

JUNE 28, 2016



# CREATIVE BRIEF

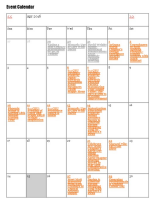
THIS MONTH:

WORKROOMS: COMMUNICATIONS,  
RESOURCES & VARIATIONS

Photo provided by: Ernesto Garcia



## ASID ARIZONA NORTH CHAPTER EVENTS CALENDAR



2016 CALENDAR

## 2016 CREATIVE BRIEF TOPICS

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

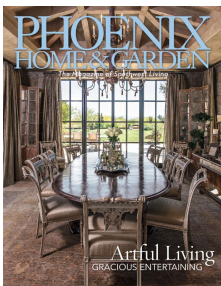
**June:** Workrooms:  
Communication, Resources, &  
Variations

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

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

**September:** Online Marketing &  
Business Operations

## MEDIA PARTNER Phoenix Home & Garden Editorial Calendar & Advertising



## PHOENIX Editorial Calendar & Advertising

## PRESIDENT'S LETTER



Having just reviewed the 2016 Industry Outlook from ASID, our industry is healthy and growing. Residential construction spending is up 8 percent for residential projects and 9 percent for non-residential construction. I invite everyone to login your [asid.org](#) accounts and download the report. National is providing this information as part of our memberships and allow us to strategize our business plans to focus on healthy design sectors.

I hope everyone has saved the date for the Design Excellence Awards Gala, Saturday, August 6th. Tickets are available on our website [www.asidaznorth.org](#). Thank you to the programming committee for our chapter meeting last week at Design Within Reach, I hope all those who attended enjoyed the examples of not-so great design.

Please enjoy our content on workrooms and appreciate how they provide the finishing touches of our designs.

Regards,

Keith Stanton, ASID, NCIDQ  
President Arizona North Chapter

## PHOENIX HOME & GARDEN EDITOR'S LETTER



The July issue of *Phoenix Home & Garden* focuses on the importance of art in home decor. Our cover story features Nancy Hanley's gracious, traditional-style home and grounds, which architect Mark Candelaria, interior designer Donna Vallone and landscape architect Jeff Berghoff designed around the Hanleys' art collection, their interest in entertaining both on an intimate and on a large scale, and grand views of Camelback Mountain and the Valley. Readers will take away many decorating, tabletop and entertaining ideas from the story.

A second art-centric story takes a vastly different bend, with contemporary architecture and landscaping providing the perfect foil for the homeowner's art collection and memorabilia from his career in aeronautical engineering, as well as his world travels. We also highlight artists, past and present, in this special edition, including photographer Scott Baxter and kachina doll carvers Kipok Koyemsi and Stetson Honyumtewa. To round out our artful living issue, we interview ASID Arizona North Chapter President Keith Stanton about incorporating art into home decor.

Karol DeWulf Nickell, Editor  
*Phoenix Home & Garden*

## UPCOMING EVENTS

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



#### ASID ARIZONA NORTH JOB BOARD



[CLICK HERE](#)

#### WELCOME NEW/RETURNING INDUSTRY PARTNERS

##### Azadi Fine Rugs

*Carpets/Rugs*

##### Judee Sheehan

(480) 483-4600

Local Member

##### Cosentino

*Marble/Granite/Stone*

##### Todd Schwartz

National Member

##### Craftsman Court Ceramics

*Marble/Granite/Stone, Tile*

##### Andi Smith

(623) 748-0625

Local Member

##### DeRucci Bedding USA

*Bedding/Mattresses*

##### Steven Cozine

(626) 820-9695

Regional Member

##### Emily M Randolph Fine Arts

*Art*

##### Emily Randolph

(203) 979-5945

Local Member

##### Sub-Zero/Wolf

*Appliances, Kitchens*

##### Erin Johnson

(480) 222-8224

National Member

#### WELCOME NEW & RETURNING MEMBERS

##### ASID

Laura Bowman, ASID

DONUTS & DIALOGUE

## Donuts & Dialogue

**Friday**  
**July 8**  
**7:45 am - 9:00 am**

**Direct Carpet One**  
**7650 E Redfield Road**  
**Scottsdale, AZ 85260**

[Read more...](#)

#### ASID, IFDA & NKBA July Collaborative: Tropical House Party

Kindly RSVP

Homes of Distinction

JULY CHAPTER MEETING

## Tropical House Party

**Thursday**  
**July 21**  
**5:30 pm - 8:30 pm**

**DC Ranch Luxury Residence**  
**Home of Distinction**

[Read more...](#)

