 4-step process was also outlined in the Spring 2009 edition of our newsletter, Desert Design Magazine on p. 33.

Those who still need CEUs can complete pocket CEUs and online CEUs in time for the December 31 deadline. For information on these CEU formats, visit www.asid.org/events/ceus and scroll down to Read More and scroll to Pocket and Online CEUs.

Your CEU records need to be kept for four years from the date of completion.

### going for the GREEN

By Melinda A Foote, ASID

June 30, 2009 was the last day for you to take the LEED exam under the previous LEED requirements.

Now you must become a LEED Green Associate before you are eligible to take a LEED Specialty Exam. The requirements to apply for the LEED Green Associate Exam are stated below:

#### **Eligibility Requirements**

To take the LEED Green Associate exam, you must have experience in the form of involvement on a LEED-registered project, employment (or previous employment) in a sustainable field of work, or engagement in (or completion of) an education program that addresses green building principles. You only have to meet one of these criteria to demonstrate eligibility.

Once you meet these requirements and pass the LEED GA Exam you will then be eligible to take a specialized LEED AP Exam.

For more information please go to www.gbci.org – At the top of this home page click on "LEED Professional Credentials". This link will direct you to the page that gives you the Credential information. Near the top of this page is a soft green box in which you can click on LEED Green Associate for more information. This will direct you to another page which displays a link to the LEED Green Associate Handbook. On page 12 of this handbook are the Eligibility Requirements.

You will also find on the GBCI homepage further information on the LEED AP exams.

# April Niceting RECAP ASID NORTH MEMBERSHIP MEETING

### Baker/McGuire/Ann Sacks showroom tour





Janet Jackson, Scottsdale Community College Student and winner of a \$750 scholarship standing with Tracey Marshall.



Gabriella Jacobsen, Mesa Community College Student and winner of a \$750 scholarship standing with Tracey Marshall & Linda Kolesar, President. Not shown is Melanie Kettring, Mesa Community College Student and winner of a \$1500 scholarship.



### By Alli Blydenburgh

We at Baker/McGuire/Ann Sacks were pleased to host the April ASID meeting at our showroom located in the Scottsdale Airpark Design Center. Ray Golm, training manager for Kohler Interiors, was the presenter that evening and guest speakers included; Harry Holland, of HL Holland Antique Designs and Steve Gasky, of Dapha Upholstery who spoke about Dapha's ability to create upholstered furniture from the frame up, yielding pieces that are one-of-a-kind. We were extremely happy with the wonderful turn out and all the guests seemed to really enjoy our selection of regional tapas and sangria, prepared by Shelley Heinley, manager of Baker/McGuire/Ann Sacks. Another highlight of the evening was the dessert table which featured a Belgium chocolate fountain! Baker/McGuire/Ann Sacks is known for being on the cutting edge in the furniture and tile industry. We pride ourselves in always providing our customers with high quality products and unsurpassable customer service. Being fairly new to the area we really appreciate all of the support ASID has given us and greatly look forward to the opportunity to host another event!

...If you were unable to attend our event and would like to learn more about us, please visit our website at kohlerinteriors.com.



# June Weeling RECAP ASID NORTH MEMBERSHIP MEETING

### **Indoor Air Quality; the Interior Designers Role**

By Amy Stephens, Allied Member ASID, RYT, member USGBC



Arizona North Chapter and Natural Territory hosted Amy Stephens, Allied member ASID to present on Indoor Air Quality; the Interior Designers Role. The response was overwhelming and awareness was presented to the designers and industry professionals about several of the issues that become hidden health factors in our homes. This hour long presentation earned a CEU credit and created a variety of conversations during and after the presentation.

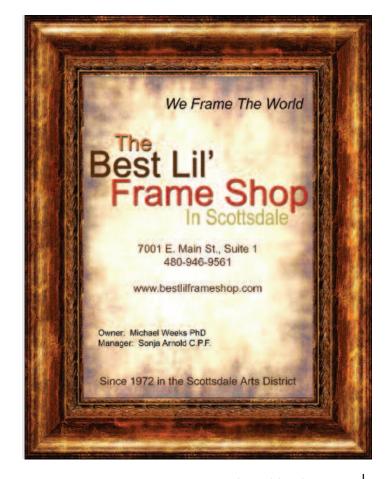
Amy suggested asking clients about their use of natural materials and gave several eye opening examples about what is going on within our spaces. The presentation

was not a "fluffy" one instead we focused on mold prevention, dust mites and other hidden issues that create breathing and other health issues.

