



Details, Decor & Imports

March 29, 2016

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ARIZONA NORTH CHAPTER EVENT CALENDAR

Quick Links

2016 TOPICS

Contact the **CB Editor** for contributions to the Creative Brief!

Share what you are working on or member shout outs!

April: New Trends and Healthy Alternatives in Textiles

May: CAD Programs, Revit and the like..with a focus on Interior Design

June: Workrooms

July:

August:

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MEDIA PARTNER Phoenix Home & Garden Editorial Calendar & Advertising



PHOENIX Editorial Calendar & Advertising

PRESIDENT'S LETTER



Our Chapter fundraiser Design for Hire is in full swing. I would like to thank participating designers and the committee for donating their time to the chapter. We need your help promoting Design for Hire, as I want to insure we have the most successful fundraiser so far. Please think of Design for Hire in your social media posts, in your conversations with the public and your media contacts. We are still accepting volunteer designers if you have an opportunity.

I hope you learn something new from our details, décor and import topics. I love this industry because of the evolution of trends, best practices and products. We have the opportunity to work creatively and constantly learn and that should not be taken for granted. Enjoy the baseball and chamber of commerce weather as the heat is on the way.

Regards,

Keith Stanton, ASID, NCIDQ
President Arizona North Chapter

PHOENIX HOME & GARDEN EDITOR'S LETTER



With a cover that captures the joy of the outdoor living in the Valley, the April issue of *Phoenix Home & Garden* is filled with ideas, products and inspiration that blur the line between interior and exterior spaces. We feature resort-like landscapes that make being home feel like being on vacation and alfresco furnishings that take outdoor living to a high comfort level. Also in the issue, we share interiors by Esther Boivin, Allied ASID, for a young, high-octane family that hit on all cylinders with a mix of function, form and fun, a reimagined front entrance for a client's home by Lynda Martin, ASID, that takes a doorway from boring to sleek and contemporary, and a clever guest-room solution by Amy Bubier, Allied ASID and Michelle Jefferson, ASID. This month's Designer Insights with ASID Arizona North Chapter President Keith Stanton, ASID is all about kitchen islands.

Karol DeWulf Nickell, Editor
Phoenix Home & Garden

EVENTS

This Thursday March Chapter Meeting: David Wright House
Kindly RSVP



Quick Links

**WELCOME NEW /
RETURNING
INDUSTRY
PARTNERS**

**ALYSHAAN FINE
RUGS**

Carpets/Rugs

Chris West
(480) 607-4955

BROWN JORDAN

Outdoor, Furniture, Kitchens

Casey Ramage
(502) 405-0518

MCM UNIQUE

Furniture, Accessories

**Christopher
Homrich**
(480) 268-3251

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**WELCOME
NEW STUDENT
MEMBERS**

Patsy Ballentine,
Student ASID

Jennifer Botero,
Student ASID

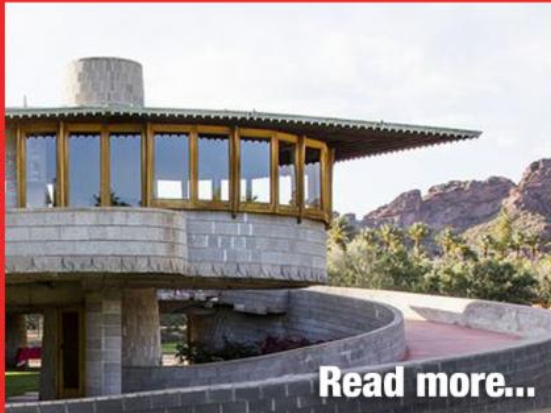
Martha Clark-Benoit,
Student ASID

Nhu Dang,
Student ASID

Tayler Hanley,
Student ASID

Sandra Leyba,
Student ASID

Jenny Markham,



Historical Preservation

Thursday
March 31
5:00 pm - 8:00 pm

David Wright House
5225 E Camelback Rd, Phoenix, AZ 85018

MARCH CHAPTER MEETING

Read more...

