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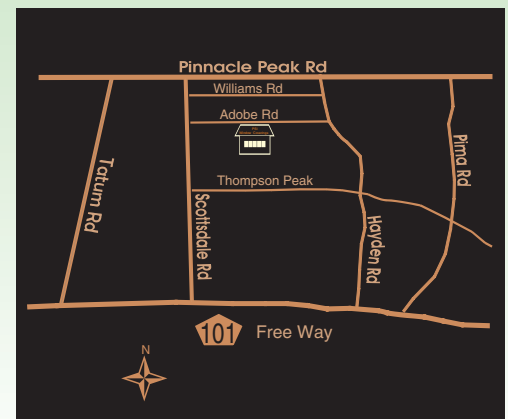
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**ROBYN RANDALL, ASID
ASID ARIZONA NORTH CHAPTER
PRESIDENT 2011**

Dear Members,

Summer is upon us and everyone is preparing for the dreaded heat. The last few months we have been busy with activities such as the (Student Career Day) which saw 78 students attending a fabulous two-day event at The Scottsdale Design District. We are having another successful Design For Hire in the months of April and May thanks to the many designers who signed up to participate as well as the beautiful ad that *Phoenix Home and Garden* featured in the April issue.

Our monthly meetings are well attended much to the participation of speakers who have shared insights into the ever-changing economy and how we can survive as designers and entrepreneurs. I would be remiss in not mentioning and thanking our Industry Partners for their never-ending support with our monthly meetings. Our chapter has lost some old familiar faces within our Industry Partner membership and we've acquired some new faces. Several of the old had previously committed to hosting a Chapter Meeting and in the time between making that commitment and the time we start planning that event, they have either closed their doors or are no longer members due to financial constraints.

Those industry partners who have graciously filled our gaps deserve big, heartfelt thanks. They are: Jay Helser with Helser Brothers, Inc., Roland Arnold with Arizona Tile, Candy Leshner and Pam Josey with SunWest Appliance Distributing and Jeremy Smith with Central Arizona Supply. Were it not for their generosity we would have many months with no chapter meetings and part of our brand and continuity would have been lost.

Moving into the coming months we are preparing for our biggest yearly event: The Design Excellence Awards. This being our 35th Anniversary we are planning an extra special celebration that will be held at the beautiful Intercontinental Montelucia Resort & Spa. Plan to come and celebrate with us on August 13th as we honor our past presidents along with the award winning entries for the competition.

Lastly, by now you may have started to see some changes in our ASID Brand. During the Presidents Forum held in March we were brought up to speed on some of the things National is doing behind the scenes and much of it has to do with building a uniform brand. The colors we use to represent our brand are changing and the launch to our membership will happen late June so keep your eyes open for that. Additional points made during the State of the Society are:

- Bridge Building: working with other affiliations, NCIDQ, etc
- Advocate right to practice: promoting and advancing our legislative policy.
- Strengthen the organization: examine bylaws and policies that need to be reviewed and/or change. Build small business council. Strengthen programs for Emerging Professionals.

Thank you all for being a part of this organization...the involvement level has increased and we look forward to seeing new faces in both committees and leadership!

**Robyn Randall, ASID
ASID Arizona North Chapter President 2010/2011**



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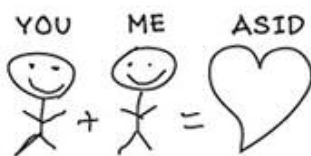
Dear Members,

As we prepared for this current issue about evidence-based design, the same question was asked over and over: "What is that?"

Evidence-based design is bridging the gap between the art of design and the science of design. Essentially, evidence-based design uses quantifiable data to design spaces that will achieve desired outcomes for the end users. In the healthcare field, design decisions can reduce recovery times as well as decrease sick days for employees. These concepts are spreading to other businesses and will make their way into residential design.

It is exciting to see the professionalism of the interior design field grow as we gather scientific evidence of the benefits of truly great design.

Cindy Lewton, ASID
ASID Arizona North Chapter Communications Director 2010



As a valued ASID member, you have a strong influence on your colleagues and friends who are not currently a part of ASID. Share why you LOVE ASID and how being a part of this community has helped you grow your business, build your network and expand your knowledge—and get some extra \$ while doing it!

Love Instructions! Have the new member write your member ID number on their application or when they apply online, and we track it. Once the new member has been active for four months, you receive your voucher code for \$50 that can be used towards membership dues or anything in the ASID store. True Love!

Who should you share the love with? Think about your network of colleagues and friends. A designer can refer Industry Partners and vice versa. Don't be shy; everyone could use a lil' love!

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Recruit 10 new members and become part of the Whole Lotta Love Club! You'll receive a special ASID pin, and be recognized at chapter and national events. All individuals, companies and their chapter affiliation will also be recognized on ASID.org.

This promotion applies to professional and allied members. ASID student members may not participate. This offer is good for those that were active members in the past five years, but need to be reinstated. Just write the recruiter's membership number on the reinstatement form.

Go to <http://www.asid.org/memberservices/love/launch> for more information and forms.

Share the Love.

Build an even stronger network of interior design professionals

Design for Hire is in Full Swing!

Design for Hire has been featured in *Phoenix Home & Garden Magazine* and will be featured on television and the *Arizona Republic*—it's big! This program is our largest fundraising event of the year (benefiting scholarships and educational activities) and will run through May. We need designers all over the Valley and even further north—we already have had requests from Prescott! To participate, go to www.asidaznorth.org and fill out a designer registration form, or contact Diana Lubic, Chair, at dlubic@hotmail.com.

Presidential Citation Awarded



Prior to the beginning of each year a group of ASID leaders and members at large meet to plot out the goals and tactics for our chapter in the Strategic Planning session. This year in an attempt to broaden the pool of incoming members, we decided to expand beyond the college level and dig into those who may be budding future designers in the High School arena.



Bonnie Lewis presenting design opportunities at a local high school.

With no prior committee history to tap into, Bonnie Lewis, Allied Member ASID, not only embraced this challenge, she jumped in with all fours. Her work began with organizing a group of volunteers to help in presenting to the schools. She researched a list of schools that had Interior Design programs and contacted them to set up times to present, designed a training manual for her volunteers, designed a PowerPoint that explains interior design as a business and how ASID does their part in supporting the interior design profession, then with her committee she went to the schools to present and finally proceeded with follow-up on those schools and schools that will participate in the future.