Green design is not a fad, instead it is something the design community should automatically be doing to create healthier spaces for homeowners. Natural Territory's showroom shows a variety of products that help promote healthier living; including organic mattress, furniture, flooring, cabinets and paints that allow for comfort and a healthy lifestyle.

Our clients are asking us about healthier spaces, isn't it time we start listening.







### ASID Arizona North Chapter 2009 Membership Survey

### And the survey results are....



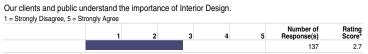
The new www.asidaznorth.org website is easy to use, informative, and provides an avenue to showcase my business.

1 = Strongly Disagree, 5 = Str	ongly Agree						
	1	2	3	4	5	Number of Response(s)	Rating Score*
						134	3.6

<sup>\*</sup>The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses







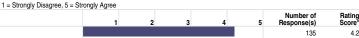
\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total response

Answer	0%	100%	Number of Response(s)	Response Ratio
Retail			39	28.8 %
Healthcare			23	17.0 %
Universal Design			50	37.0 %
Professional Business Practices			51	37.7 %
Hospitality			44	32.5 %
Sustainability			69	51.1 %
Building Codes			49	36.2 %
Contractor Licensing			43	31.8 %
Other			18	13.3 %
		Totals	135	100%

Local media coverage o 1 = Strongly Disagree, 5 = Str		chapter is a	adequate.				
	1	2	3	4	5	Number of Response(s)	Rating Score*
						135	2.2

<sup>\*</sup>The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Volunteering to help with chapter special events and activities promotes networking, camaraderie, and business opportunities.



<sup>\*</sup>The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total response



<sup>\*</sup>The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses

I am interested in volunteering to lead or assist with chapter special events and activities.

Answers	Number of Response(s)
First Name	58
Last Name	58
Work Phone	52
Email Address	59

### **Hunter Douglas Trade Alliance Program**

#### By Linda Kolesar, ASID

National ASID Industry Partner Hunter Douglas, invited the ASID Arizona North Chapter to have the Chapter President speak to a group of their distributors along with some of their sales and marketing staff members, on June 17. The requested topic for the presentation was What is ASID and Why Become an Industry Partner? The purpose of the presentation was to support the new Hunter Douglas Trade Alliance program, the vision of Mike Weddington, Hunter Douglas West General Sales Manager. The Trade Alliance members will each be Industry Partners of ASID and will participate locally with the backing of Hunter Douglas at the national level.

Getting the most out of Industry Partner membership was one area that Mike Weddington wanted addressed. Putting together that information resulted in an Industry Partner Benefits fact sheet that we are now inserting in our Industry Partner applications. The fact sheet served as a reminder that there are many ways for Industry Partners and practitioners to connect on that highly desirable personal level. A few of the ways listed on the fact sheet are: Taking advantage of the nationally recognized ASID brand (display the Industry Partner of ASID logo), utilizing networking opportunities at membership meetings and trade shows, committee participation and working with practitioners on special events.

The ASID Arizona North Chapter was represented at the Hunter Douglas meeting by Linda Kolesar, President, Brenda Strunk, President Elect, and Sandra Kieffer, Website Manager. Linda addressed the questions stated earlier, Brenda spoke to the fact that all members, Industry Partners and practitioners, get out of membership what they put in to it, Sandra demonstrated the ease with which practitioners and Industry Partners can connect with each other for product research and business quotes on our new ASID Arizona North website. We are all looking for ways to improve the odds in the current economic climate and we are very pleased that Hunter Douglas reached out to ASID Arizona North to create this win-win alliance.



Phil and Amber of PSI, David and Ardy of Ardy's Gallery of Window Covering, Industry Partners of ASID Arizona North





### ASID & Childhelp Community Service Update

### "for the love of a child"

IT'S TIME!!! We are very excited to announce that on July 31st, the Childhelp KEYS Community Center Preschool and Reception remodel will begin! We want to thank the many volunteers and donors who are taking this project from concept to reality.

