

THIS MONTH: New Trends in Healthy Alternatives

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
ARIZONA NORTH



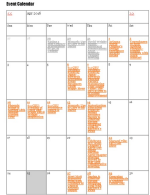
# Creative Brief

PHOTO: Samsara Rugs™, Alyshaan Fine Rugs  
Peter Sills Photography



April 26, 2016

## ASID ARIZONA NORTH CHAPTER EVENTS CALENDAR



2016 CALENDAR

## ASID ARIZONA NORTH JOB BOARD



[CLICK HERE](#)

## 2016 CREATIVE BRIEF TOPICS

Contact the [CB Editor](#)  
if you would like to  
make contributions to the  
Creative Brief!

**April:** New Trends in Healthy  
Alternatives

**May:** Discovering Auto CAD

**June:** Workrooms:  
Communication, Resources, &  
Variations

**July:** Cooling off in the Summer:  
Bringing the Inside Out

**August:** Interacting with Clients:  
Perfecting Customer Service

**September:** Online Marketing &  
Business Operations

## WELCOME NEW/RETURNING INDUSTRY PARTNERS

**AK STUDIO**  
Kitchens/Baths  
**Tiffany Rea**  
(480) 607-2121

**ASIAN TRADE RUG COMPANY**  
Carpets/Rugs  
**Tomas Almazan**  
(520) 326-7828

**CENTURY FURNITURE**  
Furniture/Accessories  
**Lisa Quintalino**  
(480) 362-1832

**COSENTINO USA**  
Granite/Quartz  
**Tina Sickmon**

## PRESIDENT'S LETTER



As an international designer, it is interesting to note that design solutions freely cross geographic and cultural boundaries. I recently attended a seminar lead by an Australian landscape architect where she explained how good design made her clients lives better. Her processes, worldview and solutions are the same taught in America. It speaks to the power of design and how valuable we are, to the built environment.

The board and their committees are hard at work providing content for you. I would like to invite our Student and Emerging Professional members to Career Day this Friday at the Monarch showroom. On May 4th, please join our Emerging Professionals and Energizing Practitioners for a meeting at Phoenix Art Group; join ASID, IFDA, NKBA and NEWH for networking at Unique Building Concepts, and gather some CEU's at Professional Development Day, May 19th at The Tile Shop. Check out [www.asidaznorth.org](http://www.asidaznorth.org) for further updates and thank you to all our industry partner sponsors and members.

As we design, we need to recognize the health, safety and welfare considerations of our clients. Please enjoy some new information about trends in healthy alternatives.

Regards,

Keith Stanton, ASID, NCIDQ  
President Arizona North Chapter

## PHOENIX HOME & GARDEN EDITOR'S LETTER



The May issue of *Phoenix Home & Garden* brings together beautiful ideas and smart solutions in many useful, innovative and inspiring ways. We feature the Arcadia home of architect Catherine Hayes which demonstrates the intelligence of choosing a smaller footprint versus a larger one, of customizing your home to fit your lifestyle and needs, and of engaging all the space in and around your home for the ultimate extension of indoor/outdoor living. Another equally intriguing story is told by the renovation of a historic home in Paradise Valley. Originally built by artist-turned-architect Bill Tull, the home's light quality, view-framing windows, kiva fireplaces and Southwest attitude were kept in tact, but everything else is reimagined. Robert Moric designed the home's sleek kitchen, working with interior designer Amy Lau and builder Don Buol. The perfect counterbalance to these two renovations is our feature on a newly constructed home designed by C.P. Drewett and built by Rich Brock. Interior design is by Elaine Alexander, Allied ASID. With a wealth of smart technology built into the home, its beautiful facade and stunning setting are breathtaking, as are the home's automation and high-tech operational systems. Also aligning with our theme, we interview ASID Arizona North Chapter President Keith Stanton, ASID about using technology to improve everyday living at home.

