



December 23, 2014

In This Issue

President's Headline

Phoenix Home & Garden

Editor's Letter

Member News

Designer Tablescape

Spotlight

Design Competitions

Quick Links



AZ NORTH CHAPTER EVENT SCHEDULE

Media Partner

Phoenix Home & Garden

Editorial Calendar & Advertising



PHOENIX Editorial Calendar & Advertising



Editorial Calendar & Advertising

WELCOME NEW/ RETURNING INDUSTRY PARTNERS

PRESIDENT'S LETTER

ARTICLE HEADLINE



Happy New Year! The start of a new year brings with it renewed energy and hope for things better than last year. For our chapter, that is a tall order because things have been going very well. Our membership is on the rise, attendance at events is higher, and the atmosphere is lively and encouraging. Let's use this synergy to surge higher and better this year!

Now is the time to start planning for the Gala Awards in August. The deadline for entries will be March 27, 2015, so start identifying the projects that you want to submit. The Call for Entries is on the asidaznorth.org website with the details and categories for the competition. You will be informed of the date and time for a special workshop on how to enter which will be held at Est, Est, Inc. later in the month.

There are always rumblings and rumors, so let me clear up something very important -Judging. All entries are done anonymously without the designer's name or the name of the firm. The entries are judged by members of other ASID chapters. It is never done locally, not even in the state, to ensure fair and equitable consideration. The criteria for the awards are given to the judges and their results are sent back to the Chair of the Gala and the Chapter President only. Phoenix Home & Garden and Phoenix Magazines receive the names of the winners along with high resolution images for their September issue. They maintain the highest levels of confidentiality as well.

More events and activities scheduled for the new year, so keep tabs on all our communications.

Jewell A. Blair

Jewell Blair, Allied ASID

PHOENIX HOME & GARDEN EDITOR'S LETTER



Phoenix Home & Garden dives into 2015 with a new editor in chief, Karol DeWulf Nickell, and a visit to Tucson to explore the city's unique style. Included are a home outfitted with carefully curated Mexican treasures by designer Dara Davis; a renovated, Santa Fe-inspired residence with interiors by Linda Robinson; a Contemporary desert dwelling designed by Christy Martin; and a remodeled adobe home by famed architect Josias Joesler featuring updated interiors by Galen Hasenpflug. Also included are a useful shopping and dining guide spanning the Old Pueblo and a look at colorful hand-embroidered textiles by the Otomi people of Mexico. This year is sure to bring a plethora of fresh ideas and satiating design.

Karol DeWulf Nickell, Editor
Phoenix Home & Garden

MEMBER NEWS

Autodesk Announces Free Design Software for Schools Worldwide



Saeed Aslam
Alyshaan Fine Rugs
(480) 607-4955
carpets & rugs

Dana Draper
Biltmore Shutters
(602) 254-4464
flooring

TaMeki Njuguna
Biltmore Shutters
(602) 254-4464
flooring

Jay Emerson
Lauzon Distinctive Hardwood Flooring
(585) 259-3993
flooring

Mark Erwin
Pacific Manufacturing
(480) 905-6953
furniture

Craig Pearson
Pearson & Co
(602) 840-6447
art

Marisa Urquides
Westar
(480) 991-6200
appliances

WELCOME NEW & RETURNING DESIGN MEMBERS

Kevin Sprague, Allied ASID
Linda French, Student ASID
Denise Gutwein, Student ASID
Alexandra Patrick, Student ASID
Joan Sleeth, Student ASID
Timothy Smith, Student ASID
Jon Zaborski, Student ASID

THANK YOU 2014 SPONSORS

**DIAMOND
SPONSOR**



GOLD SPONSOR

[Read More](#)

Industry Partner Donuts & Dialogue Jan 9th 7:45-9am at Monterrey Tile Co



Free to all first time guests and free to all Industry Partners
Learn how to become an Industry Partner
Learn how the Home Furnishings & Design Show/Elements Trade Show could benefit you
Open Discussion - Your input on making IPs and Designer relationship stronger
Meet & talk with chapter board members

[Register Now](#) [Read More](#)

Designers - Volunteer Now for Design for Hire Feb 1st - Apr 30th, 2015



Each year, the Design for Hire event creates awareness of the ASID Arizona North Chapter's Interior Designers while raising funds for our local Chapter's educational programs and scholarships. Promote your business now and in the future.