#### 40th Annual Design Excellence Awards Gala

Kindly RSVP

**\*Phoenician  
Resort  
Sleeping  
Rooms -  
RSVP soon.  
Block closes  
on July 15th.**

2016 AWARDS GALA

40th Anniversary

## DESIGN EXCELLENCE AWARDS GALA

**Saturday, August 6, 2016**

**The Phoenician** [Read more...](#)

#### CHAPTER NEWS

**ASID CEUs - New Year, New Offerings!**

Nicole Surget, ASID

### Allied ASID

Amber Rose Ferguson,  
Allied ASID

### Student ASID

Leslie Arriaga,  
Student ASID

Alexis Marie Garcia,  
Student ASID

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## ASID REQUIRES **ACCEPTED CEU PROVIDERS**

# 1.0

**CEUs BY  
12/31/17**

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.



## CHAPTER RECOGNITION

### TOBY HOUSE

Congratulations to our ASID Arizona North Chapter for their accomplishments. Keep a lookout for the detailed coverage in this Summers Desert Design Magazine.

## MEMBER RECOGNITION

### EXCELLENCE UNDER THE STARS AWARD

Congratulations to Karen Brinberg, Student Member of our ASID Arizona North Chapter.

"SCC proudly honored, Karen Brinberg, for her Academic Excellence, Outstanding Contributions, and Outstanding Leadership qualities as Vice President of Fellowship for the Phi Theta Kappa Honor Society of the Psi Gamma Chapter. The "Excellence Under the Stars" Awards Ceremony was held on Wednesday, April 20, 2016."

ARIZONA TILE



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LIGHTING



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**WANT MORE INFO?**

## MEET THE NEW EDITOR

You Don't Know Jacques!

Meet Interior Designer, Danielle Jacques (Zhahk). Your new Editor of ASID Arizona North Chapter's *Creative Brief*.

Danielle, a Native of Scottsdale Arizona, graduated from Arizona State University in 2001. She received her Masters of Science in Interior Design from A.S.U. in 2010. Her thesis focused on Post-war architecture, 1950-1960 in Phoenix Arizona, drawing particular attention to the evolution of the 'Open Plan'.

This same year Danielle began her design practice. Initially working from her home office which she eventually outgrew and is now running her design business in a humble studio located in North Scottsdale.



Within in two years Jacques earned her spot in the 'Class of 2012', an article published in the *Arizona Republic* featuring '35 Entrepreneurs Under 35' in the Phoenix area representing inspirational business leaders.

Being the rising star that she set out to be, Danielle's design talent was then featured in the 2013 September Issue of *Phoenix Home & Garden* as a 'Young Gun'.

Her work has also been published as an award winning designer through our own organizations ASID Arizona North Chapter's, Design Excellence Awards.

Although, the social and professional networking interaction with designers and industry partners are great benefits of being a member of our chapter, Danielle chose to be a part of our organization because it promotes, advocates, and emphasizes interior design knowledge and education.

She is very excited to be volunteering for ASID Arizona North Chapter, as the *Creative Brief* Editor, for your source of educational updates within our industry. It is her goal to be an active voice for the organization while sharing local and national scholastic information.

As a member of our organization one can't say 'You don't know Jacques' because our *Creative Brief* keeps Jacques and ALL of us in the know!

Danielle Jacques, Allied, ASID  
Editor, Creative Brief Newsletter  
Owner, Danielle Jacques Design

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Scottsdale, AZ 85260  
O: 480-219-5483  
[www.daniellejacquesdesign.com](http://www.daniellejacquesdesign.com)

## WORKROOMS: COMMUNICATIONS, RESOURCES & VARIATIONS JUNE EDITION

### THE UNASSUMING LABOR OF DRAPERIES Ernesto Garcia

Every time I speak about the breadth of skills that interior designers need to accomplish a project, people tell me that I'm bragging about my "tribe." With all due respect to the complexity of other professions, I still believe that few of them require the simultaneous command of so many abilities on a daily basis.

Most people have no idea of the innumerable set of decisions involved in the execution of a room, and to



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At some point, before or after your fabric selection you will meet your installer on site; this is an important meeting, as it will allow you to discuss the possibilities and limitations of the treatment you are envisioning.

Somewhere at this early stage, you will have to select the type of hardware, from rods and rings to finials and brackets, choices that are all related to your particular vision of a finished space.

Early communication with your workroom is highly advisable as they can provide invaluable feedback pertaining to your design. They have the experience to make recommendations relevant to your selections, from the suitability of a fabric for a certain treatment to hardware compatibility and many more details essential to fabrication, all of which are key to successfully achieving your design.

what degree every selection represents yet another variable that affects all subsequent choices and consequently the final result. For example, and looking no further, the category of drapery and bedding, which involves a few interdependent choices and their corresponding coordination.