THIS FRIDAY!!! 2016 Design Excellence Awards Call for Entries
Fri, Apr 1st, 1-4pm, Entry Intake at ASID Executive Office in the
Scottsdale Design Center, 15125 N Hayden Rd, Ste 122



The Arizona North Chapter of ASID wants to celebrate the best of interior design and invites you to submit your entries to our 2016 Design Excellence Competition. Join us as we prepare to recognize the outstanding professional achievements of our interior designers and industry partners. The **2016 Call for Entries** is now live on our website. If you have entry questions, please contact **Doreen Westfall**, 2016 Gala Chair.

Save the Date: Industry Partner Donuts & Dialogue



Donuts & Dialogue

Friday
May 13
7:45 am - 9:00 am

Buffalo Collection
7044 E 5th Ave
Scottsdale, AZ 85251

Save the Date!

DONUTS & DIALOGUE

Save the Date: Student Career Day

Save the Date

Student Career Day

April 29
Location TBD

Save the Date: CEU Professional Development Day

Student ASID

Lana Mitchell,
Student ASID

Jariya Paladkong,
Student ASID

Regina Underwood,
Student ASID

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WWW.TILESHOP.COM

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MONARK
PREMIUM APPLIANCE CO.

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**BRONZE
SPONSOR**

Save the Date

CEU Professional Development Day

May 19 Location TBD

TIMELY NOTES

ASID CEUs - New Year, New Offerings!

ASID REQUIRES

1.0
CEUs BY
12/31/17

ACCEPTED CE PROVIDERS

Courses approved by the following providers are also approved by ASID:

*** IDCEC * AIA * NKBA * USGBC/GBCI**

Members can automatically self-report courses taken from one of these provider by using the ASID approval code, 31400, and uploading your certificate of completion to **IDCEC**.

CHAPTER NEWS

2017-2018 Newly Elected Board Chairs



President- Profile of Janet Jackson, Allied ASID

I am passionate about building a sense of community and collaboration within the organization through communication and creative programming that stimulates participation of all members.

As our organization continues to grow, diversity in the types and levels of experience in our membership will enable us to be a forerunner in the design industry. I will continue to drive diversity in membership by promoting participation of residential, commercial, hospitality, health care and student designers.

I recognize the importance of providing opportunities to help our members grow their businesses by working as a cohesive society with a focus on mutual success... communication, collaboration, development and diversity will be key.



President-Elect - Profile of Tabitha Evans, Allied ASID

Question Posed: As President-Elect, what key goals will you set and how do you feel they will best be achieved?

1. Keep the Chapter professional, yet fun and exciting
2. Assist with planning and execution of successful events and programs
3. Lead our Chapter through another successful year while staying on budget and meeting our goals.



Director at Large/Industry Partner Liaison - Profile of Brian Gallop, Industry Partner Representative of Ferguson Supply

Question Posed: As Director at Large/Industry Partner Liaison, what key goals will you set and how do you feel they will best be achieved?

Communication is what makes a team strong. As Director at Large, my goals will be two-fold and based in communication: ensure open, interactive dialogue at and between meetings, and recommit to an active recruiting process, building membership to include the best industry representatives. It is through fostering fresh ideas, and understanding what knowledge and talent each member



ARIZONA TILE



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possesses, that we can learn from and assist one another, creating a dynamic coalition for the development of designers and industry partners alike.



Director of Membership - Profile of Erin Linstrom, Allied ASID

Question Posed: As Director of Membership, what key goals are you setting and how do you feel they will best be achieved?

The key goals I've set as a chapter leader are unifying the members through learning together and chapter pride. I want to create experiences for our chapter that make their dues worth every cent they spend. Our chapter has various degrees of experience and knowledge that needs to be shared, related to, and passed on. Any member should be able to go to a chapter meeting and know 75% of the room. I want to bridge the gap.