While we still need cash and material donations, we are grateful for the overwhelming support this project has received thus far.

Within the context of our Imagination theme, the preschool will be infused with bright, happy colors, decorative elements and child-friendly furnishings that allow a child's imagination and creativity to expand. Function specific areas for learning, playing, eating, entertainment and staff administrative duties create organization and structure within a unique, fun environment.

Since our article in the Spring issue of Desert Design, many more generous donors have contributed to the remodel. Here is a brief update...

Through Jay Helser, ASID Industry Partner and owner of Helser Brothers, we met Hope Helser. Hope is 11 years old, a straight A student and plays competitive tennis and volleyball. As Jay told his family about Childhelp, the phenomenal services it provides to its South Phoenix community and the need to remodel the KEYS Center Preschool, Hope became eager to be part of the solution. In addition to being a member of a family of window hardware designers and manufacturers, Hope's creativity is fueled by her mother's decision to dedicate a room of the family home to craft making. This is where Hope and her sister, Sophia, use butcher's paper to create colorful wrap-



Hope Helser, designer of custom drapery hardware and valances for the Preschool

ping paper, fantastical creatures and unique gifts. It is also where Hope went to begin her design of custom window treatment for the KEYS preschool windows. Hope and Anita Boetsma, Director of Marketing for

By Sharlie McRaney, Allied Member ASID



Signs made by Keys Kids to show their appreciation

Helser, used our Preschool remodel Imagination theme, playing off the triangle shape found in the new tile pattern and the bright paint colors, to design a colorful hardware configuration that holds triangular shaped fabric valances. This window treatment will greatly enhance the Preschool and is all the more special because a child decided that she wanted to help other children.

National Industry Partner Daltile, donated over 1500 square feet of their Designer Colours Series tile to completely retile the Reception and Preschool. Margaret Ohannesian, Daltile Designer, created whimsical tile patterns for the entire space. Very soon the children will enjoy distinctive and imaginative pinwheels of color, a triangular shaped entrance and colorful geometric patterns underfoot and on the restroom walls.

John Beddling and Mark Goetz, of TDC Interiors, are long time friends of the KEYS Center. Over the years, they have volunteered countless hours to improving the Center. Last week, they picked up over 5300 pounds of Daltile tile. With the volunteer help of many of their employees, the new tile will soon be installed and the transformation of the space will be one step closer.

Vickie Toliver, Industry Partner and owner of Prosource, has graciously donated over 800 square feet of tile for the afterschool area. This donation is tremendous, but Vickie has done so much more. She invited us to speak about the project and our need for donations at the

product educational seminars held at the three Prosource showrooms. Prosource's Belinda Deel and Marty Miller have helped get donations by showcasing the project on the Prosource website and with their clients and vendors. Their efforts have led to many donations of services and materials.

Lon Lipsack, of Shower and Bath Connection, is a Prosource client who heard the call for help on the KEYS project and has responded in a big way. Lon has taken on the huge task of providing general contractor services for the project. His commitment to the project and industry knowledge is invaluable to its success. Through Lon's business relationships,



Shari and Kelly, Childhelp Volunteers

we have received many additional donations for the project.

Ross Anderson, of Industry Partner Ferguson Enterprises, answered our need for two sinks and two sets of faucets. A large stainless steel sink will enhance the new stainless steel countertops (donated by Samuel and Lynndale Stainless) in the Preschool kitchen. A new wall sink, hung at child height, in the Activity area will be the perfect spot for the children to wash up.

Walmart is donating a wall hung plasma TV. This TV will take center stage in the soon to be "entertainment area" of the Preschool. This generous donation is just one more way that Walmart is committed to making a difference in their South Phoenix neighborhood.

Arizona Tile, ASID Industry Partner, donated tile for the backsplash in the Preschool kitchen and activity area.

Larry Pecoraro, of L & L Mirror & Glass, is donating 3/8" safety glass for the reception

area. This glass will enclose the reception area; creating a safer environment for the children and staff members.

Desert Mountain Plumbing and Mark Stewart will perform all plumbing work for the remodel.

K & L Electrical, Inc. and Kevin Libsack are providing electrical services.



