

THIS MONTH: Furniture, Fine Art and Lighting - Local Design

Creative Brief

AMERICAN SOCIETY OF INTERIOR DESIGNERS 40 years. One voice. ARIZONA NORTH



Photo courtesy of Lynne Beyer, Allied ASID, Lynne Beyer Design - Mark Boisclair Photography

Wednesday, April 22, 2015

**ARIZONA NORTH CHAPTER
EVENT SCHEDULE**



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PRESIDENT'S LETTER



Giving Back! It sounds like a cliché, but when you are doing something for someone else without looking for anything in return, it feels really good. Many of our members, industry partners and industry friends came through to help our chapter renew Toby House, a Southwest Behavioral Center residential treatment home.

For two days, smiling faces contributed their time and talents to bring this 1920s historic home closer to its glory days. Bridging Arizona, a furniture bank that works with agencies in the valley, asked our help to make the transformation possible.

Ken Roberts, Allied ASID, and Interior Design professor at Phoenix College, stepped up to create the design and to coordinate the effort. Students in the Phoenix College Interior Design Club, as well as students from Mesa Community College and Scottsdale Community College worked hours cleaning and painting. Numerous ASID members and our own Administrator, Deb Ritchie, rolled up their sleeves in this labor of love. Too numerous to mention here, a special thanks to all of the designers, industry partners and friends that made contributions to this effort from fabrics, to workroom services, to paint and furniture. I could not have been more proud of the way ASID came through. A special "reveal" Open House will be held Saturday, May 2nd from 10am-11:30 at the home, located at 303 W. Willetta Ave. Please come to see the beautiful finished project. We have posted video response of staff members on our Facebook page as well as thank you cards written by some of the residents.

I am half way through my term as President. It's a great time to reflect on the "awesomeness" of our chapter. We are not a good chapter, we are an amazing chapter! Our strength lies in the membership. Each and every member is important to the operation of the chapter. We would not be who and what we are without your participation, diverse businesses and input. The Board is working very hard to make everything we do meaningful and exciting. Board members are tireless volunteers that have to balance career and family with ASID. They are giving back too! I thank them for making my role manageable.

Our committees are taking members year round. If you would like to work on a committee, please contact the Director in charge of the activity of your interest. That information is found on the chapter website in the 'Chapter Profile' tab. The Organization Chart will show you who to contact. You get more out of your membership when you attend events and work on our committees. Sign up today.

40 Years - One Voice!

Jewell Blair, Allied ASID

PHOENIX HOME & GARDEN EDITOR'S LETTER

The May issue of *Phoenix Home & Garden* connects readers and viewers to leading women in home design, art, food and fashion. We feature interviews with interior designers Janet Brooks, ASID and Dana Lyon, director of the Phoenix Art Museum Amada Cruz, owner/chef of Barrio Cafe Silvana Salcido Esparza, General

Lisa Smith
602-284-3281
and
Molly Dalton
602-300-6704



Manager of Saks Fifth Avenue Marie Bliss and six other inspiring women who have a lot to share on home, work and family. Continuing our leading women theme, we share the home of golf rules official Christie Austin, which sports interior design by Laura Marlier, architecture by C.P. Drew, AIA, and window treatments by Vicki Smith. Finally, we enlist the considerable talents of Valley floral artist Malore Maeva to create one-of-a-kind fresh arrangements just in time for Mother's Day and other May celebrations.

Karol DeWulf Nickell, Editor
Phoenix Home & Garden

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MEMBER RECOGNITION

CONGRATULATIONS TO THE NEWLY ELECTED 2015-2016 BOARD

[View The Board](#)

The Chateau on Central Challenge

Charles Glover, Allied ASID has been chosen as one of the designers for the challenge. [Read More](#)

WELCOME NEW & RETURNING DESIGN MEMBERS

Linda Joy Logan
Bellwood, ASID

Beth Harmon-Vaughan,
ASID

Brad W Krause, ASID

Jill Anderson, Allied ASID

Denise Robinson,
Allied ASID

Brittney Nicole Dunn,
Student ASID

MEMBER HAPPENINGS

Professional Development
.3 CEU's in 1 Day!
Noon - 6:30 pm
Thursday, May 28
Pacific Manufacturing Showroom
68th Street Design District
2732 N 68th Street (68th St & Thomas), Scottsdale

MAY 2015 CHAPTER MEETING

THANK YOU 2015 SPONSORS

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ASID/education | **ASID Member CEU Requirement**
December 31, 2015
1.0 CEU (10 hours) every 2 years
(.5 CEU for ASID members who joined between June 1, 2014 and May 31, 2015)

ARTICLE HEADLINE

ASID REQUIRES
1.0
CEUs IN
2 YEARS

ASID CAN HELP YOU MEET YOUR CEU REQUIREMENTS BY DEC 31st

Every practitioner member of ASID must participate in continuing education. This includes every active ASID member in the Allied, Professional, and Associate membership categories. If you joined ASID between June 1, 2014, and May 31, 2015, you must complete .5 CEUs (5 hours) by December 31, 2015.

