



March 25, 2015

In This Issue

President's Headline

PRESIDENT'S LETTER

Phoenix Home & Garden Editor's Letter

Member Recognition

Local Design Focus

Quick Links



AZ NORTH CHAPTER EVENT SCHEDULE

Media Partner

Phoenix Home & Garden
Editorial Calendar & Advertising



PHOENIX
Editorial Calendar & Advertising



Editorial Calendar & Advertising



It's good to see that our industry continues to see improvement. The economy is still in a growth pattern, which makes consumers more willing to spend. We have an obligation to provide our clients with the best value for their projects. One of the ways we can achieve this is by using local providers or vendors for goods. Lower shipping costs are only one benefit for using local suppliers. The higher good goes to investing in our design community.

Many of us use out of state and international sources for goods and materials. Arizona is not a hotbed of interior design manufacturers. Some items must be sourced out of state. But a quick check of our IP list will show that there are some local businesses that create high quality goods and materials. Local businesses such as Hinkley's Lighting, Craftsmans Court, Nancy Ngo and Pacific Manufacturing are among the 85 Industry Partners that are considered local. These IPs create and sell from workrooms in Arizona. It would benefit us all if we are able to buy local whenever possible. The industry grows when demand is high, an increase in local business will attract more local businesses.

One of the things ASID Arizona North is in the process of preparing for members is an Industry Partner "app" for cell phones and tablets. Having ready access to this directory type information may encourage members to seek out local vendors they have never used before or to visit an unknown showroom to see what the IP has to offer. We are having the Industry Partners provide key words to assist in your search. When the "app" goes live, it will be a great resource and referral tool for designers and their clients. All of our Industry Partners provide a great service to the members. Working with our valued IPs rather than online or out of state ordering helps strengthen the bond. If you have a "go to" local industry partner that provides great service, construction and support, please post about them on our Facebook Page - ASID Arizona North. If you have images of their work, like a recent post by Christina Forrest regarding Pacific Manufacturing, add the photos for others to see. Let's see how many endorsements we can post for our local manufacturers and tradesmen.

40 Years - One Voice!

Jewell Blair, Allied ASID

PHOENIX HOME & GARDEN EDITOR'S LETTER



The May issue of Phoenix Home & Garden celebrates the top of garden and outdoor living season in the Valley. A Scottsdale home designed by architect Tor Barstad, with interior design by Amy Bubier, Allied ASID epitomizes seamless transitions between indoor and outdoor living spaces, a balance of comfort and style, and the growing interest in contemporary Southwest design. What's new in tile--custom mosaics, super-size porcelain and mid-century interpretations--inspires our decorating-savvy readers, as does our trend report on fringe. Our monthly interview with ASID Arizona North Chapter President Jewell Blair, this one about window treatments, rounds out the refreshing issue.

Karol DeWulf Nickell, Editor

Phoenix Home & Garden

**WELCOME NEW/
RETURNING INDUSTRY
PARTNERS**

Cambria

Camille Matthews

(480) 607-2939

Marble/Granite/Stone

**Distinctive Kitchen &
Bath**

Donna Eastman Liddle

(480) 305-6394

Cabinetry

Excel Dryer

Jay Trapnell

(502) 407-5573

Furniture - Commercial

Jonathan Adler

Thomas Fisher

(602) 957-3056

Decorative Details

**WELCOME NEW &
RETURNING DESIGN
MEMBERS**

Lori Brent, ASID

Marilyn DeNoia, Allied ASID

Amber Marshall, Allied ASID

Diana Thomas, Allied ASID

Hannan Al-Kharashi, Student
ASID

Ashley Coman, Student ASID

Logan Dillow, Student ASID

John Fetzer, Student ASID

Alicia Ledesma, Student ASID

Na Lu, Student ASID

Emily Lucero, Student ASID

Tiffany Tatafu, Student ASID

Nicole Williams, ASID

Nichelle Williams, ASID

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MEMBER RECOGNITION

ACONGRATULATIONS TO GABRIELLA JACOBSEN!RTICLE HEADLINE



CONGRATULATIONS TO GABRIELA JACOBSEN, ALLIED ASID!

Arizona's Interior Designer working on the new modern lighting project of the Rome Coliseum.

Gabi moved to Rome, Italy in the Spring of 2014 to study the Masters program specializing in Architectural Lighting Design offered by one of the oldest and prestigious universities in the world - Sapienza Rome University.

Little that she knew, after a period of one year, she will have the opportunity to work on the new lighting system for one of the most recognized historical monument projects in the world - the Roman Coliseum. Her efforts of maintaining high grades during her studies paid off by being selected for this once in a lifetime opportunity. [Read More](#)

MEMBER HAPPENINGS

ACONGRATULATIONS TO GABRIELLA JACOBSEN!RTICLE HEADLINE

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ARIZONA TILE



DEBUTING HOME FURNISHING & DESIGN SHOW



Angilica Henry, ASID, Angilica Henry Design
Mark Bonclair Photography



Adrienne Hart, Allied ASID, ModaScapes Interior Design

ASID's Elements Trade Show is partnering with AZ Big Media's

Home Furnishing & Design Show

March 28, 10am - 5pm
March 29, 10am - 4pm

WestWorld

16601 North Pima Road
Scottsdale, AZ 85260

- Targeting luxury zip codes in the valley with 5000-7000 expected attendees
- Seminars provided for trade professionals and homeowners
- Exhibitors will be showcasing the latest trends in the industry

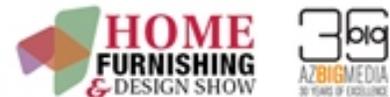


Opportunities for Industry Partners and Design Professionals

EXHIBIT: Last chance to reserve a space! go to <http://exposaz.com/exhibitors>

BE AN EXPERT: Participate in "Ask an Expert" and be matched with a homeowner to provide a 30-minute complimentary consultation. Contact Keith Stanton at presidentelect@asidaznorth.org to participate

Limited Exhibitor spaces and opportunities available, ACT NOW for best selection and pricing on booths!