Sketch of jungle mural by Beth Meyer, of BDM **DesignWorks** 

Beth Meyer, a noted CAD Specialist and Mural Designer, will create a lively jungle scene on the boy's restroom wall. Paol Seagram, artist and muralist, will create a large (18') fantasy mural with frolicking children, imaginative landscape and wondrous creatures to anchor the Preschool firmly in the land of imagination. Paol will also create the "Donor Tree" in the reception lobby as a tribute to the many who have donated to the project.

Melanie Thomson, Student Member ASID, has plans to create an under the sea mural for the girl's restroom. The watery paradise will complement the soft blue floor and wall tiles; creating an enchanting visual image the girls are sure to enjoy.

The Door Mill, a local door and moldings manufacturer, is donating a beautiful Dutch door





**Harry Potter Fans** 

for the soon to be built administration office in the Preschool.

By the time you read this article,

Design & Marketing.



Please visit the ASID AZ North website to view the complete list of donors who are making project www.asidaznorth.org/chapter\_profile/commu nity\_service/childhelp\_project .

Builder, Sub-Zero Wolf Southwest and TRUE

We are very grateful to all those who have generously donated their time, materials and funds to help enrich the lives of the children who use Childhelp's KEYS Community Center. The KEYS Preschool and Reception remodel is an ambitious undertaking; it would not be possible without our donors. Thank you.



Thanks to all the people who worked so hard to make this event a success. From left to right: Terry Keever of Childhelp, Tricia McCourt, IP Member, Stephen Klassen of Affinity Kitchens. Melinda Foote, ASID and Linda Kolesar, ASID

### **Future Community** Service Project

This November the Arizona North chapter is hoping to gather together for a very special Habitat for Humanity project. The HfH Central Arizona chapter is planning a new home that should receive LEED Platinum certification. The home, coined "The Legacy Build", will be completed in a spectacular five-day period to coincide with the annual USGBC Greenbuild International Conference and Expo, which is being held in Phoenix this year. Dust off your tool belts and join us to help with construction! We will also be sponsoring this home as our annual community service project and will be looking for green products from flooring to counters to fixtures. Keep an eye open for more information!

#### **Contact Tracey Marshall**

(602.738.0017 / TowandaDesigns@cox.net) if you are interested in volunteering or donating materials.

Legacy Build dates: November 9–14, 2009

www.HabitatAZ.org

USGBC Greenbuild dates: November 11-13, 2009

www.GreenBuildExpo.org







### **Introducing: Sara Abbott**

Horizon Art is pleased to announce the addition of the work of Sara Abbott to our roster. A native of Portland, Sara began her art education in Phoenix and has become an accomplished and published artist. A founding member of an art group who was instrumental in bringing life back into downtown Phoenix's art scene, Sara's work is both introspective and hip. Sara combines her love of photography with painting to give her natural landscapes a glowing, translucent quality and her tree and botanical paintings great depth of color (seen below).





My attempt is to make art that helplessly draws the viewer into the work and encourages them to view life differently based on their own intellectual and emotional wiring. I search with my camera for a kind of anonymous beauty that is just within reach but I am not present or disruptive of the environment.

Sara Abbott

Several of Sara's pieces on paper and canvas are available for viewing at the gallery. As with all of our fine art pieces, Sara's work may be taken out on approval to show your clients.

For inquiries regarding this and other artists featured at the Horizon Art Showroom, located in the Arizona Design Center, please call 480-949-1990 or email us at horizon@horizonart.com.

# Pindler & Pindler News

By Heather Mayer, Pindler & Pindler, Inc.

In May, after 14 years with Pindler & Pindler, Mary Ann Madrid retired. We will miss her and wish her the very best. In June we welcomed new Showroom Manager, Jodi Watters, to Pindler & Pindler.

Jodi comes to us with over 10 years of experience in the Interior Design Industry and she will be happy to serve your needs. Please visit Pindler & Pindler located at the ADC in suite 104 to meet Jodi and to view our latest Exclusive product offerings of 100% Organic fabric, Indoor/ Outdoor fabric, Trimmings and more.

### welcome

Our chapter continues to grow. Please welcome the following new members to Arizona North.

