PRESIDENT'S LETTER

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, Craftsman's 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 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

THANK YOU 2015 SPONSORS

MEMBER RECOGNITION

ACongratulations to Gabriella Jacobsen! Article Headline

Congratulations to Gabriella 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! Article Headline

Diamond Sponsor

Alyshaan Fine Rugs

Platinum Sponsor
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...
The correct Facebook Page that you will receive updated information on is ASID Arizona North Chapter. The ASID AZ North Chapter Facebook Page will be removed on Mar 31st.

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

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.

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.

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

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
May:
LEED/Green Products

June:
Textiles

July:
Technology for Designers/
Smart Homes/Safe rooms

August:
Wine Cellars