Karol DeWulf Nickell, Editor  
*Phoenix Home & Garden*

## UPCOMING EVENTS

### Emerging Professionals & Student Career Day Kindly RSVP

**DESERT SOUND & SECURITY***Audio-Video/Electronics***Richard Miller**

(623) 322-5458

**FLEETWOOD PRESS, INC***Commercial Printing***Darien Page**

(602) 903-8837

**GAINNEY FLOORING****SOLUTIONS***Flooring/Tile***Bruce Berey****LA GALLERIA SURFACES***Marble/Granite/Stone***Guy Stewart**

(602) 354-3229

**PAUL RENE CUSTOM  
FURNITURE & CABINETRY***Custom Cabinetry/Furniture***Kerson Ball**

(602) 282-3396

**PRIDE FAMILY BRANDS***Outdoor Furniture***Bill Heckman**

(602) 432-2400

**SUN MOUNTAIN DOOR***Doors/Flooring***Ed Wright**

(480) 435-0933

**SURYA***Rugs/Accessories***Sabya Tiwari**

(706) 625-4823

**WELCOME  
NEW & RETURNING  
MEMBERS****ASID**

Donna Jantz, ASID

**Allied ASID**Sandy Black,  
Allied ASIDJill Greene,  
Allied ASIDLeighann Jacobi,  
Allied ASIDMarcie Jonas-Mann,  
Allied ASID**Student ASID**Bethany Campbell,  
Student ASIDChristopher Farris,  
Student ASIDLacey Hunt,  
Student ASIDMandie Irby,  
Student ASIDAngela Willard,  
Student ASID**THANK YOU!  
TO OUR  
2016 SPONSORS****Emerging Professionals &  
Student  
Event**AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
ARIZONA NORTH

Register now!

**Career  
Day**Friday  
April 29**Monark Premium  
Appliance Co**15500 N Greenway-Hayden Loop #103  
Scottsdale, AZ 85260**Collaborative Chapter Meeting**  
**Kindly RSVP**


**Collaborative  
Meeting**  
Thursday  
May 12  
5:30 pm - 7:30 pm  
Unique Building Concepts (UBC)  
Join your IFDA friends for this fun evening!

Read more...

**ASID Industry Partner Donuts & Dialogue**  
**Kindly RSVP**


**Donuts & Dialogue**  
Friday  
May 13  
7:45 am - 9:00 am  
Buffalo Collection  
7044 E 5th Ave  
Scottsdale, AZ 85251  
Read more...

**Save the Date:**  
**CEU Professional Development Day****Save the  
Date****CEU Professional  
Development Day**  
May 19 Location TBD**CHAPTER NEWS****ASID CEUs - New Year, New Offerings!**

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**ASID REQUIRES**

**1.0**

**CEUs BY  
12/31/17**

**ACCEPTED CEU PROVIDERS**

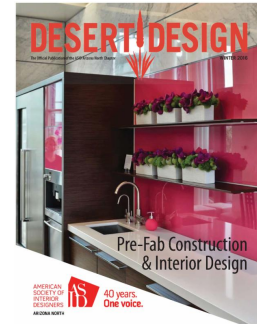
Courses approved by the following providers are also approved by ASID:  
\* IDCEC \* AIA \* NKBA \* USGBC/GBCI

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

### Submit Your Article

As ASID Arizona North Chapter continues to progress as one of the best chapters in the nation, our goal as a communications committee is to reach out to our members to give them the recognition they deserve. If you have accomplished anything that you would like to submit, you could be our next feature in the Desert Design Magazine (DDM). Please submit your accomplishments to our DDM Editor, Nancy Nease at [NancyLeeNease@yahoo.com](mailto:NancyLeeNease@yahoo.com).



## CHAPTER NEWS

### Digital Version Now Available

ASID Arizona North Chapter now offers a digital version of our Desert Design Magazine.

As a member of the Arizona North chapter, if you are currently receiving the printed version but would prefer to only receive the digital, opt in now.



Click here and [Opt In](#) to receive the digital version.

