

# The Art of Communication

— by Denise Wilder, IIDA

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Or is it the communication of art? Every day as designers we are challenged to communicate our ideas, our intentions, and our methods to others. Unfortunately, gone are the days of slowly contemplating a design solution, carefully working out a rough draft, leisurely sketching a preliminary concept and then dropping our results in the mail for our client's equally leisurely perusal. Now it is all about instant response, instant answers, instant gratification, and instant results.

I wonder how our predecessors would react to watching us whirl through our days, sending and receiving e-mails, voice mails, faxes and phone calls. UPS and USPS are at the door while we are handling conference calls with people miles away in preparation for meetings with team members who located even further away. Our mailboxes and inboxes and probably even our shoeboxes are full of communications we rarely have time to read! When we finally do sit down to do the required reading we are distracted by IM's beeping and our cell phones chiming while our co-workers stop by our workstations to chat about yet another issue or event.

Like it or not, we are living in an era of instantaneous communication, and as brilliant as we might be as designers, we are only as effective as our ability to communicate our ideas and methods to our clients and to those who will make our designs into reality. Luckily for us, a quick look back in history will show how the art world and the scientific world have evolved hand in hand. Note, whenever there was a leap in technology there was a corresponding jump in the arts. This wonderful correspondence has allowed a greater freedom in design for us as designers.

We are now able to play around with various layouts and options with the click of a mouse. What a luxury to be able to sit back and explore the possibilities of a given space quickly and efficiently! But while this opportunity makes the design process easier and quicker, there is a corresponding pressure to get everything done in a flash. Our typical clients are aware of this luxury so tend to think all we now have to do is push a button and the drawings are finished. Most clients don't understand that drawing on a computer is no different than drawing on a board in that that critical first step is the design step which can only be accomplished by settling down and tapping into our creative forces. Only then can we begin the process of actually turning out the drawings that serve to communicate our solutions to the outside world.

We might also acknowledge that one of the major difficulties in communicating our art is the expectations of the person we are communicating with. The average person has a very difficult time reading two dimensional drawings yet, because it is second nature to us as design professionals, we have difficulty realizing just how little of what we are trying to communicate is actually grasped. Most people who cannot read blue prints are somewhat embarrassed to let on that they really are not sure of what they are looking at! It then becomes even more important to find alternative ways of communicating your design. How many times have you presented a drawing to a client, gotten them to sign off, and then later find out that he or she has no recollection of ever giving the go ahead for that particular issue. Could it be because he or she didn't really grasp the concept at all as they reviewed the drawings? How can we as design professionals better communicate our intentions and solutions to our clients in a language they understand? Again, technology looks to be supporting our efforts. We are now able to use sketching and rendering programs that enable us to better demonstrate to our clients just what the finished project will be like. We are able to also use those programs to further explore our ideas and take our designs in directions we might not have been able to go to in the past. Yet we still need to protect our need to contemplate our design solutions, to meditate on a particular dilemma, to let a particular solution "rest" long enough to gel.

As designers we are in a very powerful position, that where our clients are trusting us to solve some very difficult dilemmas and to create some very effective solutions. We are hired because we understand both the science and the art of interior design and we are entrusted to exercise that art within a given budget. It must be our mission as design professionals to rise to the challenge, to create the best that can be created, to use the newest in technology, and, most importantly, to hold on for dear life to the art that makes it all human.

# Welcome to Another IIDA Year!

I am excited to be serving our chapter as your president for the 2006- 2007 year and hope to build on the wonderful work done by my predecessors while providing a platform for many more years to come. Your board members and I have much planned for the next 12 months and we look forward to you joining us on this exciting journey!

For starters, we hope you were able to help us kick off our year with our September program on communication styles and tap into your own communication style. Additionally, you will want to be sure to check out the schedule of upcoming events on the website ([www.iida-indiana.org](http://www.iida-indiana.org)) and to note every one of them on your personal calendar.

## PRESIDENT'S COMMENTS

Denise Wilder, IIDA, ASID

office  
BOARD OF  
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## IN office Address

As you probably know, the Call for Entries has gone out for IDEA (Interior Design Excellence Awards). Be sure to get your entries in before the deadline at 3:00pm on October 6th and make reservations to attend the celebration luncheon on November 1st. On November 9th, we will be joining USGBC, AIA, ASHRAE, and Ball State University Indianapolis Center in presenting the Indiana Building Energy Symposium at the Kite Center in Downtown Indianapolis. Watch your e-mail for announcements about these and other upcoming events.