If you joined ASID before June 1, 2014, you must complete 1.0 CEUs (10 hours) by December 31, 2015.

Meeting the Requirement

To obtain CEUs, visit the following resources to search for on-demand online courses, upcoming live courses, and industry events where CEUs are offered:

[IDCEC Event Calendar](#)
[ASID Events Calendar](#)
[ASID Online Courses](#)

An Interview with Ernesto Garcia, ASID

By Julie Coleman, Allied ASID of La-Z-Boy Furniture and Creative Brief Committee Member



I had the distinct pleasure of interviewing Ernesto Garcia ASID, of Ernesto Garcia Interior Designs, concerning his design passions and experiences, as well as his upcoming furniture collection.

His love of design and architecture began young. Born in Argentina, his mother and grandfather fostered in him a love of design. At age three while at a Paris flea market, he grabbed a beautiful goblet and wouldn't let go until his mother purchased it. That was when she predicted he would become a designer! His grandfather walked him through gothic churches as a young child, and by the age of 12 he was drawing classical sketches.

Ernesto studied architecture, and spent five years working in the field where he realized he was drawn to patterns, perspectives, and how they communicated the feel of the spaces. Working throughout Europe and eventually America, he was offered work in interior design. Due to his close ties with architecture, he easily translated design into construction and remodels. He often found it was difficult to locate the perfect furniture pieces to complete his projects, and consequently began his own furniture line. Currently these pieces are being made in California and Phoenix. He is working on a new furniture collection which will be open to other designers, and possibly be available in showrooms as well as design centers in the near future.



Regarding his personal success, Ernesto stated, "Interior Design is a difficult profession, but infinitely satisfying." His underlying belief has always been, "To let the job do the work, give the best of my skills, and in the end the design will manifest itself; we have the ability to change people's lives." Ernesto believes that a dull gray wall can do more damage to the human spirit than a poor relationship, but beautiful design will transform people's lives.



Buffalo Collection Talks About Furniture Design Trends

Seen Through Local Eyes

By Penelope Bankowski of the Creative Brief and Gem Surfaces



The Creative Brief reached out to Laura and Michael Levenberg, owners of the Buffalo Collection, for their take on this month's topic: furniture design. They listed the top current trends they've been seeing, plus provide hints as to what may be emerging for next season.

- 1) Made in America: big movement for quality, made locally and in the USA
- 2) Custom Designs: ability to specify exactly what a client needs and wants, hand-made, hand crafted, and well-made
- 3) Detailing: multiple textures, incorporating hand weaving, hand braiding, cross stitching, quilting and tufting
- 4) Mixing Fabrics & Materials: utilizing different fabrics and materials together, and fine fabric with leather
- 5) Eclectic Style: mixing different design styles together, Modern, Contemporary, Classic, Mid-Century, Western, and Vintage

6) Antique & Vintage: breathing new life into the familiar, re-purpose, reuse, restore and a big nod to reclaimed materials, such as: reclaimed barn wood and reclaimed rail road pieces and the use of metals: reclaimed, rusted, and refinished. A love for items that have a backbone, are original, originating from a real story, and have history.



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Home Show Success



Several volunteers and chapter members helped to make the Scottsdale Home Furnishing and Design Show at WestWorld a success. Thank you to those that had booths, contributed to the seminars and Ask The Expert.

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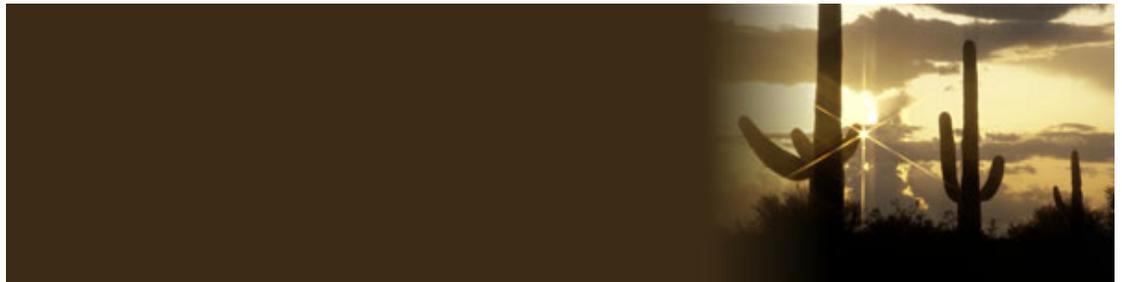


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Contact the [CB Editor](#),
Cathy Kominsky, Allied ASID



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