



January 27, 2015

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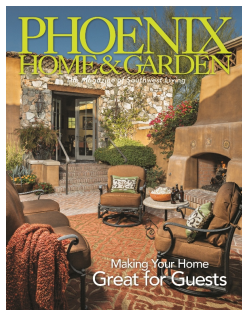


AZ NORTH CHAPTER EVENT SCHEDULE

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Phoenix Home & Garden

Editorial Calendar &
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PHOENIX Editorial Calendar & Advertising



PRESIDENT'S LETTER

ARTICLE HEADLINE



The Free Dictionary provides four definitions for trend and trending - a general tendency; current style; general direction; to extend, incline or veer in a specific direction. 2015 is none of those. Visiting markets in Dallas and Las Vegas, attending KBIS, IBS and Surfaces shows, no specific one note trend. It appears we are looking over past trends, combining them into a comfortable, livable aesthetic in interiors, no matter the style.

Metals are shown from stainless to black to chocolate chrome. Mixing metals, blending color and finish is very popular. Iron furniture frames are combined with wood surfaces and glass. The items themselves are not necessarily "ready", but the combinations in a single space are strong. They are not style driven but rather used as an overall statement or style.

Wood paneled doors were a big item at the IBS. Three and six panel doors were constructed of exotic woods with textural panels from a different wood species. Inserts of a variety of materials were shown from oversized entry doors to beautiful barn doors in chrome and raw metal tracks.

This is a great time for designers! This relaxing of a specific trend gives us more creative range. Creating the right balance of mixed elements and styles will allow us to demonstrate that magic is good design.

White and grey kitchens and baths are still very popular. They're so popular that Kohler is promoting grey bathtubs, toilets and sinks. Chroma therapy in tubs is paired with heated surfaces and VibrAcoustics for added comfort and luxury.

Globally there is more pronounced movement to reduce the carbon footprint. Smaller homes to "small homes" are trending. There is a renewed interest in making homes efficient and using only the space required to live comfortably. Not everyone is going to want a shipping crate or caboose structure, but built in features that maximize the space makes smaller homes possible. Last year Westar presented the new micro kitchen developed by GE that fits into 6 linear feet. It appeals to the "Boomers" and "Millennials" focused more on efficient living. Innovative solutions will be endless.

2015 will see us building creative designs that reflect the style of our clients. With no overwhelming trend influencing client requests, this no doubt, will result in an array of exciting projects for next year's Design Excellence Awards competition. Don't miss the submission date for this year's competition March 27th from 1-4pm.

Jewell Blair

Jewell Blair, Allied ASID

PHOENIX HOME & GARDEN EDITOR'S LETTER

Getting your interior design work published



Most interior designers I know work very hard and deserve to be recognized both for their talents and for their toils. It is therefore highly rewarding when we at *Phoenix Home & Garden* can provide coverage of a designer's work on our pages, in print, online and digitally.

The benefits of getting your hard work and design excellence published in a leading consumer publication are many:

* Readers and viewers will connect your name and business to beautiful interiors and smart design.

WELCOME NEW/ RETURNING INDUSTRY PARTNERS

Lori Landis
Landis Art
(602) 576-0406
Fine Artist

LG Electronics USA
(201) 408-2000
*Consumer Electronics &
Appliances*

WELCOME NEW & RETURNING DESIGN MEMBERS

Katherine B Hawkins,
Allied ASID
Laura Alice Hargiss,
Allied ASID
Shalla Zahedi,
Allied ASID
Yao-Lamb Qingmeng,
Allied ASID
Stephanie Petro,
Allied ASID
Lani Webb, Student ASID

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- * Peers and other design professionals will want to know you and work with you.
- * Your business brand will be distinguished going forward, as getting published is a mark of achievement in any market.

I shared my thoughts on how to get published at the latest ASID meeting. Here is a summary of those ideas:

- * Editors are looking for content their audience will be inspired by and interior designers are a major source of that content.
- * Building a strong, ongoing working relationship with editors who choose content is key to getting your work recognized and selected for publication.
- * Reaching out to editors at functions, through email and by other means is essential.
- * Editors need to connect names with faces; personalities with projects.
- * Designers need to promote their work to top editors. A vibrant website or digital app are primary marketing tools; you need to update yours regularly.
- * Designers need to know the publication they're seeking coverage from. Fit is key to editors.
- * Use online media kits to preview editorial calendars. Be aware of deadlines. Magazines work six to twelve months ahead of publication.

We look forward to working with you and to seeing your work for consideration in *Phoenix Home & Garden!*

Karol DeWulf Nickell, Editor
Phoenix Home & Garden
Industry Partner Representative

MEMBER RECOGNITION

Thoma-Holec Design Honored with Senior Housing News Awards for Generations at Agritopia in Gilbert, AZ and Waterford Grand in Eugene, OR. Recognized for cutting-edge design, excellence and innovation in senior living. Entries were based on functionality, overall creativity, community integration, amenities and lifestyle. Congratulations!

MEMBER HAPPENINGS & COMPETITIONS

NOTICE: Printing Specialists Event for Wed, Jan 28th has been moved to March

Designers - Volunteer Now for Design for Hire Feb 1st - Apr 30th, 2015



Each year, the Design for Hire event creates awareness of the ASID Arizona North Chapter's Interior Designers while raising funds for our local Chapter's educational programs and scholarships. Promote your business now and in the future. Don't miss out on an opportunity for possible new business for your companies!