## MEMBER RECOGNITION

The ASID Student Chapter Leader of the Year award recognizes the dedication and leadership of an outstanding ASID student chapter leader (to include any student chapter officer and Student Rep to the Board).

### HONORABLE MENTION

Arik Spaulding, Student ASID, President  
Scottsdale Community College



Arik Spaulding Student ASID, is a senior at the Scottsdale Community College Interior Design program. Serving as ASID President for the 2015-16 term, he has put extra effort into his position as leader. He announces upcoming meetings or events in ALL interior design classes as well as overseeing Facebook announcements and postings on bulletin boards. Arik led the Board in conducting new student orientations in fall and spring where ASID members provided new students with tips on how to succeed. Arik instituted an Open Student Meeting this year. He listened to the student body and noting that they wanted more interaction and opportunities he started the monthly student meetings. These meetings provide students with the opportunity to learn about upcoming events and to share new ideas. Arik has been exceptional.





**WANT MORE INFO?**

[www.asidaznorth.org](http://www.asidaznorth.org)

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ISSUE.**

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The ASID Student Chapter Faculty Advisor of the Year award acknowledges an exceptional and innovative educator that has provided their ASID student chapter with inspiration and guidance. The ASID Faculty Advisor of the Year will be recognized nationally through ASID publications and at an awards event/luncheon held at an upcoming industry event.

**WINNER**

Gera King ASID  
Scottsdale Community College



Gera King ASID, is the Scottsdale Community College faculty advisor. She strives to make sure every student is learning and receives a valuable experience. The ASID student enrollment is directly related to Gera's help and focus to increase student participation throughout the year. Gera's dedication to interior design students and the ASID-SCC Student Board is like no other. She attends all events, and for the ASID-SCC community service project with Salt River Pima Maricopa Indian Tribe, she worked with former student and community member, Normalinda Sidney, Allied ASID to locate a project, secured furniture from tribal inventory, procured framed children's artwork from the tribe, and got Sherwin Williams to donate the paint. Gera has led the ASID-

SCC Student Board for more than four years, and in her year of retirement, ASID is proud to have her as the Faculty Advisor of the Year.

The ASID Student Chapter Event of the Year award highlights one innovative program developed primarily by and for ASID student chapters/members. Excellent candidates are events that are unique, productive, carefully conceived and embrace basic interior design skills. The ASID Student Chapter Event of the Year will be recognized nationally through ASID publications and at an awards event/luncheon held at an upcoming industry event.

**WINNER**

Stage Off  
Scottsdale Community College



Stage Off created by the ASID Student Chapter of Scottsdale Community College, asked peers to submit before and after photos of their design work in a student competition format. It is an opportunity for a student at any level in the program to compete and receive professional feedback. In previous years, 5-7 entries were made. Due to increased participation in fall 2015, the school added new categories of competition, resulting in 23 entries. Representatives from the Arizona North ASID chapter award the winner with a free student ASID membership for a year, bringing winning talent into the organization. All participants receive a certificate of participation from the ASID-SCC chapter.

**NEW TRENDS IN HEALTHY ALTERNATIVES**

APRIL EDITION

**Conflicts in Healthy/Green Products  
and Purchasing Decisions**

Kori Moses

As concerns about soaring energy costs, increased pollution, and global warming due to human activity increase, understanding the link between sentiments and purchasing decisions has never been more important. In a 2013 study of consumer attitudes conducted by Ipsos Open Thinking Exchange, about half of U.S. respondents said they care about companies that are making an effort to improve the environment, but only about a third say they are willing to pay extra for such products. Environmental impact, whether a product is a healthier choice, or "green" is only a few of the many factors taken into account when making a



purchase and more times than not, they are not the most influential factor.