The response from the schools was tremendous and moving forward to future years we have the perfect "model" that will insure continued success at educating young students about the design industry and their future career options.

Congratulations for a well-deserved award, Bonnie!

Congratulations to Advancing ASID Members!

The following former student members have advanced to Allied Members status in 2011:

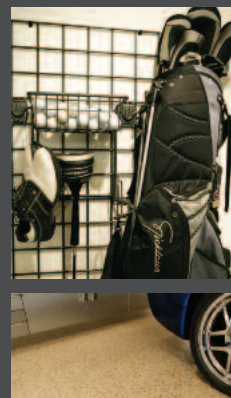
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The following Allied members passed their NCIDQ certification and have advanced to Professional member status:

Kathleen S. Manoil, ASID
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Evidenced Based Design: What Is It All About?



by Sharon L. Watkins, ASID

As of 2008 The Center for Health Design defines "evidence-based design (EBD) as the process of basing decisions about the built environment on credible research to achieve the best possible outcomes." Physicians have

long used research-based evidence in their medical practice to improve the quality of patient care. Evidence-based design seeks to use research to inform their design rather than using the most recent design experience of the architectural firm, the personal and administrative experiences of the client, and the changes in technology to drive the design of the facility. In EBD, research generally refers to empirical research, the systematic investigation of tangible facts, focused on gaining knowledge. Roger Ulrich in 1984 did a pioneering study of the effects of hospital window views on recovery from abdominal surgery. His study focused on patients who could see trees, rather than a brick wall through their patient-room window. The study found that the patients who had the view of nature required less narcotic pain medication, had a shorter hospital stay, and had fewer negative comments in nurses' notes.

The healthcare industry has experienced a number of significant developments making it critical to understand how the physical environment is part of a group of interventions to improve the quality of care. Early in the 21st century the Institute of Medicine (IOM) produced a report *To Err Is Human: Building a Safer Health System*, which brought to light that medical errors and adverse events was the eighth leading cause of death in America, killing an estimated 98,000 persons per year. It is essential for healthcare design teams to carefully examine the relationship between building design, patients, staff, and family outcomes since the built environment can contribute to or aggravate these problems.

As with most large scale commercial design projects, EBD is a multidiscipline process with the goal of cooperative problem-solving. The varieties of professionals who participate in the process bring their expertise to identify and implement potential solutions that will positively affect the healthcare delivery system. The project team can include the board of trustees and leadership, researchers and designers, vendors/suppliers, patients, caregivers/family, staff, and community partners. The core group will envision, create, innovate and implement the design of the project.

In 1993 a new organization known as The Center for Health Design (CHD) formed with the purpose of serving as a consortium for knowledge in many fields that contribute to the creation of healing environments that can improve outcomes for both patients and staff. Some of the fields include neuroscience, behavioral architecture, biology, psychology, and neuro-immunology to name just a few.

The CHD published a report of an analysis of literature in 1996, in 2004, and 2008 resulting in over 600 studies contributing to the body of knowledge to guide healthcare design. The evidence indicates that well-designed physical settings play an important

role in making hospitals safer and more healing for patients and better places for staff to work (Ulrich, et al., 2008, p 61).

In 1997, a volunteer task force of CHD used the data collected as a basis for developing design recommendations and examples for the Joint Commission's "Management of Care" chapter of the accreditation manual for hospitals that were incorporated into the 1999 edition of the manual. In 2005 the CHD submitted additions to the "Environment of Care" chapter for the 2006 AIA Guidelines for Design and Construction of Hospital and Healthcare Facilities. This chapter addresses environmental factors that contribute to patient, staff, and family satisfaction, increased safety, fewer medical errors, and a better financial bottom line. The Health Guidelines Revision committee unanimously accepted the recommendation for single-patient rooms for inpatients and other evidence-based features for inclusion in the guidelines, which is updated every four years.

In 1999, the same time as the IOM published its *To Err Is Human* report on quality and safety, CHD launched the Pebble Project™, a joint research effort between CHD and healthcare providers. The purpose of the work is to demonstrate how healthcare organizations improve their specific outcomes by using an EBD process. We have an example in our local community of a Pebble Project™ Banner Estrella Hospital which is a 214 bed acute care hospital built in 2006 located in the western valley.

In March 2008 the Collaborative Research Workshop identified research initiatives that would have the potential to improve a range of clinical, safety, and organizational outcomes through eight main topics. The topics include nursing station design, work force efficiency and effectiveness, patient room design, work force retention issues, hospital-acquired infection issues, patient falls and injuries, medical errors, and work-force health and safety issues. These are the major issues that affect the safety and well being of patients, families, and staff in healthcare facility design.

An example of significant research study done by Ulrich et al. (2008) concluded that "one critically important way that EBD improves safety is by reducing the risk of hospital-acquired infections, (nosocomial infections), a leading cause of death in the United States. One general conclusion by the infection literature is that the design of the physical environment impacts nosocomial infection rates by affecting all three major transmission routes – air, contact, and water. There is a pattern across scores of studies indicating that infection rates are lower when there is very good air and water quality and greater physical separation, isolation, or space per patient" (p. 64).

At the heart of the EBD process is the search for a healing environment. Barbara Huelat, a well known healthcare interior designer, has written two books on the subject. Wayne Ruga, AIA wrote in the foreword of Barbara's book that "ultimately, the meaning of a healing environment resides in a unique and personal experience." As both a nurse and a designer, I have spent a great deal of time in healthcare facilities that I would describe as high-tech, research based,

highly regarded, even attractive but also scary, cold and not necessarily the type of healing environment that Barbara talks about in her book. The difference is in "healing" and "curing" because they are not synonymous although most people tend to think they are alike.