Register Now

Charette for Students and Allied Members on Feb 21st, 9am-5pm at Phoenix College



Compete with your peers in a practical NCIDQ Design Competition
Gain experience for the NCIDQ exam
All levels of experience: first year students through Allied ASID members
Win tickets to this year's Design Excellence Awards Gala
Register Now

ASID Sponsored Lymphoma Research Foundation Kitchen & Tasting Tour Call for Entries: Show Homes in North Scottsdale

The 2015 tour is coming soon. They are still in need of ASID designed homes in the North Scottsdale area. If you have a project that was recently completed or will be completed within the next few weeks, please contact **Sherry Baker** or by phone, 602.509.8765 as soon as possible. This is a great opportunity for the designer's work to be seen by 400 influential donors and followers.

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ARIZONA TILE



ASID Design Excellence Awards: How to Enter

Wed. Feb. 4th at 4pm at Phoenix Art Group 4125 N 14th St, Phoenix, AZ 85014



Learn from your award-winning peers how to
Overcome the mystery associated with the entry protocol
Understand the photography and digital requirements
Staging your entry for maximum effect
Compliance and permission requirements
Free to Members! Kindly **Register**

DESIGNER GLOBAL/LOCAL TREND SPOTLIGHT

Sonja Shaw, Allied ASID



This month we spotlight a fresh Emerging Professional, Sonja Shaw, Allied ASID, a residential designer with La-Z-Boy Furniture Galleries in Mesa. Her design philosophy guiding her in her interior design practice is from a quote by Oliver Wendell Holmes Sr. "One's mind once stretched can never go back to its original dimensions."

"Everyday I get to stretch and be stretched in relationships and design. Every home and person is different. As an educated designer I have the ability to make a space be anything. I feel my level of success depends on my relationship with my client and if I have improved their lives and helped them achieve their vision", states Shaw.

A recent client was an architect whose home did not function well for his family. He wanted the room to be "visually organized" with balance. As a designer Sonja asked a lot of questions to help determine lifestyle needs. These included "how do you use this space". A typical question is "on Tuesday night at 7:00, what's going on?" The result was a blending of beauty, comfort and function as shown in the winning entry from this year's Design Ambassador Contest.

In 2000 Sonja became an "Emerging Professional" selected by her ASU professors based on her professionalism and quality of work and projects. Out of approximately 400 students only 25 were allowed to continue and graduate into ASU's Design Program. She was awarded the prestigious award of "Emerging Professional". After spending approximately six years in commercial design working on the design team for Montelucia Resort and Spa, Poco Diablo Resort in Sedona and PIR Octane Club Lounge, Sonja came on board with La-Z-Boy Furniture Galleries five years ago.



Tina Mellino, Allied ASID



For Tina Mellino, of Zia Interior Design, LLC, global design is something she is very familiar with. Her jobs bring her outside of the US a lot of the time. In the living room photo below, in Mexico, Global Trends were apparent. Using an organic seagrass area rug, African "Bobo" Lizard Bench (The Bobo are an ethnic group living in Burkina Faso, although the area occupied by the Bobo extends north into Mali.), Turkish dyed gold velvet accent pillows, geometric root puzzle accent pillows, and a hammered antique brass drum coffee table.

In the niche displayed on a small Indonesian wall shelf, there is a Pre-Columbian Fertility God (of indigenous peoples of the Caribbean, North, Central and South Americas until the late 15th and early 16th Centuries.)

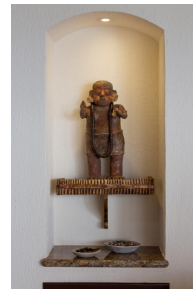
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GLOBAL/LOCAL PRODUCT DESIGN/NEWS

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Duffy London designs the Abyss Table, a representation of a geological cross section. The table is part of a limited addition and made from sustainable materials.

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Contact the [CB Editor](#),
Cathy Kominsky, Allied ASID



**SUBMIT YOUR CREATIVE
BRIEF
IDEAS/PROJECTS:**

March:

Local Design Focus
Local Economy-Business
Trade Show

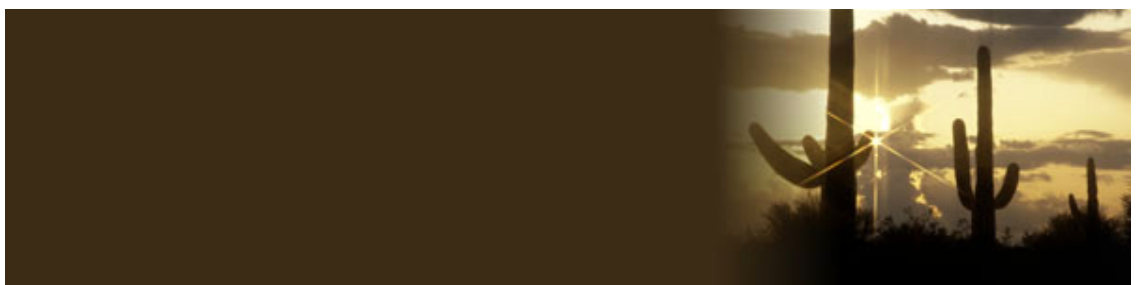
April:

Furniture and Accessories
Product Design

COMING 2015
March 28th & 29th
Scottsdale WestWorld

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