Here are the a few ways that choosing healthier alternatives, or going green can be limiting to clients:

1. Cost - Sustainable options may cost more because they cost manufacturers more to produce. The initial investment is sometimes a tough pill to swallow.
2. Materials - Sustainable materials are not always as readily available as their less eco-friendly alternatives and require more research and evaluation.
3. Options - There are limitations to the number of healthy/green alternatives in the marketplace, for example limited colors, fixtures, fabrics, etc.
4. Time - Research and education of selecting the right products take time as well as the time it takes to pay off the investment and start reaping any cost savings.
5. Measurability - Some items reap the benefits of health and wellness such as better air quality and comfort as well as social responsibility which are much harder to measure.

The challenge, is when the client evaluates these limitations and decides to sacrifice the healthy or environmental responsibility for a more affordable solution and forego these options. When they are ready to purchase, they are doing their homework. They are gathering information on business and manufacturing practices and paying attention to public opinion on social media and product ratings. Most experts agree that price is a contributing factor in just how invested in the green movement a homeowner becomes. Many people are going "green" because they feel they are not only doing something healthier for themselves and their families but they are doing their small part to help mother earth. It may take a lot longer than we anticipated for these types of products to become more affordable and competitive in the marketplace.

Many companies today are making conscious efforts to put sustainable practices into action. They are offering products made in the USA and earth friendly alternatives that are healthier options. They are well aware that doing so not only helps the environment, but it also good for their reputations and contributes positively to their brand image. But do consumers really care when it comes to buying decisions? Are they willing to pay more for products and services that come from companies that engage in actions that promote sustainability? You will have a tough time finding a consumer who didn't care about global warming or extreme poverty around the world, but does that translate to consumers spending more for those products? I believe it is just a matter of time!

Kori Moses  
Sales Representative  
Duralee Fabrics  
480-213-4708 (cell)

<http://www.duralee.com>

## Healthy Flooring Selections: Avoiding the Hazards Beneath Your Feet

Bruce Berey



Providing healthy flooring choices for your customers can be very tricky. Even "green options" aren't always so healthful. Bamboo, for example, is made from a fast growing & sustainable resource, but it's also frequently produced with dangerous adhesives. Hardwood such as oak is routinely sealed with oil based polyurethane, a respiratory irritant. Carpet acts as a reservoir

that collects allergens, dust mites, mold & animal dander. Even vacuuming & steam cleaning doesn't fully remove all these contaminants. Certain Laminate has been found to use formaldehyde glues or resins that are high in VOC's (volatile Organic compounds). These compounds are linked to respiratory illnesses and can cause headaches & dizziness.

The best and most prudent way to find the right "healthy floor" for your home is doing appropriate and thorough research online yourself. Check through the manufacturers' specs relating to all the "VOC's" listed as well as the additives in that product. I suggest buying brands that use no- or low- VOC adhesives. Unfortunately, it's not always safe to count on the info you receive from the installer or retailer on these Important details. Now we get to the primary choices.

Porcelain Tile is an excellent choice due to its durability, extreme low maintenance, reasonable cost & no adverse health risks.

Natural stone (travertine/marble/slate) is also an excellent choice and much more affordable than past years. It doesn't attract dust or mites making it hygienic & non-allergenic. Very durable with a long lasting appeal. Will need sealing every 2-3 years for protection.

Engineered Wood is an excellent choice as a timeless upgrade. It is solid, stable & warmer than tile/stone. Also helps reduce demand on forests by using leftover wood scraps. Typically has low VOC's.



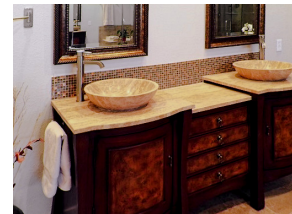
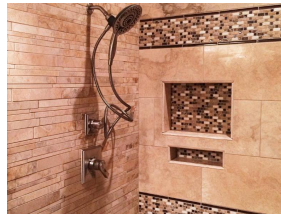
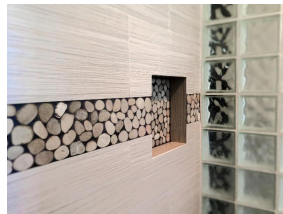
Bamboo is a good choice for its soothing/warm look & renewable "green" qualities, but I've found more issues in AZ with gapping & buckling if not acclimated and installed professionally. It also typically needs resins in the manufacturing process which can emit off-gases.

