



AMERICAN SOCIETY OF INTERIOR DESIGNERS

inside

FALL 2006 NEWSLETTER

ILLINOIS



CHRISTOPHER MICHAELS

On the Cover



Janet R. Debits, ASID of J.R. Interiors designed this Study (Porte-Co-Chere) for the 34th Annual ASID / Oak Park River Forest Infant Welfare Society Showcase House. The art glass windows in this charming study have inspired the hand-painted border that wraps the room. Soft colors and calming fabrics maintain the "mood" of this remote quiet study. A great place to make plans or, just get some peace and quiet.

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President's Message



New Term Begins...

Another year, a clean slate upon which to make our mark. So many possibilities, so much responsibility!

This year, my main goal is to reach our members who are not presently participating in our activities and events and offer them new and valuable reasons to join in. Every one of our Members is a valuable asset for our Chapter and our Organization as a whole. We all bring something unique to the table.

I want to thank our Board Members and Committee Members for their dedication and commitment to our members. I also want to thank our Chapter Administrator Erin, without whom much of what we plan could never be accomplished.

I also want to thank our Industry Partners who always step up when we call on them. Their sponsorship allows us to offer many programs and events we could not otherwise make available.

Our Board and Committees have some interesting and vital programs planned for the upcoming year. Stay tuned!

A handwritten signature in black ink, appearing to read "A" followed by a long horizontal line and "ASID".

Joyal E. Watkins, Jr. ASID
2006-2007 Illinois Chapter President

W e l c o m e N e w M e m b e r s

New Professional Members

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New Industry Partner Members

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FISHMAN'S FABRICS

FIREPLACES PLUS

A note from our Past President



Transitions, defined as a process in which something undergoes a change and passes from one activity to another.

So, here we are. October 1st rolls around and our chapter is in transition. This is a very good process as our leadership changes, new ideas, dreams and programs emerge. Expectations are high, now wait till you see the plans underway for the new year!

Our ASID Illinois Chapter Annual Meeting and 75th Anniversary Party provided that wonderful opportunity to recall all of the successful events; projects and programs not only completed last year, but during our 75 years as one of the best professional design organizations in the country – look on page (fill in page number) for some history and our Annual Report. It is a great honor to be recognized and honored by your peers and our chapter is blessed to have so many committed and talented volunteers.

Every 05-06 board member completed their year of service to the ASID Illinois Chapter with enthusiasm, skill and pride in their work. It was a pleasure to work with this group of leaders and with our very capable office administrator. You have my sincere thanks.

Equally important to the success of our chapter are our Industry Partner members who provide funding, sponsorships, information and their expertise to compliment and support our programs, parties and projects. Look through the newsletter and take the time to thank them and be sure to let them know how much they are valued.

My last encouragement is to think about how you can become a part of our chapter. Begin by coming with a friend to our events. There are many opportunities to help in small projects or as a committee chair. Whatever you do, your time is greatly appreciated. I look forward to seeing you at our next party.

Till we meet,

Mary Dluzen, ASID

ASID Illinois Chapter President 2005-200

2005 - 2006 ASID Illinois Annual Report

The **34th ASID Oak Park River Forest Infant Welfare Showcase House** debuted with great success in the 1904 home built for Chicago industrialist Henry C. Todd. Amid a new focus on special events, the 28 spaces designed by 19 ASID designers enchanted over 5,000 visitors. Of notable interest was the historical presentation acknowledging the almost 220 ASID members whose loyal participation in designing 540 spaces spanning 4 decades created a magnitude of public recognition and financial resources for our chapter.

The **Showcase House Vendor Party** brought together students, designers and Industry Partners for an evening of great food, drinks and time to delight in the beautiful rooms designed by the showhouse participants.

The **ASID Office** is refreshed, branded and open for business! The new configuration has provided needed room for committee and board meetings along with the multitude of 'projects' that find their way to us throughout the year.

Our **Find-a-Designer** online referral service sporting a new logo and expanded benefits launched October 1st. Testimonials by members have assured us this program is here to stay and has been a successful source of customer contacts.

The **Public Relations firm Page1PR** was hired this year after an extensive search by the PR Committee. Press releases on Find-a-Designer and Speakers Bureau, Holiday Party and Design Summit, 75th Anniversary and Design Awards brought multiple requests from the media for interviews and increased exposure for our chapter. The PR committee has prepared a detailed report on each media request and response along with press clippings.