So, how can we as designers create this "healing" environment? As Barbara says we need to identify and remove the barriers to achieve a healing environment. Some of the barriers are stress in navigating in the maze of hallways to your clinical appointment, or noise at night so that you can't sleep or a roommate that is so ill that you spend your time focusing on if he/she is alright rather than your own healing needs. Stress interferes with healing so the goal is to eliminate as much stress in the curing process as possible. Creating a healing environment is in part, providing intuitive wayfinding, offering window views of nature, providing private rooms with adequate space for family, eliminating safety hazards, providing distracting artwork, and using technology to make staff jobs easier so they can focus on your care. Creating space for a roof-top healing garden offers patients a respite from their treatment regime, a place for families to get away from the clinical environment and even the staff to take a brief break to recharge. All of these elements contribute to a healing environment along with a sincere attitude of caring from the entire facility staff. But of course as technology continues to change the elements of a healing environment will have to evolve as well since it is a fluid process.

Bio:

Sharon L. Watkins, BSN, ASID combined her nursing experience with her design expertise to create acute care, long-term care, and ambulatory care environments for the past 20 years. She has also served as a consultant for Universal Design projects for government and other organizations. She has used a variety of design tools to promote senior socialization, memory enhancement, wayfinding, independence, and self-esteem maintenance. Currently Sharon is enrolled in a Master's of Human Sciences, Healthcare Interior Design program at Stephen F. Austin State University. Sharon has recently relocated to Arizona and previously served on the Board of the OH South/KY Chapter of ASID in numerous positions, including President.

References:

The Center for Health Design, (2008). An Introduction to Evidence-Based Design - Exploring Healthcare and Design
Huelat, B. (2003). Healing Environments Design for the Body, Mind, & Spirit

Oops! Please Accept our Apologies

We made a few errors in the names of our honored Past Presidents in the last issue. Bruce Stodola was president from 1977 to 1978. Gail Hayes Adams was our chapter president from 1979 to 1981 and again in 1992 to 1993. Peggy Bayless Gustave was our president from 1987 to 1988. It was Katherine Thornhill (not Kathleen) who was featured in our Reflections article.

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RECAPS

ASID ARIZONA NORTH MEMBERSHIP MEETING

By LaDawn R. Bentley, ASID and Cindy Lewton, ASID

2011 has already been a busy educational year beginning with our January meeting hosted by the always wonderful Helser Bros. Attendees were able to earn .1 CEU as guest speaker, Terri Taylor, ASID spoke on the topic of "5 Money, Marketing and Mindset Strategies to Having a Great Design Business even in a Tough Market." We all felt that we came away with more than five strategies—a great evening!



Rod Cullum and wife, Kim

Continuing with business success in our current economy, SunWest Appliance Distributing graciously hosted our meeting with guest speaker Rod Cullum of Cullum Homes. Rod presented "Rebuilding the High-End Market in a Down Economy" and shared that although the Arizona market took a significant downturn in this latest recession, the



Helser Bros. attendees

market has now self-corrected and business in the \$1M + high-end residential and remodeling market has stabilized for Paradise Valley and North Scottsdale. Cullum Homes is completing The Village at Paradise Reserve, a development of 32 luxury homes.

Members had another opportunity to earn CEUs. Our March meeting offered .2 CEU as Dr. Toby Israel presented a PowerPoint presentation entitled, "Using Design Psychology to Create Ideal Spaces." Dr. Israel describes her approach as "the practice of architecture, planning and interior design in which psychology is the principle design tool." Using both lecture and pictures, Dr. Israel guided us through the process she uses to create unique design that supports the individuals in that space, very similar to evidence-based design, our current issue theme. Once again, we were fortunate to have our event hosted by another great industry partner, Arizona Tile in Scottsdale.



Dr. Toby Israel

As a reminder, our meetings are always held the third Thursday of the month (except July), so block out that evening every month so you don't miss out!







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Aging in Place



By Jeanette Knudsen, Allied Member ASID
ASID Design for Aging Council Member

I had the wonderful opportunity to travel to Atlanta, Georgia to attend both an ASID Design for Aging Council meeting and the annual Environments for Aging Conference held in Atlanta Georgia in March 2011.

The ASID DFA (Design for Aging) Council met prior to the launch of the Environments for Aging 2011 (EFA.11) Conference. The purpose of this meeting was to review members completed and upcoming activities, projects and tasks. The council is a diverse and outstanding group of professionals from various parts of the United States. All members were involved with EFA.11, either by authoring and presenting an education session or facilitating the conference. I too had the privilege to present ailing member, Kerri Kelly's session, Design for Life: The Ageless Home, with the help of Michael Berens, our ASID Director of Research & Knowledge Resources. It was intimidating at times to look out at the audience of 75 people who are the experts in this industry. I found the experience to be both frightening and exhilarating and I cannot believe I didn't faint!

EFA.11 was a three-day conference that was packed with stimulation and knowledge. It was founded and produced by Vendome Group, Long-Term Living and Healthcare Design magazine; The Center for Health Design and their partners; the American Institute of Architects-Design for Aging; SAGE and ASID. It offered a comprehensive program that addressed the challenges of designing and caring for the aging population for the following professionals:

- Architects & Interior Designers
- Facilities Managers & Facilities Planners
- Real Estate & Property Managers
- University Educators & Employees
- Product & Service Providers
- Construction Managers & Product Managers
- Government & Agency Representatives
- Administrators, Vice Presidents & Directors

The goal of the Environments for Aging conference was to provide "a forum where participants can discuss how to provide safe, enjoyable and affordable options with a heightened quality of life for our aging population". This was achieved by offering the opportunity to attend educational sessions, exploring the exhibit hall, networking with colleagues and forging new relationships to keep the industry moving forward. The following was offered:

- Facility Tours
- Workshops
- Roundtable Sessions
- Educational Sessions:
- Six educational tracks that included 36 classes you could

mix and match or follow a single track:

- Consideration for Effective Aging Environment
- Innovation in Design for Positive Outcomes
- Solutions that Enhance the Human Experience
- Future-Focused Models Leading Change
- Trends Towards Independence & Wellness
- Aging in Place/Universal Design
- Multiple evening receptions and meals that allowed for networking sessions

Registrants could participate in the 15-hour Continuing Education program that was available for Interior Designers, Architects, Long-Term Care Administrator and NAHB. I earned 12 CEUs!