ARTICLE HEADLINE

ASID REQUIRES 1.0 CEUs IN 2 YEARS

2015 is The Year of CEU Compliance!

To encourage early compliance, ASID has instituted the inaugural Chapter CEU Race! The chapter with the highest percentage of members to complete their 1.0 CEU credits (10 credit hours) by November 1, 2015 will be awarded an education grant of \$1000 to host a local CEU-approved event! And, if the winning chapter has 85% or more members compliant, the grant is \$1500! We want to make this compliance year as easy as possible for you to navigate. [Read More](#)

Note to ASID Members about the Chapter's Facebook Page...

LOCAL DESIGN FOCUS



ARTICLE HEADLINE



Forbes Magazine on why Phoenix/Arizona Business Leaders are Excited About 2015

In 2008 when the global economy slipped into recession the real estate market in the United States was hit hard. One of the hardest hit areas was Phoenix, AZ, the sixth largest city in the U.S. Repercussions were felt far and wide in the business community, but a streamlined foreclosure process in Arizona allowed the Phoenix real estate market to get back on its feet quickly. [Read More](#)

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Local Design Direction

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



I had the opportunity to speak with Laurie Clark, Senior Designer Account Executive for Sherwin Williams about the newest local trends in color. Laurie has noticed a fresher color palette in general with light grey and white dominating the world of paint. Westhighland White #7566 is a favorite. Sherwin Williams Color of the Year is Coral Reef #6606 which is fresh and crisp as an accent color that pairs well with the brighter palettes. Finishes are tending to be low sheen and subtle. High sheen is definitely a choice not a necessity as in the past. Laurie continues to see faux finishes used with interesting plaster finishes or wax to add sheen and formality to a space.



Julie also spoke with Erin Hoehn, Allied ASID, about what her clients are asking for. Erin has noticed many of her clients are trending contemporary in styling. Erin has been using stronger colors like teal and charcoal in the upholstery to provide interest and pop in the rooms. Tables are trending lighter, often mixing grays and metal with pieces more open, not visually heavy. Although some clients want an organic look, so she uses more colorful glass and ceramic accessories which are crisp and fresh. There is a lot of variety and color in the artwork as well.



ARTICLE HEADLINE



Phoenix Start Up Week-Supporting Entrepreneur-ism in Phoenix

There may be more entrepreneurial activity going on in Phoenix than most people-both inside and outside of Arizona know about. Taylor Soper reports on the vibe he got after speaking with some of the region's entrepreneurs recently at Start-up Week, an event that runs for five days and designed to build awareness and support for the start-up community.

SOCIAL MEDIA PARTNER

The Phoenix region has seen a recent surge in the number of start-ups, entrepreneurs, accelerators, and incubators around town. [Read More](#)



ARTICLE HEADLINE

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



Houzz Tour: Modern Addition for a Historic Bungalow

A 1927 redbrick home in a downtown historic neighborhood of Phoenix gets a metal-clad modern addition. [Read More](#)

[SUBMIT YOUR CREATIVE BRIEF IDEAS/PROJECTS:](#)

ARTICLE HEADLINE

April:
Furniture and Accessories
Product Design

May:
LEED/Green Products
June:
Textiles
July:
Technology for Designers/
Smart Homes/Safe rooms
August:
Wine Cellars



**HOME
FURNISHING
& DESIGN SHOW**

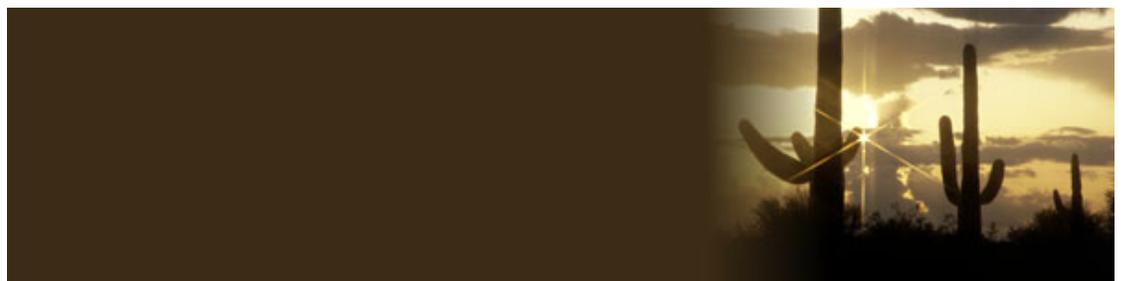
COMING 2015
March 28th & 29th
Scottsdale WestWorld

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IFDA
INTERNATIONAL FURNISHINGS AND DESIGN ASSOCIATION

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