



February 26, 2016

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**ARIZONA NORTH
CHAPTER EVENT
CALENDAR**

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2016 TOPICS

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

Share what you are working on or member shout outs!

March: Details and Decor, The Importance of Art & Accessorizing

April: New Trends and Healthy Alternatives in Textiles

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

June: Workrooms

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**PHOENIX
Editorial Calendar &
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PRESIDENT'S LETTER



The weather has finally turned perfect and is the justification for dealing with our June heat. I had the honor of judging the ASID Student Charette last week. It was humbling and energizing to view students in the early stages of their design careers. They all did excellent work and got valuable experience working in teams. Thank you to Maria Cooper, Student ASID, Tabitha Evans, Allied ASID, Chuck Cooper, ASID and David E. Adler Fine Rugs for making the event a success.

I find coordinating wall treatments and finishes to be one of the most creative processes we do as designers. Starting with a blank canvas can be daunting to our clients and provide an excellent opportunity to prove our worth as design professionals. Like a great chef, we need to provide the right "ingredients" for a successful design. The interior walls need to be the perfect foundation for our artwork, furniture, drapery and accessory specifications, while still respecting the architecture and the physical location/view.

Regards,

Keith Stanton, ASID, NCIDQ
President Arizona North Chapter

PHOENIX HOME & GARDEN EDITOR'S LETTER



Eagerly anticipated, our annual reveal of the winners of the coveted *Phoenix Home & Garden* Masters of the Southwest award is the focus of our March issue. Chosen by the magazine, each winner is recognized for their body of exceptional, inspiring professional work, for their dedication to the Southwest region and its history, residents and uniqueness, and for innovation that supports, enriches or advances the Southwestern home and lifestyle. This year's class of awardees includes: interior designer Lynda Martin, ASID; architect Tor Barstad; landscape architect Russ Greey, RLA, ASLA; architect and business leader Robert Moric; lighting designer Shannon Ross; chef and activist Silvana Salcido Esparza and fine artist Gennaro Garcia. Each of the awardees exemplifies the high caliber of creativity and quality that we have here in the Valley. Their work is also a testimony to the support individuals enjoy within the design and cultural communities. As Lynda so eloquently said, she wouldn't be winning this award without the work of many others. We agree and congratulate the winners, as well as their considerable teams.

Karol DeWulf Nickell, Editor
Phoenix Home & Garden

EVENTS

Industry Partner Donuts & Dialogue
Kindly RSVP All members are welcome!



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Marcia Blake
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**Steven
Morgenthaler**
(602) 380-6306

Donuts & Dialogue
Friday
March 11, 2016
7:45 am - 9:00 am
Connolly Billiards
15507 N Scottsdale Road, Suite 160
Scottsdale, AZ 85254
[Read more...](#)

**Save the Date: Emerging Professionals/Energizing
Practitioners**

Save the Date **Emerging Professionals**
March 24
Arhaus Biltmore Fashion Park

Save the Date: Student Career Day

Save the Date **Student Career Day**
April 29
Location TBD

Save the Date: CEU Professional Development Day

Save the Date **CEU Professional Development Day**
May 19 Location TBD

ASID AZ NORTH TIMELY NOTES

2016 Design Excellence Awards Call for Entries
Fri, Apr 1st, 1-4pm, Entry Intake

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

UN JOUR EN FRANCE

*Antiques, Decorative
Details, Furniture*

Isabelle Martin

(480) 575-1130



ASID CEUs - New Year, New Offerings!

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WELCOME NEW / RETURNING DESIGN MEMBERS

Kimberly May Cox,
Allied ASID

Joanna C Gick,
Allied ASID

Veronica Liesenberg,
Allied ASID

Emily Marek,
Allied ASID

Susan Marquez,
Allied ASID

Lori Martin,
Allied ASID

Sujaya Reddy,
Allied ASID

Maja K Strand,
Allied ASID

Karla Terrel,
Allied ASID

Terry Harrison,
Associate ASID

STUDENT MEMBERS

Kelly Hyde,
Student ASID

Jahaira Madrid,
Student ASID

Nena McDonald,
Student ASID

Adrienne Pilchard,
Student ASID

Jeneanna Schentrup,

ASID REQUIRES

**1.0
CEUs BY
12/31/17**

ACCEPTED CE PROVIDERS

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

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

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

WALL MURALS & APPLICATIONS



THINK ART GALLERY, Industry Partner of ASID

Art murals are one of the most ancient forms of wall decoration. Traditionally used to invoke a scene and tell a story. Present day art murals and applications can still have that same allure and mystique while also offering a client an extra level of customization.

Q: General pricing for a mid-size room?

Price minimums vary by artist... however here at "Think Art Gallery" if you are interested in anything smaller than a 60x60 we recommend a commission canvas painting. Our most common price for a 60x60 canvas is \$5400 and less as you go down on size.

Q: Is there any place where a painted mural wouldn't work?

While many factors contribute to the price of your mural, planning and preparation can make nearly any surface the canvas for a custom work of art. As you discuss the creative options for your mural with an artist, be sure to address the implications of the location and condition of the surface where you intend to display the work. The artist can help determine what, if any, special repairs or work will be necessary and if you will need to hire a contractor to get the wall into the proper condition. Understanding the state of the site and how the size, type and location of your mural affect its price will help you prepare for your custom mural.

Q: General cost for a mural?

In our experience there are artists that will not paint murals, and others that embrace the opportunity. Most times you get the best results from an experienced muralist, however it might be less on your pocketbook if you want to take a chance with someone who is just starting. But on average you will get a price of 15 to 35 dollars per square inch. Obviously depending on the difficulty of the art and location.

Q: The biggest misconception and false expectations clients have...

is price, and the amount of work that goes into creating a mural, and this is why not any artist will be willing to paint on a wall. The materials each artist uses are different, so to get the same results as on canvas, whether its oil or acrylic, most times the wall has to be treated and prepared like a canvas.

Q: Peel-n-stick wall decals are becoming more popular for residential applications. Will we see more decals as opposed to traditional murals?

Peel-n-stick wall decals are something we have never done... however it is seen more and more...stenciling and even wall paper are options.

Q: What other trends in wall applications have you seen used recently?

Framing walls, (artless frames to create a design) is another mural design approach we have been seeing.

Q: How can any of us contact you?

Think Art Gallery
15125 North Hayden Road Suite 101



Student ASID

Sara Wolf,
Student ASID

Zoe Wristen,
Student ASID

Scottsdale, AZ 85260

(Located in the Scottsdale Design Center just South of Costco on Hayden)

480-998-9790 or 800-298-ARTS

Monday - Saturday 9:30-5:30

Sunday 12pm - 5pm

LAS VEGAS MARKET TRENDS 2016

What's new at the 2016 Market?

Most of us went to KBIS in January, but some of us went to the Las Vegas Market.



They added 2 Pavilions dedicated to Vintage and Antique One-of-a-Kinds and even jewelry (which was cash and carry and didn't impress me, nor was I there for that...my opinion only).

There were so many unique pieces and offerings in textiles for bedding that were amazing. Examples of what I particularly loved were new collections from both Daniel Stuart and Eastern Accents.

Accessories were truly interesting. Especially the skulls of animals decorated with jewels and natural gemstones. They were brilliant. Lighting was still industrial but articulating. Large crystal chandeliers were prevalent in many showrooms. Art glass fixtures were more modern now with LED capabilities. Hopefully next year this market will be at the same time as KBIS, though this was extremely well attended.

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