The multiple networking opportunities were fantastic and most rewarding. This allowed me the privilege of getting to know some of the industry's best professors, architects, speakers, facilities owner, designers, product representatives and conference organizers. The exposure to some of the industries sharpest and cutting edge thinkers was priceless, not to mention the exposure of so much knowledge and experience. I think Vendome Group's goal to keep the industry moving forward was successful.

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Should I Stay or Should I Go?



by LaDawn R. Bentley, ASID

What does the word "Vegas" bring to mind?" Most people would first say "Casinos!" Vegas brings to mind pictures of flashing lights, neon signs, gambling, exciting entertainment, wedding chapels, Wayne Newton and Elvis impersonators.

Many would reply, "What is that? What do you think when I mention, "Model Care"?"

So what is Evidence-Based Design (EBD) and how would I use it in my design process and planning? Evidence-Based Design is defined as a feasible study that researches and utilizes credible data to influence the design decisions, design process, and the constructing of a particular building application. Now, let's review EBD for casinos and healthcare and how it affects the American Indian way of life.

Casino Evidence-Based Design

A casino's EBD is for people to come and stay. When we evaluate the Luxor or the Bellagio. Casinos are a one-stop shop for an entertaining getaway with distinctive design elements. A casino's EBD is defined by the design theme, location, ambiance, atmosphere, adjacencies, psychology, customer satisfaction, and employee satisfaction.

The overall design theme is one-of-a-kind; the more unique the design, the more successful and profitable the casino is at its distinct location. The ambiance favors low mood lighting, enjoyable sounds from the slot machines or shuffling of cards, and comfortable seating. The atmosphere consists of a personalized VIP atmosphere where everyone is a winner the moment they come onto the casino's campus (i.e. valet parking, cocktail service, etc.).

The adjacencies define the layout of the casino in regard from the slot area, card tables, high roller areas, restaurants/bars, and hotel/convention center. The psychology is to provide continual monetary winnings and keep people here to spend their money. As a result, the customers have constant access to food, alcoholic beverages, no smoking regulations, and are targeted with personalized incentives to come to and back to the casino.

Casinos also provide large convention centers for business expos, therefore providing a large gathering of people. In order to have staff to accommodate all these people, employment retention is improved by carefully selecting employees, enhancing training, and committing to personalized customer service. As a result, customers are staying longer, enjoying the tantalizing amenities, and spending more money, which increases revenue and profit, improves staff retention, and allows the casino to build more locations.

Healthcare Evidence-Based Design

Similar to a casino's EBD, healthcare's EBD would be to create better hospitals environments by providing patients with faster recovery time, enhance staff performance, make the hospital inviting to visitors, improve staff retention, reduce medical lawsuits, and improve medical and surgical care. They also utilize the sample principles of design, ambiance, atmosphere, adjacencies, psychology, customer satisfaction, and employee satisfaction. Using the Lean Six Sigma model, a process improvement set of practices define, measure, analyze, improve, and control, which provides a collection and analysis of statistical data, we conduct a personnel study, understand each department, define

adjacencies within the building (i.e., admissions area, patient room, operating room, etc). Overall, the design provides the best personalized "Model Care" for hospital patients and visitors. Healthcare patient rooms are now reducing the amount of shared rooms, and moving toward enhanced single patient rooms with in-room-visitor-sleeping areas, one touch food ordering room service, patterned hospital gowns, flat screen TVs, and even integrating a themed atmosphere. (i.e., Scottsdale Healthcare Shea Campus' pediatric floor is themed as a movie theater. The patients are the "Stars", the patient rooms are themed, there's a place for parents to sleep, patterned gowns (i.e. trains, hearts), toys, wagon rides, and an excellent pediatric nursing and doctor staff.) In today's healthcare facilities, we are now combining the techniques used for hospitality with healthcare. As a result, patients are recovering faster, and leaving the hospital sooner, which cuts down on insurance premiums, doctor bills, litigation/lawsuits, and hospital stays.

American Indian Casinos

In 1988, the U.S. Congress passed the Indian Gaming Regulatory Act which allowed American Indian Nations to provide a legislative basis for the operation/regulation of Indian gaming, protect gaming as a means of generating revenue for the tribes, encourage economic development of these tribes, and protect the enterprises from negative influences (such as organized crime). As a result, many nations across the U.S have casinos on their land.

Most of the casinos are themed toward the tribe's culture and heritage. Once you enter, interiors represent native habitats (i.e. water, land), tribal symbols and language, inviting tribal colors, and sometimes is shaped like the tribes native housing. All of these elements integrate the design concepts with today's modern furniture, textiles, and color schemes. The locations of these casinos are close to a busy Interstate/ highway, next to a close city or town, and usually

lit up with a high density of outdoor lighting. It'll be the only building you can see for miles away. As a result, the nation will utilize their casino profits to care for their people. Many nations have built housing, medical centers, provide health insurance, give scholarships, reclaim sacred artifacts, revive their language, and preserve their cultural heritage. The hiring and retaining of staff has an Indian preference, and tribal members work at casinos. As a result, many members are returning to the reservation with the development of their tribes' casinos.



American Indian Healthcare

In 1921, the U.S. Government passed the Snyder Act to provide health care and assistance to the American Indians. In 1976 it was rectified and the Federal Native American



Health Act was passed to provide a free, comprehensive health care system to the American Indians. As a result, the U.S. Government built several Indian Health Service (IHS) centers on native lands. Today, IHS facilities are slowly being renovated or design/build to comply with the growing number of Native American members, update their facilities to new building codes, and changing the sterile, "hospital white" interiors. New and renovated facilities have larger waiting rooms, patient rooms, and medical departments, a new identity geared toward the Indian Nations' cultural heritage, and more respect toward tribal customs. IHS hospitals geared toward healing, have tribal members on staff, and practice native prayers. Throughout the hospital and in private patient

rooms, native artwork, cultural artifacts, and native designs are prominent. The hiring and retaining of medical staff has an Indian preference, so many of the nurses and doctors are American Indian. This leads to shorter hospital stays, the ability to practice tribal religion, and also leads to shorter patient healing time.