Cork is a good choice as another durable and renewable flooring option. It is soft, well insulated, Easy on the feet/legs with great acoustic properties. Check for VOC levels. I find its probably the least desirable, from an appearance & resale perspective.

LVT (Luxury Vinyl Tile/Plank) is the hottest trend in the flooring industry. It mimics the appearance of natural materials. It's design, low maintenance and performance is great. Be careful of material content. Also I've not installed very much due to the stigma of "vinyl" products.

All of these products really create the atmosphere in your home and give it its identity.

Choosing the best choice for you & client by doing the research to ensure safe indoor air quality. It is equally as important to work with a licensed, bonded & insure professional flooring contractor. Getting the deal or lowest price, rarely provides your client the best long term value and security.



Bruce Berey  
Gainey Flooring Solutions  
602-989-8255

[www.floors4youaz.com](http://www.floors4youaz.com)

## LED Lighting Offers Major Health Benefits

Ronna Nitzky

We are all aware of some of the benefits of LED Lights such as longer lifespan, reduced energy costs and prices of bulbs becoming more reasonable. But did you know that using LEDS can actually improve your health?

Studies have found that exposure to natural full spectrum LED lighting can actually Lower Stress and Anxiety as well as Stimulate Positive Health and Behavior according to [greenervolts.com](http://greenervolts.com). Further, they have found that just as plants thrive when provided sunlight, people experience an improved sense of well-being when receiving the proper lighting.

The Huffington Post tells us researchers have noted that hotter light sources increase the intensity of people's emotions. Because LEDS are cooler than conventional light sources, the less heat producing bulbs can reduce emotionality in everyday decisions . Thus helping all of us to make better choices.

Prweb.com says that since LEDS do not produce UV radiation they are safer for desktop use. Fluorescents bulbs which do emit UV can cause premature aging, eyestrain and headaches. Thank goodness they are being discontinued!

LEDs have a long lifetime and will maintain their original brightness for up to 20 years. For hospitality installations, this lowers labor costs improving the proprietors bottom line. Homeowners find that reduced maintenance allows more time to relax and restore well being.

Most important, LEDS are better for our environment. Containing no toxic materials and 100% recyclable they help reduce our carbon footprint. Less pollution means better health for each one of us.

Because LEDS come in a variety of sizes and styles we are now able to create more interesting lighting product designs. For instance, for ADA fixtures with a 4" projection. we can now make use of acrylic lenses because the LEDS cool temperature will not melt the lens. Here are some photos showing lighting designs using LEDS on both hospitality and residential projects.

Improve your environment and your personal health. Specify LED lights today!



Photo#1 Shown in our Factory these Large Rectangular Pendants use a 12" Square LED Panel with approximately 80 LEDS placed in the top. These pendants will be suspended from a high ceiling in an office building lobby and will provide more than adequate light output. The finish is a powder coat chrome.

Photo#2 & 3 Country Club The hanging pendants and oval drum shades were fabricated with LED strips for good lighting and good energy conservation at this Country Club.

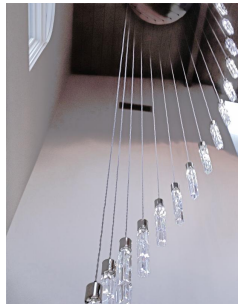


Photo #4 Residential Foyer Individual LED lights make this very long curved entry light sparkle in the client's home.

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737 W. 2nd Avenue  
Mesa, Arizona  
(o) 480 962 1918  
(c) 602 617 2001

[www.pentimentolighting.com](http://www.pentimentolighting.com)

## 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, Arizona North Chapter Communications Director, at [Communications@azn.asid.org](mailto:Communications@azn.asid.org) to submit your updates.

Acting Editor of Creative Brief Newsletter



Duralee Fabrics



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