A **Student President's Orientation** was held in the ASID office in November. A collection of ASID information was prepared for each school giving the new Student President's valuable resources to conduct meetings and inform their peers of the benefits of ASID student membership.

cont. on page 9

HOM BY RAY & SON

CP FILMS

The **Holiday Rendezvous** at Kendall College was an evening of wine tasting, hors d'oeuvres, live jazz, cooking demonstrations and an impressive silent auction. Together with IIDA, we raised over \$7,500 to support the Illinois Interior Design Coalition (IIDA).

Design Summit 2006 had something for everyone. Held at the Merchandise Mart, the day included educational sessions, more than 80 design industry exhibitors, career opportunities, networking and a motivational keynote address. Students, professional and Industry Partner members all agreed they were glad to be there.

New Member's Receptions were held twice this year at Industry Partner Showrooms. First at the Robert Allen Showroom in March and again at Gallerie One in September. With a renewed focus on welcoming new members and setting up a 'buddy system' for invitations to ASID events, we look to our new members as a valuable resource of fresh ideas and commitment.

The **NeoCon Networking Luncheon** provided an opportunity in this Anniversary Year to recognize our Past Presidents and Fellows. Thirteen past presidents were presented with flowers and congratulated for their past and ongoing support of the chapter.

The **2006 ASID Design for Excellence Awards** drew a record number of participants in all residential and commercial categories. The entries were then judged by the Georgia Chapter. Winners will be announced October 19th at the Celebration of Design Gala.

We **judged two design competitions** this year and participated in the Merchandise Mart's Treasure Hunt with speakers and an ASID Information Booth directing consumers to the ASID website and Find-a-Designer resource.

The **ASID Illinois Chapter Printed Newsletter INSIDE ILLINOIS** launched in the Spring. The quarterly full-color publication includes Industry Partner spotlights, new member interviews, an overview of chapter events, legislative and ethics information and a host of other topics and resources while providing an avenue for our Industry Partner members to advertise. Published in conjunction with our monthly emailed Newsbrief, members are kept up to date with chapter events and news.

The **ASID Kickball Team** comprised of IP and professional members held their own in the 2nd annual ASID/IIDA/AIA kickball tournament. We vow to be better yet next year!

Our successful **STEP** program filled up for both the spring and fall sessions.

Honors and awards bestowed this year include the presentation to our chapter of the **National Community Service Award** at the ASID Conference on Design in Nashville. Evalyn Ashmore, ASID and Laurie P. Smith, ASID are receiving the **Chapter Medalist Award** and Ann Cotton, ASID and Sue Kirkman, ASID, IIDA, IDEC are receiving the **Chapter Educator Medalist Award**. We are also honoring long time member Robert Smith, ASID with ASID Life Membership.

A **75th Anniversary and Annual Meeting** celebration highlights the rich history that is part of the Illinois Chapter. Our archives uncovered the stories of our beginnings along with remarkable accomplishments throughout our years of service to the design profession. On this day, we celebrate our past and look forward with renewed focus to the opportunities before us.

What a wonderful chapter, great members and the best board and administrator any president could ask for. Thank you for a year of outstanding achievements.

Mary Dluzen, ASID

2005 -2006 Illinois Chapter President

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Thank you to all our generous sponsors! We couldn't have done it without you!

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Silver Sponsors: Jacuzzi / Advantage Kitchen & Bath, Sub Zero/Wolf/The Westye Group

Bronze Sponsors: American International Tile, Betty M, Conservation and Design Int'l, Closet & Storage Concepts, GVS Glass, Kimball Office, La-Z-Boy, Lutron Electronics, Material Culture, Mattingly Custom Finishes, Robert Allen Group, Sherrill Collection, The Karimi Collection

34th Annual Oak Park River Forest Infant Welfare Society Historical Display

Sponsored by: Apex Wood Floors, D. Edmunds Interiors, Mattingly Custom Finishes

3rd Annual ASID/IIDA Holiday Rendezvous

Iron Chef Level - Westye Gropu & WoodMode

Saucier Level - Forcade

Patissier Level - Roppe Corp, Solutia/Ultron, Crate & Barrel, Jayson Home & Garden and Interface Flor