### **Industry Partners**

### Ardy`s Gallery of Window Coverings Ardy Andjelich

3422 E Atlanta Ave Phoenix, Az. 85040-2826 Tel: (602) 276-2232 ardy@ardysgallery.com

### Arizona Wholesale Supply Company Kent Greenhalgh

2020 E University Dr Phoenix, AZ 85034-6731 (480) 596-0092 kgreenhalgh@awsco.net

### Brilliant By Design Nathan D Brill

14850 W Wethersfield Rd Surprise, AZ 85379-5967 (623) 670-4562 nbrill@brilliantbd.com

### Insight Home Solutions Morgan Anderson

16411 N 91st St. Ste. 102 Scottsdale, AZ 85260-2791 (480) 247-2629 manderson@insighthomesolutions.com

### Desert Home Studios Lorna Blend

8014 E Del Plomo Dr Scottsdale, AZ 85258-1720 (480) 626-1023 lb@deserthomestudios.com

### The Nadeau Collection Crystal Nadeau

Jay Nadeau 4725 N 43rd Ave, Ste 14 Phoenix, AZ 85031-1518 (480) 209-6013 Crystal@thenadeaucollection.com jay@thenadeaucollection.com

### Steinway of Phoenix (Sherman Clay) Janet Priset Sandino

14418 N Scottsdale Rd, Ste. 183 Scottsdale, AZ 85254-4084 (480) 951-3337 janet\_sandino@sclay.com

### Wilkinson Floor Covering, Inc. Stephanie Sandell

3125 S 52nd St Phoenix, AZ 85282-3211 (602) 445-6656 stephanie@wfcusa.com

### **Professional Members**

Laurel A. Pfannenstiel, ASID 4545 N 36th St, Ste. 203 Phoenix, AZ 85018-3474

Tel: (602) 957-4617

### **Allied Members**

### Jessica R. Thelen, Allied Member ASID

1300 W Warner Rd Gilbert, Az. 85233-7061 Tel: (480) 522-9732

#### Laura L. Wiedmann, Allied Member ASID

24250 N 23rd Ave Phoenix, AZ 85085-1924 Tel: (651) 895-3634

#### Sherry Engle, Allied Member ASID

3518 E Mountain View Rd Phoenix, AZ 85028-3958 Tel: (602) 368-8886

#### Reshma Bhakta, Allied Member ASID

4850 E Baseline Rd, Ste. 110 Mesa, Az 85206-4626 Tel: (480) 449-7500





### Melinda A. Foote, ASID

Foote & Co. ftscooter@gmail.com



**Recently completed projects:**Boutique restaurant - POSH of Scottsdale

**Biggest challenge in the industry:** Finding the next best client.



**Books on my nightstand:** 10-10-10 by Suzy Welch & always a triple whammy "who done it"

Industry pet peeve: 'out of stock'

Favorite city for design: My current

hometown

Person I would like to meet: The

mystery man



I live for reruns of: The Muppets

I crave: NO budget limits

I own too many: Unfiled papers

**If I wasn't a designer I would be:**Philanthropist

I wish I had designed: Any grand hotel or resort



**Movie I can always watch:** Wait Until Dark with Audrey Hepburn

**Music on my iPod:** Old stuff & jazzy jazz

**Person who makes me laugh:** My sidekick Thelma

Product I can't live without: Toilet

**Thing I love about the industry:** It never sleeps



When not in the office, I am: On my scooter



Classic product I will always love: Cartier

**Mentor:** All designers with unlimited creativity

### **Congratulations graduate**

40,000 colleagues from ASID extend their best wishes and support. In economic times like these, it is especially strategic to maintain your professional association affiliation which truly sets you apart in a competitive marketplace. ASID allied membership is designated for interior design graduates and practicing designers who have not yet taken and passed the NCIDQ exam. This membership level signifies a qualified and formally trained interior designer. Be proud of

After graduating, you are eligible to advance from student to allied membership immediately. Advancing is easy and you will save big an instant discount of \$325! To advance, simply return an advancement application, along with your official transcripts and the \$75 advancement fee, back to ASID. Once we have all this information and your application is approved, you will be on your way to experiencing the many benefits of Allied Membership.