While both casinos and healthcare facilities provide welcoming environments, casinos welcome their clients with the encouragement to stay as long as possible. The healthcare environment wants the patient to experience a healing nurturing environment, heal faster, and therefore shorten their stays and leave as soon as medically possible. With all these features in a casino and a healthcare facility, would you want to go or would you want to stay? Whichever your answer is, Evidence-Based Design influences design decisions, the design process, and the building application. As a designer, we have to be sensitive to all areas of the facility's layout, define the adjacencies between the departments, and know how customers and the staff operate within. With regard to these elements, we will provide a sound, successful design. Use with care on your next design.

Brief Bio

LaDawn R. Bentley, ASID belongs to the Navajo Dinè Nation. She is President of Interior Sanctuaries, LLC (ISL), a Scottsdale based firm. LaDawn enjoys learning about American Indian tribes and their distinct ways of life.

Photos courtesy of LaDawn R. Bentley, ASID.

May

- 9 ASID AZ NORTH BOARD MEETING 3:00-5:00 P.M. LOCATION TBD.
- 19 CHAPTER MEETING - POST MARKET EVENT
HOSTED BY PHOENIX HOME & GARDEN MAGAZINE WITH HINKLEY LIGHTING AND AZ
CUSTOM DESIGNS, 15023 N. 73RD STREET, SUITE 103, SCOTTSDALE, AZ 85260

DESIGN FOR HIRE: ALL MONTH

June

- 13 ASID AZ NORTH BOARD MEETING, 3:00-5:00 P.M. LOCATION TBD
- 13-15 NEOCON
- 16 CHAPTER MEETING- ICE CREAM SOCIAL
LOCATION: WORLD WIDE STONE, 15275 NORTH 83RD PLACE, SCOTTSDALE, AZ 85260

July

- 7 LEGACY GALLERY, "THE ART OF ACCESSORIZING" WITH VIGNETTES BY ASID DESIGNERS
- 11 ASID AZ NORTH BOARD MEETING, 3:00-5:00 P.M. LOCATION TBD
- 18 PAST PRESIDENTS ADVISORY MEETING
- 21 CHAPTER MEETING- NONE

August

- 8 ASID AZ NORTH BOARD MEETING 3:00-5:00 P.M. LOCATION TBD
- 13 DESIGN EXCELLENCE AWARDS EVENT
LOCATION: INTERCONTINENTAL MONTELUCCIA RESORT AND SPA

September

- 12 ASID AZ NORTH BOARD MEETING – JOINT MEETING
3:00-5:00 PM LOCATION TBD
- 15 CHAPTER MEETING: ART & COLOR FOR THERAPY
LOCATION: PHOENIX ART GROUP

MEETINGS AND EVENTS SUBJECT TO CHANGE. CHECK WWW.ASIDAZNORTH.ORG NEWS & EVENTS FOR LATEST INFORMATION.

CALENDAR

ASID's 35th Anniversary

Reflections

by James D. Felter ASID
J. F. Designs, inc.

James D. Felter, ASID, was our chapter president in the early 1990s and gives us a look back at our chapter during those years.

I was president for the years 1990 and 1991 officially, but I did serve for one term for 18 months. National changed the dates for new terms to begin. It made for two back-to-back terms plus 6 months. At the time I was president I also served on the ASID National Board. If you remember, at that time each chapter had a president and national board member. Our chapter decided to make the president/national board one office so as to save travel expenses by sending one person to national meetings rather than two.

There were many accomplishments of which I was proud of during my terms. One was the expo which we coordinated with the design center. This was when the design center was near the airport (Sky Harbor). We had exhibit space for vendors in their ballroom exhibit center. These were for vendors that did not have showrooms. We also encouraged other chapters which were close to us to attend. The big opening party was a wonderful event that drew a great number of designers from all over the Southwest. We also held many charitable coordinated events with March of Dimes, which was a movie-themed exhibit and dinner dance, and a Tour de Noel with celebrity chefs which benefited the chapter directly.

I think that the best event was the Showhouse that was held in conjunction with Phoenix Home and Garden Magazine, The Heard Museum Guild and ASID Arizona North Chapter in Arcadia called Designers Showhouse '90. So many people were involved and it was successful because of the attendance and media coverage that it received.

When I was president we were going through a down economy which is similar to what we are experiencing today. The savings and loans were taken over by the FDIC and the housing market was in decline. Many of the prestigious furniture stores then were only a few years from closing and they all had ASID designers on staff. There was Lou Register, Mehagian's and Barrow's. They were all gone within a few years after the economic downturn. As is true with all designers, we simply reinvented ourselves.

We had an office which Pauline Wampler, office administrator, headed up for us. Naomi Anderson was our personal liaison. She was invaluable in keeping track of everything

and making sure that the chapter ran smoothly. I would say that she was the face and voice of ASID Arizona North. We kept all our records on a floppy disk which I kept in a binder and a separate one was housed in the office. It was such a great time as our chapter was known nationally as one of the most successful with a well-respected membership. We were often asked to be on special national committees for research and study of areas of interest to ASID. I had the pleasure of serving on two of those fund-raising committees. I give full credit to Pauline and Naomi for making our chapter the very best.

One of my biggest challenges was the budget and generating the necessary funds to keep the chapter operating to its greatest ability. A secondary challenge was to keep people on track with interest and motivation. Board meetings were sometimes difficult to keep everyone focused. I do believe that everyone had their own vision of what the chapter should do and what it could become. This led to lively discussions.

The profession of interior design is constantly changing as it should. There is only thing that is for sure, and that is change. We are more broad-based than before and there are many more professionals who are looked up to in their fields. We are more respected, and have more opportunities than ever before. The way designers have charged for their time and service's has changed immensely and will continue to do so. Interior design is ever evolving.

I was encouraged to enter in to chapter leadership by Pauline Wampler and Gloria Hauser ASID—two women who I respect and cherish in memory and friendship. They both had a vision for the chapter and they saw it come together in a very profound way.

Being involved in the way that I have has given me great opportunities to see and get to know other designers throughout the United States and world. I have had the privilege to see our office headquarters in Washington D.C. and to work with people on a national level that I could not have experienced otherwise. I have learned so much that it would be impossible for me to give you all the things that being president has taught me. One of the greatest lessons is that you don't take anything personally and that most everyone ultimately wants what they believe is the very best for ASID. Designers are the most interesting individuals in the arts as their minds create the places where people want to live, work and play.