Friend Level - Fabrica International Donation

NeoCon Networking Luncheon

Hosted by William Switzer & Associates

2006 Design Summit

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March New Member's Reception

Hosted & Sponsored by Robert Allen

April Board Retreat

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ASID/IIDA/AIA Kickball Tournament

Event Sponsors: OM Workspace, Teknion, Interface, Interior Investments, Patcraft, Knoll, Desks Inc., BOS, Groupe LaCasse, Garrett Leather, Lutron, Design Weave, Gunlocke, Haworth

September New Member's Reception

Hosted & Sponsored by Gallerie One

ASID Annual Meeting & 75th Anniversary Celebration

Diamond Sponsor: Steelcase & Office Equipment Company of Chicago

Denim Sponsor: Mattingly Custom Finishes

Speaker Sponsor: Dacor

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WHITE RABBIT

Peterson Picture

Chicago based and family owned since 1954, Peterson Picture has grown from servicing the local wholesale framing market into a providing framing and wall decor for design companies, furniture chains, and the hospitality industry. However, this growth has not changed the company's wide commitment to personalized service.

Speaking to Mike Spear, the V.P. of Operations, he states the close communication between designers and Peterson begins with reading "in-between" the lines of specifications sheets. Every purchaser has hopes to "season" their vendors so they will confidently make decisions based on their methods and visions and the Peterson team exercises that. They are truly unique with the amount of experience and precision not to mention personality. This company knows the industry and has built loyal relationships with their suppliers. Once you see how large and capable their manufacturing site is you can rest assure that any size order can be executed. Mike states, "Nobody goes to school on how to specify framing or framed art, and



learning through experience can be difficult, time-consuming and expensive, but this is something we love doing." It is Peterson's job to make the purchasing of art and wall décor not only cost effective, but seemingly effortless." The development of precise communication between all involved is essential to preventing problems down the road. "Many times I feel like a professor, explaining all the nuances that are a part of projects." This approach has allowed even the largest and most difficult of jobs to be installed on time, meeting both aesthetic and budgetary guidelines.



Over the years even the most thoughtful approach has not solved all problems. Mike shares a story..."I was actually on a business trip when I received a call that some damage had occurred to a large order in transit. I was only four hours by car from the actual site, and what was being said to me by the on-site inspectors did not sit well, so I drove down to the customer location myself...And what I found was that the ENTIRE shipment would need replacement as one of our LTL carriers mistakenly placed large heavy motors on the top of each pallet." Knowing that the customer's grand opening was in a few weeks, it was Peterson's job to be sure that the opening would not happen without wall decor. "Having been in the business for over 50 years, we were able to get our long time suppliers to turn on a moments notice and deliver new raw materials to us very quickly." Once the materials arrived, overtime

from Peterson's employees insured the art shipped in time to meet the grand opening. "Their team had an entire replacement shipment on the customer's dock in time for installation prior to their opening. "Following that experience Peterson specially designed L pallets for shipment that does not allow stacking of pallets on top of each other. Mike is quick to state how much of a team effort solving that problem was. David Spear, President, summarizes the moral of Mike's story, "Our success is completely dependant on our customers satisfaction and we take pride in what we do."

David and Mike agree that each project is approached with a team mentality. The Peterson team consist of experienced production managers that master both advanced machinery and hand craftsmanship ranging from full assembly, to wrapping and shipping. The front of the house staff welcomes any potential client to tour the worksite and explore the showroom. They serve the local clients by assisting with selections, prices and design. The outside sales team travels to the clients location and formally presents product lines, discusses project specs and provides samples

Peterson Picture Co.

Art ■ Mirrors ■ Framing

Each outside sales consultant has their own decor specialty such as Senior Living and Healthcare to Design Companies, Furniture and/or Hospitality. Nicole Bechaka,

Peterson's Sales and Marketing Director states, "Our sales department stretches from Chicago to California as style is dependant on environment. Geographical trends are unique and having eyes and ears within the market keeps our trend forward sources fueled." Nicole adds, " Each market is different and we embrace each specific need." Peterson Picture takes pride in a job as simple as framing a family photo as they remain a longtime fixture in the Chicago community.

Great relationships from customers down to suppliers with an extraordinary attention to detail, makes this elaborate team successful. Throw in everyone's obvious enthusiasm and you have one firm that should be on your list when framing and wall decor is needed. Filling the world with art, one frame at a time!