In addition, we have added these other financial incentives for advancing members:

- \$100 application fee waived
- Gradual annual dues increases to help your budget—\$75, \$90,
- Automatic monthly withdrawal payment option, starting your second year—makes payments only \$7.50 per month!

Don't delay—you only have six months from the date of graduation to take advantage of this special advancement offer. In addition, when you advance, your membership is good for a complete year from your date of advancement. If you advance in the months of January and February 2009, ASID will extend your membership for an additional three months! Consider it our way of saying congratulations on your academic success.

New this year—we have introduced a \$75 ASID Debit Card, available on the online ASID Store. This card can be purchased by family and friends and gifted to you as a method of paying your first year Allied membership dues. Encourage your loved ones to give the gift of ASID membership to celebrate your graduation or a holiday season! To order the card, visit www.asid.org and click on the ASID Store link on the right side of the screen, then on ASID Promotional Items.

### **Collins College Update**

#### By Stephanie Nelson, Student Chapter ASID President

The Collins College ASID Student Chapter has been productively working towards new goals and helping out around the community. Before most of our classes went on break during the end of June into July, we started work on a new charity; Lodestar Day Center. We are currently in the process of concepts and meetings, and cannot wait to get started towards the completion of this project. As students return from break we are also hosting a 'Summer Sweets' Bake Sale in hopes of profit to assist in the Lodestar design and other possible charity events to come! Previous bake sales have been very successful, thanks to the help of our volunteers either baking or working the bake table!

We also recently participated in AKA Green's "green your jeans". During this event denim was collected in hopes of setting a Guinness World Record for the world's largest collection of clothes to recycle. All jeans/denim were donated by June 15th and AKA Green is sending them to Cotton: Blue to Green. This denim will be recycled into UltraTouch Natural Cotton Fiber Insulation that in turn is used in homes where natural disasters have struck and left many families in need of building material. The Collins Student Chapter donated four laundry baskets full! We were all very happy about this drive and to help out families in need.



### 2009-2010 Student **Chapter Officers**

**President** Stephanie Nelson

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**Vice President** Kellie Riggs

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### Secretary Wendy Rolt

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**Treasurer** Terrie Page

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**ID Program Director Catherine Pliess** 

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### The Art Institute of Phoenix Update

By Jeff Youngblood, ASID Student Chapter President; and Shannon Harris, Student Liaison

Hello from The Art Institute of Phoenix! A recent highlight of our Interior Design Department has been the addition of a "Hybrid Lab". This is where drafting tables with large work surfaces are paired with computers. Equipped with Autodesk Software, Adobe Suite and other convenient tools they have certainly enhanced the learning experience and have been well received by the students. We hope to see a few more of these classrooms cropping up in the near future. Our students have been active in several events over recent months. These have included enjoying guest speaker, Laurie Clark, with Sherwin Williams presenting the 2009 Color Forecast; a tour of Hydrogen House organized by Rob Stenson of Vanguard Concepts for Emerging

Green Builders; a tour of the BioDesign Institute at ASU by the Environmental Systems class; and participation in the ASID Student Charette competition and subsequent Career Day. Since our ID Group resides over both ASID and IIDA events, we also have participated in the IIDA Petutopia earlier this year and in the Couture 09 fashion event held at the Phoenix Art Museum. As the summer continues we are searching for more group activities and tours to partake in and keep everyone moving in this heat! We're also very excited about our new officer elections being held in July, so be on the look-out for introductions to the newest student design committee at the Art Institute!

### Student Members Volunteer for Habitat for Humanity

By Tracey Marshall, ASID Arizona North Chapter, Student Affairs Chair

On Saturday, May 16th of this year a group of interior design students put their mark on a home for Habitat for Humanity. Gathering at 6am at a home in South Phoenix they received safety instructions and were divided into tasks. The day they came out to volunteer was slotted for finish work as the home was in the final stages of construction. The young ladies were tasked with cleaning all construction dirt from the closets, walls, counters and windows. They also grabbed paintbrushes and finished painting wood casings throughout the home. Afterwards they hung blinds in all of the windows while one enterprising designer found work outside shoveling gravel with the landscape crew. This was an easy day as far as "construction" work, but just as rewarding. The new home owner, Mr. Lee, was onsite doing hardware installation and door hanging. The look of pride on his face as he surveyed his new home he had helped build was inspiring. Thank you to Michelle Lundgren, Mercedes Samuelson, Jill Stebbins, and Kathleen Tonan for all of your efforts that day.