I thoroughly enjoyed my presidency and think back on all those long past activities and times most fondly. Thanks for letting me remember it.

Eye on Design - A Return to Simplicity



by Linda J. Barkman, Editor
Phoenix Home & Garden
ASID Industry Partner

It seems that the desire for long-term livability rather than a quick sale is driving the design, or redesign, of today's houses.

I continue to see, hear and read about the benefits of sustainability in the kitchen and beyond; about the design trend toward more practical and reasonably sized homes with flexible living spaces that are calming, uncluttered and low-maintenance; and about the desirability of furnishings that are tailored, with a soft Contemporary or Transitional feel. It's a simple yet sophisticated approach to style that demonstrates a lighter hand and achieves a sense of timelessness. It's also warm without being contrived or overly fussy, and it works exceptionally well in our desert environment.

Neutral or nature-inspired color schemes are a perfect match for this look, and glass and wood often are the materials of

Anneau
Table
Lamp
from
Baker



choice for accents and accessories. According to a spokesperson from the Paint Quality Institute, neutrals provide versatility and allow homeowners to quickly change the look of a room, just by changing out the accessories. For those desiring a touch of glam, there are higher paint sheens and metallic finishes, offering more reflectivity and consequently more light as well as a brighter more upbeat mood.

Along with the movement toward greater sustainability, a fondness for repurposing industrial materials has emerged, which has inspired the design of new pieces mimicking the industrial chic look.

It's What's Big Now. Look for more on this topic, illustrated with lots of visually rich examples, in our June issue of *Phoenix Home & Garden Magazine*.

Harmony cabinet of contrasting
bands of hyedua and rosewood
veneers from Keno Bros.



Exciting Upcoming Events with our Media Partner, Phoenix Home & Garden Magazine!

\$40,000 Kitchen Makeover!

Phoenix Home & Garden Magazine is hosting a \$40,000 Kitchen Makeover Facebook Contest which is already up and running on phgmag.com/KitchenMakeover. Facebook followers are submitting pictures of their kitchens in hopes of being the lucky winner.

Once the winner is selected, ASID practitioners will have the opportunity to visit the home/homeowner and create a kitchen design and rendering. An ASID committee will select three diverse designs that will be submitted to the editor of Phoenix Home & Garden Magazine with an ultimate winning design awarded.

There will be publicity throughout this period on Facebook. Additionally, all three renderings selected will be featured in their August '11 Before and After issue along with the before kitchen picture.

For full details, go to www.asidaznorth.org/members/design_competitions.

Additionally, Phoenix Home & Garden Magazine and Legacy Gallery have invited ASID designers to participate in an educational event for the public called The Art of Accessorizing. Held July 7 at Legacy Gallery, ASID designers will create vignettes showcasing artwork and answer questions from the public about how to incorporate art into a home. Come on over and support this fun evening!

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2011 ASID Student Charette Competition

By Jill Stebbins, Allied Member ASID
Professional Development Director

Collins College was the setting for the 2011 ASID Student Charette Competition. Students from the Phoenix area were greeted with a continental breakfast as they collected as they do annually to compete in teams for the coveted 1st – 3rd place awards that prove that they are the best of the best in ASID student competition. In truth, all of the teams

that participate are winners as the teams spend from 7:30 am until 6 pm working to solve and present a design problem that mirrors the NCIDQ practical exam in order to prepare themselves for the upcoming state board exam that will qualify them for professional status with ASID. Just committing to the competition shows that each of these individuals has set goals and aspirations for greatness in the field of Interior Design. Their motivation and determination will set them apart from the rest. Here is a look at the day . . .

1st place:

Representing:
The Art Institute Phoenix, Scottsdale Community College, & Mesa Community College

Team 3 The Fix

Nicole Palumbo	Mesa CC	2nd year
Paulette Kim	Scottsdale CC	2nd year
Ashley Rekitke	Mesa CC	1st year
Tara Lynn Hamman	Art Institute	4th year



Special thanks goes to the Student Charette Competition Volunteers & Sponsors:

Prathima Jasti, Scott Steffes, & Danielle Gordon from Collins College, for hosting the event and making it such an incredible experience. They worked tirelessly to provide the proper setting including drafting tables and work-spaces, presentation area and continental breakfast, delectable lunch, and afternoon snack!

2nd Place

Representing:
The Art Institute Phoenix, Collins College, & Mesa Community College

Team 4 Urban Knowledge

Angela Hollingshed	Collins College	4th year
Jenny Stack	Art Institute	3rd year
Kim Witgen	Mesa CC	2nd year



Mentors:

Jewell Blair, Allied Member ASID - Jay B's Interior Design; Cory Golab, Allied Member ASID - Cal Designs; Prathima Jasti, Collins College; & Jill Stebbins, Allied Member ASID - In Your Space Interior Designs.

Judges:

Cindy Lewton, ASID - AZ Design Group, Dede Radford, Allied Member, ASID, IFDA, IDS/Industry Partner of ASID, IIDA, IFDA - Dunn Edwards, Mary-Lynn Hall, ASID - MLH Design, LaDawn Bentley, ASID - Interior Sanctuaries, & Tracey Marshall, ASID - Architectural Millwork Design

3rd Place

Representing:
Northern Arizona University, Collins College, Scottsdale Community College, & Mesa Community College

Team 5 Design Perk

Annie Baines	NAU	4th year
Amanda Coppola	Scottsdale CC	3rd year
Scott Steffes	Collins College	2nd year
Donna Sears	Mesa CC	1st year



Thank you to Sherwin-Williams for the color fans & Dunn-Edwards for Color Fans & Bags Donations; Dede Radford, Allied Member ASID, IFDA, IDS/Industry Partner of ASID, IIDA, IFDA - Dunn-Edwards; & Laurie Clark, Industry Partner of ASID - Sherwin-Williams.

Thank you for the Foam Core Board Donation: Cory Golab, Allied Member ASID - Cal Designs & Jill Stebbins, Allied Member ASID - In Your Space Interior Designs.