KICK START YOUR BUSINESS!

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If you are not taking advantage of this member benefit, we highly encourage you to do so. Which option works for you?

- (1) the **free** Basic Listing, or
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The free **Basic Listing** allows professional and allied members to be listed by specialty in the online database. This service costs you nothing and adds value to your membership.

For greater impact, individual ASID-IL members can consider upgrading to a personal **Designer Profile Page** for a nominal fee of \$200 annually. With all the features, this is a low-cost alternative to a Web site.

Sign up online today!
www.asidillinois.com

CARDINAL DECORATING



One Minute Interview with . . .

Georgia M. Loukas,
Allied Member ASID



Home town: Park Ridge, IL

Design Specialty: Creating a space that doesn't remind you of anything else. A unique space that will make an impact.

Secret Talent: Incorporating just one piece in a room that creates an impact; preferably with color.

The biggest challenge facing me as a designer today is: Finding that balance between making the client's vision a reality and still creating a functional space that will make an impact.

Accomplishment I am most proud of: Following through with my dream of being an interior designer.

The best piece of advice someone has given to me: Everyone is unique and special in their own way.

Favorite thing to do in my spare time: Travel.

My favorite thing to eat for breakfast when no one is looking: Snickers,

Something I can't live without: Dancing.

My strongest personality trait: Confidence.

Last terrific movie I saw or book I read: The Notebook .

My favorite "secret source": Topdeq is a wonderful source for office furniture and accessories if you have a tight budget and a modern design. They have a sculptural chaise that is an art piece in and of itself. It is so unique I love it!

The value of ASID membership to me is: Being able to socialize with my fellow interior designers, discovering great sources, and elevating my level of understanding of this passionate profession through the experience of other designers



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ASID Peer Groups:

A Great Way to Stay Connected

By Hilary Sopata, ASID

Currently, there are four active peer groups! This is double what there were three years ago. The concept is catching on because no longer do sole practitioners have to be islands in an ocean. Those of you working for larger organizations like commercial A&D firms or large furniture stores have the benefit of a barrage of vendors flashing their products in front of your faces and bosses who take care of the business issues. If you need help in those areas and you're looking for some fun, friendship, and learning, then Peer Groups are for you!

The average peer group meeting might include breakfast or even dinner, a topic of conversation that is sure to strike a chord with you, and sometimes a guest speaker or even a field trip! For the Northwest Suburban Peer Group, the meetings have fostered mentorship and friendship. We've got someone to attend the Bal Masque with and someone who knows how to get downtown on the train. We also have a hotline (really we each have a pile of business cards of designers to contact for resources in case a window treatment installer hurts his back! Ahem – I wouldn't know about that.....my word!).

The groups meet in the northwest suburbs, west suburbs, far west suburbs, and northwest Indiana. Are you interested in being invited? Is your area not listed, and you want to start one? (I estimate a 1-hour commitment per month not including the meeting.) Call the ASID office today or e-mail asidil@sbcglobal.net.



Far West Suburban Peer Group at Meson Sabika



The West Suburban Peer Group meets for breakfast



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Legislation and Interior Design

By Hilary Sopata, ASID

It is an election year!!! Who knew that a person you vote for can affect our profession? It's true! Just like other issues, your profession is a political topic.

The Illinois Interior Design Coalition, IIDC, is the political action committee that is taking care of your rights in Springfield. With people who are not even educated in Interior Design being promoted on national television programs, it sometimes appears that the masses are working against our fight to be recognized as trained professionals! Why did you even pay to go to college and major in interior design anyway? Because you believe that it is a profession that is worthy of more than carrying around fabric samples (in bags, no less, right?) and, my personal favorite, "fluffing pillows!"