MEMBER RECOGNITION

Congratulations! Ken Roberts, ASID



Ken Roberts with his wife Jeanne

Ken Roberts, Allied ASID was recognized with the Heritage Award at the 17th annual Phoenix College Alumni Association's Alumni Hall of Fame and Scholarship Gala. Roberts has directed the Phoenix College Interior Design program for over 25 years. Under his guidance, the program and its students have won several prestigious awards for their work. Roberts joins six other distinguished Phoenix College community members who were recognized for their achievements and contributions.

INDUSTRY PARTNER RECOGNITION

Imagine Backyard Living Sweeps Multiple Awards from Top Industry Brands



After only one year in business, Scottsdale, Arizona-based Imagine Backyard Living has been honored with numerous prestigious awards from the number one recognized brand in the pool and spa industry. Under the vision and leadership of owner David Ghiz, Imagine Backyard Living has rapidly grown to establish this new retail shopping experience as one of the most progressive and exciting backyard living companies in the United States. Strategic partnerships with a variety of renowned Phoenix-area companies, including those specializing in landscape design and installation and patio furnishings, allow visitors to the Imagine Backyard Living showroom to enjoy a rich, sensory experience in which they can see, touch and feel several complete backyard living spaces.

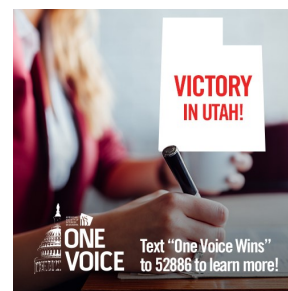
TAKE ACTION!

VICTORY IN UTAH!

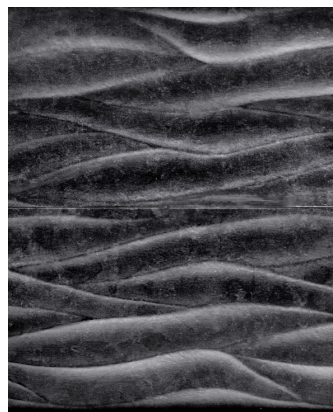
With One Voice, Utah interior designers are taking a huge step towards designing a better future for the profession! On March 9, the state legislature passed a bill that breaks down barriers to opportunity for commercial interior designers! Utah joins numerous other states in now allowing commercial interior designers to sign their drawings in order to submit them for building permits. Text "One Voice Wins" to 52886.



FOLLOW US!



DETAILS, DECOR & IMPORTS



The Details Are In The Surface

Contributed by Kevin McDaniel, Merchant and Product Designer, The Tile Shop

Gone are the days when "builder-grade" 4-inch square tiles are considered an acceptable standard by today's discerning homeowners. While floor and wall surfaces may have been somewhat of a secondary focal point in the past for many homeowners while creating a space, technological advances have brought tile and stone to the forefront with unlimited designs crafted in unique ways that offer tremendous inspiration. Today the tile we choose for our clients' homes and office spaces (and our own homes) has become an important detail, and oftentimes an accent piece that we build an entire room around.

Below are a few of my favorite current tile trends.

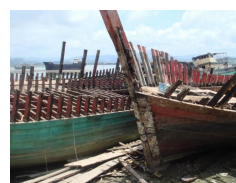


A Cut Above

Waterjet technology uses water, under very high-pressure, to cut stone and glass into very delicate pieces, as thin as 1/8-inch, which can be used to create intricate and engaging designs. These mosaics make dramatic focal points whether on a kitchen backsplash or a feature wall.

Reclaimed & Rescued

Real wood is reclaimed from antique decommissioned ships, heat-cured, and then hand cut and assembled into the classic "stacked" design.