Michelle Lundgren and other volunteers hard at work





Michelle Lundgren

### **Phoenix College Update**

By Jill Berg, ASID Student Chapter President;





Last semester the Phoenix College ASID chapter participated in a unique mosaic tile workshop. Licensed tile contractors Dave Jarvinen and David Clark, 'The Mosaic Guys' at D&D Tile in Phoenix, AZ brought their exciting and interactive insight using tiles for all kinds of applications. Each attendee created a custom mosaic flowerpot while learning to use the tools of the trade.

Design students also gained an opportunity to tour Frank Lloyd Wright's Taliesin West design community in Scottsdale, AZ. We were honored to



receive a private tour with one of Frank Lloyd Wright's apprentices who shared personal memories, stories and site history. We saw first hand Wrights ingenious use of shape, space planning, color and natural lighting.

We capped off the semester with a color workshop presentation from Dunn Edwards. It's always exciting to see the new products and design





tools made available to the design trade. Everyone loves to experience the endless possibilities of color application and it's dramatic role in design.

We look forward to the fall semester to bring more great things.

### Northern Arizona University Update

### 2009-2010 Student Chapter Officers

#### **President**

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### Scottsdale Community College Update

### 2009-2010 Student Chapter Officers

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### **Mesa Community College Update**

### By MCC ID Group 2009-2010

As the summer slowly drifts by, the MCC Interior Design Group is already buzzing with ideas for the new school year. With a combination of new officers as well as returning officers, this year is already shaping into the most inspiring yet. One of our main objectives this year, is to be involved in at least one major event sponsored by each of the professional organizations represented within our group (USGBC, IIDA, and ASID). Already, our ASID liaison Marcela Molina is planning a trip to Cincinnati in July to attend the ASID Student Leadership Conference. She will represent MCC among hundreds of other student leaders and professionals alike. The conference will last three days and incorporate seminars hosted by industry professionals, focusing on building leadership skills among the student attendees. We are all very excited for Marcella, and can't wait to hear all of the details once she returns!

On August 27, 2009, the MCC ID Group is planning on attending the 2009 AIA/TRL Tradeshow "Knowledge by Design" at the Buttes. This trade show is free to anyone in the field, as well as for students, and should offer a wide range of exciting products and materials.

Once the fall semester is well underway, the MCC ID Group has hopes of participating in the USGBC GREEN-BUILD. Our goal is to have as many students as possible volunteer for a minimum of eight hours, so that our admission is free! Not only will this be a fantastic opportunity to offer help toward the success of a wonderful event, but also the skills and knowledge learned at such an event will be immeasurable in our future endeavors.

The MCC ID Group is also hoping to participate in is the Southwest Chapter of IIDA annual Couture event, an outside-the-box evening of interior design and runway fashion. Last year, more than 30 local design firms competed to place in one of six categories, each showcasing original fashions designed and produced by the firms. All entered garments were required to be comprised entirely of interior design materials and finishes including carpeting, wall covering, tile, textiles, and more. We are currently reviewing options of entering as a student group, volunteering with a local professional firm, or attending as spectators. Either way, the event is sure to be exciting!

This year, the MCC ID Group has set the bar higher than previous years with what the group hopes to accomplish within a school year. With strong leadership, motivated and dedicated officers, and inspiring events, these goals will be easily obtained. Look for us-we're coming!

### 2009-2010 Student Chapter Officers

### **President**

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**Barb Harrison** 

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### **USGBC** Liaison

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#### **ASMCC** Representative

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### Student Advisor

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# JG Fine Finishes Where Creativity Meets Technology

JG Fine Finishes is a binary company that specializes in interior/exterior, commercial/residential straight painting as well as premium specialty work. With some of the Valley's most qualified in the business, we can transform an even generic room, chair or cabinet into an unsurpassable piece de resistance that will complement you as an owner.

Don't sell an antique bedside table because it no longer matches your new furniture. Let us revive it, making it a compatible show-piece in your new room.