Collins Community College

IIDA Petutopia

Department and Contact Submitting Summary: Prathima Jasti, Interior Design Department Head / Lead Instructor

Activity Title: IIDA Petutopia

Title of the project: "Bow Wow Bistro Set"

Campus Participants: Maeser Stephanie, Page Teresa, Delong Chelsea, and Donker, Allie

Community Participants: Kitchen Works, Inc., & D.L. Withers Construction

Petutopia is an annual design competition sponsored by the IIDA. Collins College recruited a team to participate in this year's competition on 13 November, 2010. Three programs were provided and each entry was to choose one for the basis of their design. Recycled and reclaimed materials were to be implemented into the designs. Our team chose program #2, a metropolitan setting for a medium (25-50 lb.) size dog.

In order to begin, our instructor (Prathima Jasti) assigned us a starting point which was Frank Lloyd Wright's Falling Water. The class was encouraged to look further into Wright's works and consider his furniture and patterns designs as well. The Usonian house concept inspired the function of the design. His Taliesin chair was the direct inspiration for the chairs with the added storage idea coming from the team.

Once this was accomplished, each student was required to design and construct three sketch models each. The models were lined up and the class chose one to base their design off of. The size requirements were located by accessing a dog expert website. There exists a formula for this which is: adding 25% to the height, length and width of the animal. Other important considerations were safety of materials and climate.

Once a final size and design was agreed upon, the class met with the team contractor. The project was discussed and shop drawings were created and submitted to the contractor for construction. In a perfect world, everything would have progressed smoothly with a completed Bow Wow Bistro Set. The set included a table/dog house and two chairs with 18" x 18" x 18" storage beneath each one. However, the contractor was unable to complete the project and did not communicate this to the design team until 36 hours before the competition. The team was forced to rally and complete the construction themselves.

The Bow Wow Bistro set was eco-friendly as well as functional. Materials used were reclaimed plywood from concrete forms, pieces of pallets and scrap plywood from a cabinet shop. Remnant fabrics, foam and batting from an upholstery shop



completed the materials. The brown mahogany stain and green stripe upholstery looked stunning and would have made Frank Lloyd Wright proud.

The morning of the competition was sunny and beautiful. The 12 design teams all set up their displays and the judges came through later that morning. After the winners were announced, each design was auctioned off to the public to raise money for donations. Collins model didn't win but many attendees asked where they could purchase a Bow Wow Bistro set. The model went for one of the higher prices during auction.

Collins College Complimentary SketchUp Workshop

by Prathima Jasti, Interior Design Department Head, Lead Instructor

On February 25th Collins College hosted a complimentary learning session focusing on SketchUp. This session was coordinated by Prathima Jasti, Collins College Interior Design Department Head and was led by Kerri Badura, a certified SketchUp trainer and adjunct faculty member at Collins College. This session focused on basic elements of SketchUp, using tools efficiently and tips and tricks to make starting out in SketchUp a little bit easier. This session hosted varied industry professionals and students with a wide range of experience with SketchUp. For more information on Collins College or upcoming complimentary workshops please contact Prathima Jasti PJasti@collinscollege.edu

ASID Charette Student Competition

by Prathima Jasti, Interior Design Department Head, Lead Instructor

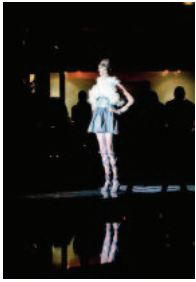
On February 5th Collins College hosted ASID Arizona North Student Competition. This session was coordinated by Prathima Jasti, Collins College Interior Design department Head and Cory Golab, Collins College adjunct faculty. ASID Arizona North board members and industry professionals took major role in making this event successful.

Mesa Community College

This event was also attended by Interior Design students from Mesa Community College. Held on February 5th, students braved an early Saturday morning to gain additional experience in real world design. Competing teams were comprised of students at various levels in their programs as well as from different academic institutions. Each team utilized their individual talents to create a concept, a space plan to scale, an elevation, and a rendered perspective. They worked diligently to complete their presentation boards within a strict timeframe. Upon conclusion of the competition, each team revealed their achievement to a panel of design professionals



Couture design board submission



**Jennifer Brautigam,
Model and Design
Team Member**

and industry partners. The members of the panel interviewed the teams on their concept and design.

The first, second, and third place winners were announced during the ASID Student Career Summit on Saturday, March 26th. From Mesa Community College, first place team winners included Paulette Kim, Nicole Palumbo, and Ashley Rekittke, second

place
team
winner
included

Kim Witgen, and third place team winner was Donna Spears. It was found to be a valuable experience for all students who participated as they enhanced their knowledge through the benefit of collaboration and obtained a better understanding of what to expect for the NCIDQ exam.

Mesa Community College students also celebrated a first place win for the IIDA Couture event. Interior design student, Marni Nill formed her team with fellow interior design students Paulette Kim and Paula Savino. Trisha Adams and Maybelline Armistead from the Fashion Merchandising and Design program contributed their knowledge to the team as well. Jennifer Brautigam brought their creation to life as she graced the runway wearing their design.

The concept for their design originated from the Tibetan Buddhist Goddess, Skydancer. The top was created from carpet yarn which yielded a cloud like structure while armbands and linoleum belt were jeweled with glass mosaic tile. Collaboration and communication were valuable factors to their winning as well as practicing time management skills, organizational processes, and editing. The students successfully merged knowledge from both disciplines to construct a wearable piece of architecture which represented their sense of style and technical skills. Now, the most difficult decision for this winning team is which member gets to wear the design next.

Spring semester offered a full calendar of events for MCC Interior Design students and "i.d." group President Ana McCann encouraged students to realize the benefit of collaboration while attending functions held by professional design organizations and colleges throughout the valley.

The most recent event attended by record numbers of interior design students from Mesa Community College was the Student Career Summit hosted by ASID and the Scottsdale Design District. This two day event provided students with valuable knowledge not often reviewed in the classroom. During the first day, students participated in a panel discussion with professionals from various occupations in design including commercial and residential kitchen and bath. They later visited showrooms and discussed business practices. ASID National President, Michael Thomas hosted a webinar with ASID Emerging Professional



**Left to Right: Erica Garcia, Ashley
Rekittke, and Nicole Palumbo.**

Council Chair, Matt DeGeeter, who detailed his experience as a recent graduate entering the work place.