Unfortunately the buck has not stopped with IIDC. It is an organization that still has a long struggle ahead for you. We are lucky to have such a strong coalition in our state, but the battle is still tough. You can help! Here's how:

1. Take that NCIDQ Exam or the CQRID Exam! Call the ASID Office for information on the STEP class to help you prepare for the NCIDQ. If you are afraid of the application process, let us know! We have the forms and there are people willing to volunteer to help you fill them out!
2. If you've already taken the NCIDQ Exam but not registered with the state of Illinois, then you are not finished yet! That is right! Go to www.idfpr.com/dpr/apply/Intd.asp and download the form. Fill it out and send it in with your payment. Then, when you receive your registration certificate, you can finally call yourself an Interior Designer. Congratulations!
3. Get involved! ASID Illinois needs passionate people who can: work on legislative efforts in ways such as attending IIDC meetings and reporting back to the board of directors, help others with NCIDQ, CQRID, and Illinois Professional Regulation paperwork, and even help in planning our annual ASID/IIDA Holiday Party which benefits IIDC.
4. Finally, VOTE! Educate yourself on the issues that matter to you and to your profession. Stay on top of the issues and follow-up after the election. Stay in touch with what is going on with legislation as it related to your profession. Write letters to your elected officials and tell them how important interior design really is to your clients and to your community.



You can find out who your current elected officials are by visiting www.asid.org/legislation/Capitol+Connections.htm

For more information or to get involved in this movement, call the ASID office or go to www.iidcpac.org/ or e-mail info@iidcpac.org.

OUTDOOR LIGHTING PERSPECTIVES

Drab to Dynamite...And All That Jazz

By Suzanne Maviano, ASID

When I was contacted by the producer of the HGTV show *New Spaces*, I knew my project in Marina City, Chicago was a fantastic opportunity to present the “jazzing up” of a retro efficiency condominium that had not been refurbished since the early 60’s.

My Client’s interest in POP (popular) and OP (tical) art of the 60’s played a very important role in creating this space and bringing it from “drab to dynamite.” Her profession as a Vice President of Information Technology for a large International bank and my own interest in computer illustration became a passion for the two of us. Marina City was a natural subject matter.

The history of the building is quite remarkable. The Landmark Building was designed by architect, Bertram Goldberg, and was built out of reinforced concrete instead of steel. The creation of this petal shape building is fondly called the “corn on the cob” building because of the half circle balconies and its cylindrical shape. Its shape was in stark contrast with the contemporary architectural concepts of the day of straight line and cubical apartments. The balconies are definitely one of the highlights that attracted my client to Marina City and my creative ideas flowed from there.



My inspiration for the interior of this space came from the sculptural design of the walls and structure. We literally carved out the shape between the kitchen and living room to reflect the curve of the walls and open the rooms to each other; we laid wood flooring on the diagonal bringing depth to the space, we used sculptural lighting to emulate the curve of the walls; we renovated the kitchen and created an island that took the shape of the new pieces of furniture we purchased for the space. In order to maximize every inch

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camouflaged with side panels that visually look like POP/OP tie-back silk drapery panels, but in reality are images of the balconies. Using “noise” to shade and color these panels, they became iridescent-like silk in color and texture. Ed Mattingly of No Limits Paint hosted a TV segment at his studio and created full mock-up panels for our presentation to my client and the HGTV audience. My client was so excited to see a full mock-up of the window panels and so were the TV producers. The next step was printing these images on solar shade material using a twelve foot color ink jet printer.

As you can imagine, hours and hours of filming went into the 22 minute segment of the HGTV - New Spaces show. But all in all, this was one exciting and fun project! POP meets OP meets high-tech meets Suzanne... and all that Jazz!

of this efficiency condo, flexible furniture was essential. The fold-out sofa bed is easy to operate and affords the client a convenient place to sleep. All furniture is on wheels for flexible movement and operation. Industry Partner Member, Ed Mattingly of No Limits Paint brought his “magic” to the drab and dingy walls with his creative painting techniques.

High Tech digital imaging was the key to bringing this project into the present using the balconies as a focal point of design. Working in Photoshop, Vectra files were created and color was added to the design. An unattractive door and air conditioning unit leading to the balcony was



DRAPERIES BY YELENA, LTD.

ASID / IIDA / AIA Kickball Tournament

On Aug. 25th, Grant Park became the battle grounds for the 2nd Annual ASID/IIDA/AIA Kickball Tournament. Open to all architects and designers, it is simply a fun event to bring together these three professional organizations in the A&D Community. It was once again a huge hit and we will continue to expand the event in the future. A special thank you to Lutron Electronics for sponsoring the ASID team and all of our sponsors for your support and participation!



This year's champ, OWP/P.



An action shot!



Lori Christopherson of ASID
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Dluzen, ASID

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