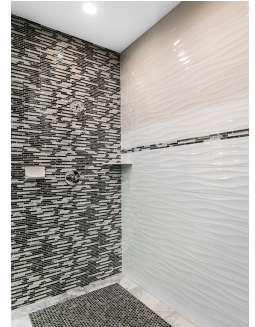


All That Glitters

Capitalizing on the recent trend towards brass and gold, these champagne metals are warm and lustrous. High quality gauging and a special a coating allows them to be used on tub surrounds, shower walls and other wet areas with no worries.

Written in Stone

Highly dimensional, engraved stones and their ceramic lookalikes are rapidly gaining in popularity. Each piece of stone is carved using a computer-aided engraving tool and takes more than two hours to complete.



What's Old is New Again

Sometimes a lost art is revived. Featuring bold designs and bright colors, encaustic cement tiles are hand-poured and cold-pressed, a technology that has been around for hundreds of years. These classic designs are back with a vengeance and can be used to create a dramatic and engaging look.

Large Format Flooring

Large format tile (which is usually anything larger than 12x12) - especially for floors - is a big draw often because it can make a space feel bigger and has smaller grout lines. We sell many of our tiles in this larger size. Faux wood is also a popular floor choice and we're seeing more clients selecting large format faux wood planks.



Shopping for Global Inspiration

Global design is here to stay, and we've embraced it in so many amazing ways through every facet of design, including tile. Different parts of the world are known for being the best at certain types of materials. Italy is known for its marble. Turkey is known for its travertine. Encaustic tiles have been produced in Vietnam for centuries. At The Tile Shop, we travel the world (five continents, 20 countries) looking for the best sources of unique products, always taking into consideration what customers will gravitate to based on recent demand as well as what other materials and inspiration are trending in the industry. And, the truth (as you know) is that trends tend to evolve, which makes our shopping adventures all the more fun.

*All photos courtesy of The Tile Shop



An Artists Perspective



My first thought about detail in décor immediately brings to mind elements of accent. I believe a well-harmonized design can begin or end in the accessories. From the perspective of an artist and consumer, much of the texture and dimension of a room is created in the accessories used to support the overall concept similar to the details within a painting have the power to make the work a success or a failure.

Whether the purposed composition for an office, room or entire dwelling is born from a single artwork, beloved family heirloom, or simply personal style, it is the details in light, color and pattern (or lack thereof) that makes the space unique and comfortably original and/or intimate.

Light is of particular importance for any design. In design as well as art, every composition begins with a light source. Light and/or lighting is a major component of procuring emotion. After light, accessorizing has the ability to create a rhythm and balance using form, line and color. It is here client personal passions are truly evident. The right shape in the corner, a row of collectibles, punches of color - all work together to acknowledge and recognize the personality of a space.

A rhythmical and balanced use of accessories has the ability allow a client's personal passions the opportunity to be accentuated. The right shape in the corner; a row of collectibles; punches of color - all work together to acknowledge and recognize the tension of design elements in form and line, pattern and color.

Accessorizing with family treasures and complimenting found objects and/or gracefully beautiful shapes, my own spaces are eclectic, uncluttered, ordered and a distinctive reflection of who I am as a person and an artist. I believe interior designers strive to create this reflection for each of their clients and "the details" are as much a part of the whole as the walls, floor and ceiling.

Cyndy Carstens
Carstens Fine Art Studio & Gallery
March 14, 2016

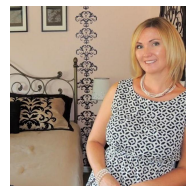
CALL FOR CONTENT

Calling All Members

Do you have anything new and exciting to report? Have you accomplished a milestone or received any awards lately? Do you have anything to report on new technology or trends that are relative to the trade? If so, you could be featured in our next newsletter!

Contact Jasmine R. Dowling, Allied ASID, ASID Arizona North Chapter Communications Director, at Communications@azn.asid.org to submit your updates.

Acting Editor of Creative Brief Newsletter





Cyndy Carstens



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