It is my privilege to extend huge, heartfelt congratulations to our newest professional members, Briana Dunkin, IIDA and Andrea Sponsel, IIDA for passing the NCIDQ exam this past spring. Both Briana and Andrea have served on our chapter board and we are all proud of them for their accomplishment.

Lastly, I must extend a very special and sincere thank you to our outgoing board members. Donna Miller, IIDA has served several terms as our VP of Professional Development and is responsible for the wonderful programs we've enjoyed for the past many years. Luckily for us, she is going to continue to chair our very successful Monte Carlo event. Thank you, Donna we look forward to working with you for many more years. Debbie Butler has served as our secretary and most recently, as VP of City Centers. Andrea Sponsel has worked hard as our Director of Associate Members, Alie Leach and Keith Potter as our Directors of Industry Members. Our heartfelt gratitude and affection goes out to all of you!



Briana Dunkin, IIDA

EDITOR

Elizabeth Arnold  
Kathleen LeMaster

COMMITTEE

If you have suggestions or would like to contribute articles, please contact [bdunkin@schotttdesign.com](mailto:bdunkin@schotttdesign.com).

## EDITOR'S COMMENTS

*One of the most important elements of our profession and our everyday lives is communication. Throughout the newsletter you will find that each article addresses communication in some way, shape, or form. From the teamwork and communication of the Golf Outing Committee to the gossip of what's going on in the design world, there are several ways we can communicate. Subconsciously, communication plays an important role in several phases of design. From collecting the programming information to planning the audio/visual equipment. Each and everyone of us has a communication style. We hope you were able to join us at the September program and learned how to better communicate with your colleagues and clients and enhance your professional relationships.*

# IIDA Golf Outing Another Huge Success!

short  
2006 IIDA  
GOLF OUTING

kind  
EVENT  
SPONSORS

*The Golf Outing committee would like to extend our thanks for the overwhelming response and support for this year's event. Thank you so much to all the sponsors, participants and the Golf Club of Indiana!*

*This year's IIDA Golf Outing was located at the Golf Club of Indiana and the crazy holes were crazier than ever! Continental Office took home the crazy hole prize this year with their Nacho Libre-Sumo Style wrestling theme — Congratulations Continental! This year 37 teams participated in the outing with 88 designers and 60 vendors. We even had guests from Ft. Wayne attending the event! We would like to extend a huge round of applause to this year's sponsors! Thank you!!*

*Because of your support we were able to make a profit of \$8,951. Also a big thank you to the golf outing committee. We know you put tons of hours into the planning, organizing and preparation of the event. Your hard work does not go unrecognized!*

*On behalf of the IIDA committee, we hope everyone had a safe and enjoyable day and we will hope you will join us again next July. If you have any comments, suggestions or photos you would like to share, please email them to [bdunkin@schottdesign.com](mailto:bdunkin@schottdesign.com).*



**A big THANK YOU to our wonderful sponsors. Without your support and generosity this event would not be possible. The sponsors for the 2006 IIDA-Golf Outing were:**

**Constantine Carpet  
DI Couch  
Wolf Gordon  
Singer Wallcoverings  
Dan Binford & Associates  
KI and the Binford Group of Indiana  
Officeworks  
OM Workspace  
Creative Business Interiors  
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Fashion Wallcovering  
Cort Furniture  
Continental Office  
RJE/Knoll  
Specified Lighting  
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Lees Carpet  
Contract Wallcovering  
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IOI/Haworth  
MDC Wallcovering  
Melissa Meeks &  
Associates**

# INterview: A Snapshot of Russ Richey

— by Briana Dunkin, IIDA and Julie Burroughs, IIDA

addition  
RECIPES  
BY DESIGN

## Chocolate and Cherry Mosaic Biscotti

By Briana Dunkin, IIDA

- 2 c. all purpose flour
- 2 c. powdered sugar
- 1/2 c. unsalted butter
- 1 egg
- 1 egg yolk
- 1 t. vanilla extract
- 2 T. milk
- 2 T. fresh ginger
- 1/2 c. semi-sweet chocolate, finely grated
- 1/2 c. dried sour cherries, chopped
- 1/2 c. dried Bing cherries, chopped