[Register Now](#) [Read More](#)

ASID Sponsored Lymphoma Research Foundation Kitchen & Tasting Tour Call for Entries: Tablescape Designers Call for Entries runs through Jan 9th



Designers, Display your talents at the 3rd Annual Kitchen & Tasting Tour. It's a great way to showcase your work to potential clients and compete for the People's Choice Award for "Best Tablescape Design". With over 415 attendees at last year's event, participating designers, realtors, retailers and chefs were thrilled with their interaction with prospects. [Read More](#)

ASID Sponsored Lymphoma Research Foundation Kitchen & Tasting Tour Call for Entries: Show Homes in North Scottsdale

ATTENTION: Designers, Retailers, Builders, Architects and Realtors... If you know of a new, recently renovated or remodeled kitchen that should be considered for inclusion in the 2015 tour, please let us know. Planning and preparation for the 3rd Annual Kitchen & Tasting Tour is currently underway. The 2015 tour will showcase six homes in North Scottsdale. [Read More](#)



Industry Partner Window Clings



We now have a supply of Industry Partner window clings. To ensure you get one for your business(es), contact [Paula Quan](#), Director at Large/Industry Partner Liaison.

DESIGNER TABLESCAPE SPOTLIGHT

The Artistry of the Tablescape



Featured Designer: Debi Meyer, Allied ASID

Debi Meyer, Allied ASID, has been a residential interior designer for many years. She follows a traditional, lovely aesthetic in her design. Ms. Meyer believes in the importance of using her professional talents to give back to the community. She participated in a charity event home tour on behalf of the Lymphoma Association.

DESIGN INSPIRATION: For this event, Interior Designers were carefully matched to the type of home that represented their design style. The clients of this home enjoy a more traditional look, and so Ms. Meyer was the perfect fit. She was able to provide a look that



SILVER SPONSORS



SHERWIN WILLIAMS.

BRIZO TOTO®



DESIGNER TIPS: In her many table scapes over the years, Ms. Meyer keeps certain considerations in mind. When a table scape is planned for dining, it is important to plan how people will see and converse with each other across the table. This is accomplished by either doing a low arrangement, or using clear crystal vases with taller arrangements. To achieve a look that was vintage, yet updated, Ms Meyer did the following: * Varied types of materials * Mixed gold and silver * Mixed up glass styles * Mixed and matched votive candle sizes and heights * Used crystal bowls- not boxes and fabric- to create height in the arrangement * Varied height of items in arrangement to create interest

ADDITIONAL DESIGNER TIPS: Centerpiece of arrangement can go 12-30" tall, even just below the chandelier. Use clear crystal vases in tall arrangements to allow visibility. Use Pinterest and Houzz for quick ideas and inspiration. You can take an idea and personalize it to the event. Use lots of candles to quickly and easily dress up a table, add ambiance and give complexions a beautiful glow!

BRONZE SPONSORS

DESIGN COMPETITION INFORMATION



COPPER SPONSORS



"YOU CAN'T WIN IF YOU DON'T PLAY".

Watch for information on an upcoming workshop to help you prepare for the Design Excellence Awards 2015! Looking at our Best in Show winning projects could be intimidating, but shouldn't be. Our competition provides opportunities for projects of all sizes and types. And, some recent winners won the first time they entered.



IN MEMORIAM



SOCIAL MEDIA PARTNER

designers circle
Southwest

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



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

January:

Global Market
(Trends/Outlook)

February:

Market, State of Local
Economy & Real Estate,
Health/Safety Locally

March:

Local Design Focus



ASID Arizona North Chapter | MAILING ADDRESS: 4920 W Baseline Rd| Suite C105-122| Phoenix | AZ | 85339 | 602-569-8916 | info@asidaznorth.org

[JOIN OUR MAILING LIST](#)

Quick Links

[More On Us](#)