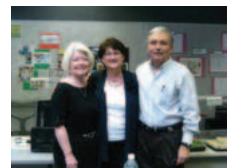
The second day focused on interview skills, presenting a portfolio, and round table discussions with professionals in the field. Students Robin Phillips and Jocelyn Abruzzese participated in mock interviews to demonstrate proper techniques for candidates during the interviewing process. Kathleen Vick conducted the mock interviews giving insightful counsel to the students from an employer's point of view. The Student Career Summit empowered the students with practical strategies to conquer a competitive job market.

Mesa Community College students are concluding this semester with much anticipation. They are anxiously awaiting the announcement of the winning rug design for the Custom Design class taught by Department Chair, Janice Pierson. The 'i.d.' group is hosting their first rummage sale to raise funds for academic endeavors with merchandise donated by students, faculty, and professional design organizations.

However, the most anticipated event for spring is graduation. The graduating students from Mesa Community College greet this event with much emotion. They are full of pride for their achievements, excited for their futures, and grateful for the opportunities provided by faculty and professional organizations. Many will continue with their education while others will venture into the work place. But, none will travel alone. They will leave our campus with the respect and admiration of fellow classmates, enriched with knowledge, and full of passion for design.

Scottsdale Community College

Thursday, February 17, SCC's ASID Student Chapter hosted ASID National President, Michael Thomas, FASID. After opening remarks by student President Laura Burman and a warm welcome from Gera King, ASID, Michael Thomas spoke about the future of Interior Design and offered 10 practices that would ensure our success.



1. Establish Professional Alliances
2. Understand Value
3. Be Selective/Find a Niche
4. Be a Good Manager
5. Prepare for Evolving Business Models
6. "Sharpen the Saw" - Continue Education throughout your Career
7. Create Multiple Streams of Income, Vary Revenue Resources
8. Become a Volunteer outside Interior Design Community
9. Practice Craft at the Highest Level: Ethics are More Important than Anything Else
10. Interior Design is NOT an Art, it is a Business. Develop Business Skills, People Skills and learn to Collaborate.

2011 ASID Student Career Summit

by Jill Stebbins, Allied Member ASID
Professional Development Director

There was an overwhelming response for the 2011 ASID Student Career Summit as 78 ASID student members from the American Institute of Interior Design, the Art Institute of Phoenix, ASU, Collins College, Mesa Community College, NAU, Phoenix Community College, Scottsdale Community College, as well as ASID Arizona South Chapter's Pima Community College and the Art Institute of Tucson, participated in ASID AZ North Chapter's annual Student Career Event.

ASID AZ North Chapter traditionally holds an annual Student Career Day for ASID students in Arizona. Scottsdale Design District graciously offered to host the event this year so with National ASID President, Michael Thomas, FASID, CAPS as one of the showroom tenants, it seemed like a natural collaboration. With the behind-the-scenes help of Don Payne from Floor Styles, Inc. and Ann Lyons from Sun Valley Interiors, as well as others, the stage was set for an outstanding affair!

The summit began Friday afternoon with opening remarks from ASID President, Robyn Randall, ASID and a panel discussion moderated by Melinda Foote, ASID with featured panelists, Jeanette Knudsen, Allied Member ASID, Amy Strang, Allied Member ASID, Nancy Hugo, CKD, Kelli Smith, and Bernadette La Medica. The topic was "Keeping Design Your Profession and your Passion."

The guest speakers highlighted various aspects of the design industry, shedding light on what has kept these professionals' inner light burning! The group then proceeded to "Discover Diversity in Design Employment," as they ventured to different showrooms to discover how to work *in* a showroom; how to work *with* showrooms; making a profit on what you sell; manufacturer representative as a career; art and design as a career choice; and working with an "Agent" showroom. They wrapped up with a Live WebCast entitled, "What it took to find my first job," with Michael Thomas, FASID, CAPS and Matt DeGeeter, ASID Emerging Professional Council Chair.

The first day ended with a hosted happy hour at the plush, speakeasy surroundings of Kazimierz World Wine Bar in Scottsdale, owned by Peter Kasperski.

Saturday held as much excitement as the students participated in a collaboration exercise and witnessed firsthand the "hot seat" of the interview process. Kathleen Vick, ASID was outstanding in her message to the students as she and Collins College student Scott Steffes, and Mesa Community College students, Robin Phillips, and Jocelyn Abruzzese

demonstrated "the good, the bad, and the ugly" of interviewing as well as what to show in a portfolio and what not to show. The students were then fortunate to have the opportunity to meet and interact with eight ASID interior design professional volunteers in an intimate round table/round robin format. The professionals discussed their personal interior design journeys, and answered numerous questions regarding career choices, professional growth, and aspects of professionalism within the field of design. The event is designed to introduce students to the wide variety of career opportunities, options and alternatives that are open to interior designers upon graduation, and as their careers develop. The days also included the promotion of ASID goals and ideals, and allowed students from surrounding schools to meet and network with each other.

A special thank you to the ASID design professional volunteers who participated:

Event Chair, Cory Golab, Allied Member ASID
Melinda Foote, ASID
Krystal Johnson, Industry Partner, ASID
Jeanette Knudsen, Allied Member ASID
ASID President, Robyn Randall, ASID
ASID Communications Director, Cindy Lewton, ASID
ASID President-elect, Tracey Marshall, ASID
Norma Escandon Michaels, ASID
Christine Piotrowski, ASID, IIDA
Janelle Schick, ASID
David Smith, Industry Partner, ASID

Amy Strang, Allied Member ASID
LuAnn Thoma-Holec, ASID
Kathleen Vick, ASID

And Industry Professionals:
Nancy Hugo, CKD
Kelli Smith
Bernadette La Medica

And a special thank you to:
Sherwin-Williams
Collins College
Kravet
Aga John Rugs
Color Quest
Costello-Childs Contemporary Fine Arts
Design Collective Group
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