Combine the flour and powdered sugar. Blend together the butter, egg, egg yolk, vanilla extract, milk and ginger. Add to the flour and sugar blending well, then add the remaining ingredients. Form into 2 logs and 2 inches in diameter. Line two baking sheets with parchment paper and place the logs on the baking sheets. Bake for about 30 minutes. Allow to cool on the baking sheets, then slice on the diagonal into 1/2" fingers. Arrange them on baking sheets, but side up and bake another 15 minutes, or until completely dry. Cool on the baking sheets. Store in a glass jar or tin when cool.

*Briana is a project designer with Schott Design, Inc. She is married to Mike, an engineering student at IUPUI. In her spare time she enjoys cooking, ice skating and gardening.*

### Position

Owner/Principal of Design R2 Design Consultants, Indianapolis, IN.

### Brief History

*I am afraid that there is nothing brief about my history. I have had a variety of experiences and enjoyed them all. I graduated from Purdue University with a BA in Interior Design and a BS in Landscape Architecture and a minor in Architectural Illustration. Prior to graduation I worked for a large Landscape Architecture Firm in Boston MA and owned a small Illustration business in Charleston, SC and continued the illustration business at Purdue for local Architects. Upon graduation I worked with The Rowland Associates as a designer for a couple of years before departing to CSO Interiors for a Project Management role. I then worked with Antreasian Design, a Millwork firm, as a Project Manager overseeing projects from design conception, shop drawings, pricing and through the shop. I also spent 1-1/2 years with IUPUI Interiors Department as a visiting professor at the same time that I started my current company R2 Design Consultants. Married to my wonderful wife Sara Richey, one of your Design Tex reps, for 8 years, we have a son, Cole, who turned two in July, (you may have seen him in the Fashion Show a couple of years ago)! We have another little boy, Fynn, who was just born late July.*

### What Influences Your Design

*There are so many factors that influence design today from the daily bombardment of advertising, graphics and other factors that it is hard to find an original idea that was not influenced in some manner by outside sources. With that said I would have to add that the items that have the greatest impact on my design would have to be most importantly the client's requirements and personality (which drive the project) and secondarily would have to be travel, culture, experiences.*

### Design Philosophy

*I believe that the designed space should be a reflection of the program set forth. The designed environment should emulate a company's image or individual's personality and should reflect the owner's complexity, personality and lifestyle. The use of tools such as light, color, furniture, sculpture, texture, and human scale to define a space's character is paramount in customizing the space to the owner. In both commercial and residential applications I strive to design environments that have a positive effect on our clients through visual impact, functional performance and a greater sense of place. I feel it is our responsibility, as Interior Designers, to educate our clients, when necessary, with a clear understanding of the dynamics and importance of good design.*

### Your Practice's Focus

*R2 Design Consultants focuses on both commercial and high end residential design. We have a variety of projects, as do most firms, ranging from a master bedroom suite to a large corporate museum. I really enjoy projects that focus on customizing the project to the client or their image. The other focus that is very important to me and it never fails, is to state your intentions of deliverables and timeframe to your client and then make good on your word.*

### What do you consider to be your greatest professional achievement?

*My most gratifying achievement would have to be the 2004 Interior Design Honor Award at the Monumental Awards for Union Station. This project was a collaboration effort with Marika Klemm of Marika Designs and I think I can say on both of our behalves that we were elated that our peers enjoyed the space as well. I was part of a couple of project teams, while at CSO, that were bestowed this honor but achievement under my own umbrella was quite a morale booster.*

### What is the most fulfilling part of your job?

*I just love what I do for a living! I can't image doing anything else, ok maybe professional golf, but besides that I can't image working in a field that is not associated with design or construction in some form. The most gratifying part of my job is collaboration with clients and the team's sense of pride when a successful project is completed.*

Article continues on page 6.