Whatever your design process, it's unlikely that you will venture to the showrooms looking for fabrics without having some idea of the type of treatment you intend for a space, the sort of material you will use, its palette and some idea of its pattern and repeat. Right there, you've gone through at least four decisions, and quite possibly a similar number of sketches.



The things that are germane to this process are the amount of creativity, time, and effort that you put into it, the team of vendors and fabricators that support you and make your design vision possible. It is important that you make your clients aware of the complexity of this particular sequence, which is only part of the many decisions that add up to the totality of your project.

If you evaluate all the other subcategories inherent to the design of a room, the skills, time and tasks involved in materializing the interiors of a home, you too are likely to vaunt about your "tribe."



Ernesto Garcia,  
Ernesto Garcia Interior Design, LLC  
Office: 602-867-2244  
[ernestogarciadesign.com](http://ernestogarciadesign.com)

## WORKROOM RESOURCES

### Learning more about custom draperies in interior design - specifying, terminology, etc.

*Custom Calculations for Draperies & Accessories (Volume 1)* Paperback - November 1, 2012  
by Sheila K Muehling

[Amazon.com](http://Amazon.com)

*Custom Draperies in Interior Design* Hardcover - April, 1982  
by Mary Neal

A must read for anyone specifying draperies!

[Amazon.com](http://Amazon.com)

### Books for design ideas - also window treatment and bedding terminology.

*The Design Directory of Window Treatments* Kindle Edition  
by Jackie Von Tobel

Great book for window treatment design ideas.

[Amazon.com](http://Amazon.com)

*The Design Directory of Bedding* Kindle Edition  
by Jackie Von Tobel

Great book for bedding and pillow ideas.

[Amazon.com](http://Amazon.com)

### Software

Window treatment design software (also floor planning, quoting software.

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

Online Workroom Education

[The Workroom Channel](#)

## **A WORKROOM INTERVIEW**

### **Ardy's Custom Workshop**



**Q)** As a designer's workroom, are there any messages you would relay to the designers that could help in the preparation stages of an order?

**A)** Designers should ensure that they have all measurements, sizes and design specifications in order.

**Q)** Are there specific communications that a designer should focus on when interacting with the workroom?

**A)** Describe to the workroom in detail what is needed. Information such as: Will the workroom be providing the fabric? Will there be lining, if so which? Will the workroom be providing the hardware? If so, what style and thickness? Who will be providing the measurements and install, if the workroom will be, when and where?

**Q)** Do you find there are any repetitive mistakes made by designers that could be rectified by designers better understanding your requirements?

**A)** One thing that we see often is, customers not submitting measurements in a width by height format (W x H). When submitting a request be sure to list the width first and the height second. Staying consistent leaves little room for error.

**Q)** Are there any resources available that would help designers to understand your processes



better?

**A)** Designers are welcome to attend our Drapery 101 classes, or schedule a private tour of our workshop.

**Q)** Do you offer CEU's (Continuing Education Units) to designers? If so, which and how often?

**A)** Yes we do. We usually offer one Drapery CEU a year. Contact our office if you are interested in further information.

**Q)** Are there any educational resources (books, websites, courses, etc.) that you would recommend to designers?

**A)** We would recommend, Rowley and Carole webinars

**Q)** Can you explain the process an order goes through to be completed, from beginning to end?

**A)** Designers would benefit more to attend one of our classes or seminars, it would be difficult to explain the entire process via print. During the seminar we can provide designers with a step by step process, which will help designers to better understand the process.



**Q)** What types of projects can a designer come to the Workroom to have completed?

**A)** Designers can come to Ardy's Custom Workshop for: Drapery, shades, bedding, upholstered headboards, pillows, cushions and outdoor drapery and cushions.

Kelli Enriquez  
Trade Alliance Manager  
Ardy's Gallery of Window Coverings  
3422 E. Atlanta Ave. #103  
Phoenix, AZ 85040  
(602) 276-2232  
(602) 276-2020 Fax  
ASID Industry Partner  
kelli@ardysgallery.com  
[www.ardysgallery.com](http://www.ardysgallery.com)

[https://youtu.be/\\_nq9JoXsuXc](https://youtu.be/_nq9JoXsuXc)

## 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 [Danielle Jacques](#) Creative Brief Editor



or Jasmine R. Dowling, Allied ASID, Arizona North Chapter Communications Director,  
at [Communications@azn.asid.org](mailto:Communications@azn.asid.org) to submit your updates.



Ardy's Custom Workshop



*Try it FREE today.*

ASID Arizona North Chapter | Mailing Address: | P O Box 8190 | Phoenix | AZ | 85066