Don't illogically invest money into remodeling your kitchen because your now dated cabinets are only a decade old. Let us do a refurbish, with what we like to call, a Cabinetry Facelift. It is an innovative way to update your kitchen with hand painted cabinets and a professionally sprayed clear coat.

Choose a sleek, Italian plaster for the walls or a tranquil sky-scape for a child's nursery. Business Owner? Set yourself apart from the competition by incorporating color and branding into your storefront's design.

With our comprehensive list of decorative art solutions, let us transform your customary and conventional space into a room that looks ready to be photographed for the pages of an Interior Design Magazine.

JG Fine Finishes uses non-toxic, low VOC paints and plasters which are safe for children and pets and are environmentally friendly. Our services are as follows but are not limited to:

Straight Paint Commercial Residential Interior Exterior Accent Walls

Specialty Work Ceiling Design/Faux Beams Faux Leathers/Metals Kitchen/Bath Cabinetry Facelift Fireplaces Venetian Plasters









Jill Goodrich

(480) 785-6696 Tel

(480) 656-2001 Fax

### **Industry Partners Directory**

The following companies and their representatives are Industry Partner members of the ASID Arizona North Chapter and are supportive of ASID programs and policies. This list was current at press time.

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<b>ALL WOOD TREASURES</b> Ed Shamah (480) 921-4100
ALL WOOD TREASURES Doug Shamah(480) 921-4100
ALL WOOD TREASURES Jerri Stapley(480) 921-4100
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RELATIONS/MARKETING Naomi Anderson(602) 820-2336
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ARIZONA TILE, LLC Roland Arnold(480) 893-9393
<b>ARIZONA TILE, LLC</b> David Cobos(480) 893-9393
<b>ARIZONA TILE, LLC</b> April Marsh(480) 991-3066
<b>ARIZONA TILE, LLC</b> Arden Mullins(480) 893-9393 ext. 2808
ARIZONA WHOLESALE SUPPLY COMPANY Kent Greenhalgh (480) 596-0092
<b>ARMSTRONG</b> Brenton Tesreau (636) 300-0984
ARMSTRONG Robert Trimble (480) 985-9087

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AZ CUSTOM DESIGNS Art Zeroulias(480) 659-6440
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BABB-SCHIRRA & ASSOCIATES, LLC Jack Schirra(602) 283-3834
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BELLACOR.COM Frankie Cameron (651) 294-2552
BEST LIL' FRAME SHOP Michael Weeks (480) 946-9561
BILTMORE PAPERHANGERS Robert Hendel(480) 949-7813
BILTMORE SHUTTER COMPANY Dan Draper
BILTMORE SHUTTER COMPANY Tameki Njuguna(602) 254-4464
BISAZZA NORTH AMERICA Theresa Laffey(817) 501-2264
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<b>BROAN NUTONE</b> Mark Williams (469) 362-8028
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CALIFORNIA CLOSETS William Black (623) 434-8888
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DISTINCTIVE CARPETS Joe Hutson(623) 225-9460
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		l

### industry partner directory

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MOHAWK INDUSTRIES Jayton Jadlot
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Praneeta Rao
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### **August**

- ASID AZ NORTH BOARD MEETING 10:00 – 12:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- INDUSTRY PARTNER APPRECIATION AT CACTUS STONE AND TILE, SCOTTSDALE SPONSORED BY CACTUS STONE AND TILE 5:30 - 6:30 ICE CREAM SUNDAES AND IP APPRECIATION 6:30 - 7:30 IP RECOGNITION, ASID AZ NORTH WEBSITE HIGHLIGHTS

### Septemeber

- ASID AZ NORTH BOARD MEETING 10:00 – 12:00 AM AT SUBZERO AND WOLF APPLIANCE SHOWROOM
- **DESIGN EXCELLENCE AWARDS** HYATT REGENCY GAINEY RANCH, SCOTTSDALE 6:30 COCKTAILS / DINNER TO FOLLOW



### ASID 33rd Annual Design Excellence Awards

Saturday, September 12th, 2009 Hyatt Regency Gainey Ranch, Scottsdale

6:30 p.m. Cocktails / Dinner to Follow

Tickets \$95 per person RSVP to 602.569.8916





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