# LCD or Plasma? What You Need to Know...

— by Shelly Sondgerath, electronics evolutions, inc.

view  
TECHNOLOGY  
UPDATE

focus  
CHANGE  
ORDER

## Change Order aka The Gossip Column

By Char Jessup, IIDA

### On the Move . . .

**Stephanie Horstman** will pack her bags & move to California. She has decided to pursue her other passion (other than design) & will take classes in playwriting. Best Wishes! • **Nichole Schrader** has taken a summer sabbatical. I'm sure we will see her land somewhere really soon. • **Studio 3 Design** has added Tiffany Jenkins. Tiffany moved here from Missouri – Welcome to Indy! • **Jennifer Taylor** joined the RJE team in the Design Department. • **Lisa Krejchi** has joined Continental Office Environments – Welcome!

### Wedding Bells / Engagements . . .

**Stacy Kenaga** from Carson will soon be Mrs. Stacy Lastinger. • **Stephanie Moore** from IOI is getting married in September. • Schott Design's **Sarah Guess** is now Mrs. Sarah Monday. The wedding was in July & Sarah was a beautiful bride. • **Elizabeth Arnold** with CSO was sporting a Beautiful new engagement ring at the Golf Outing – Congrats Elizabeth!

### Baby News – Sit down . . .

**Laura Conlin** from Carson had a bouncing baby Boy – Welcome Seamus Patrick Conlin. • **Maregatti's Dawn McDonald** had a baby girl. • **Sara Richey** with Designtex added another Son, Fynn Richey, in mid-July. • **Lisa Ivey** from Studio 3 Design is getting closer to having her own basketball team – she had her 3rd son, Thomas Mitchell. • **Carson's Laura Berry** had a baby girl back in April – Gabriella Eileen joins the Berry Family. • **April McClurg** from Schott Design had another baby boy on July 6th. Welcome Kane McClurg. • Everyone knows her as the fabulous receptionist from Carson Design – **Sara Etter** had a little baby girl named Lilly. • **Trisha Trick Eckert** from Rowland had a wonderful little baby girl. • **Shannon Weirick** from DL Couch had her first little one – Congrats!

### Pregnancy Announcements . . .

**Hannah Huffman** from Relocation Strategies is going to have her first baby – Congrats! • **Reagan Long** from Carson Design is expecting a new baby in December. • **Lighting Rep, Lisa Donato** will have her first in just a few months.

### Breaking News . . .

**Continental Office Environments** is now a CERTIFIED HERMAN MILLER Dealer! • Test results are in: **Andrea Sponsel, Jennifer Worley, Justin Reboulet** all from Maregatti & **Briana Dunkin** from Schott Design are new Professional NCIDQ Certified Designers. Congratulations! • Stay tuned for photos from the IIDA Golf Outing – **Continental** won the crazy hole with a theme of Nacho Libra – Sumo Style. Thanks to everyone that put on a HOT sumo suit & got in the ring.

If you know any gossip,  
please pass it on to me:  
cjessup@continentalindy.com

In today's competitive business climate, an increasing number of companies are concerned with improving their employees' work environment and how they can utilize technology to do business more effectively. Along with interior design, audiovisual (AV) and automation systems can help to satisfy each of these objectives. Whether it's an integrated video conferencing system for the board room, a sleek digital signage application for the lobby, or an interactive digital building directory used for wayfinding, the needs for these solutions are constantly increasing. But what are the trends in AV technology, and how can you, as the interior designer, help to best implement them for your clients?

Planning for AV technology is critical, but it's almost never considered until the last possible minute. When planning a space that you know will require or benefit from integrated electronics, such as video conferencing, digital signage, or a building-wide audio system, it's important that these elements are considered as part of the master plan to ensure the infrastructure is properly outfitted. During the planning phase of a design project, an AV integrator can serve as a tremendous resource, offering advice on equipment selection and location, not to mention color and fabric options (in the case of keypad controls and automated shades) that will best benefit the end-user's space. An integrator can also provide strategic wiring plans that will complement your design, rather than hinder it. But just like everything else in the design world, it's all a matter of timing.

A growing need for AV and automation technology exists in a variety of commercial markets, including corporate, healthcare, institutional and hospitality. It's hard to imagine a dedicated corporate board room without a video projection system (video projector and screen, at the very least) or an audio conferencing mechanism. Similarly, we continue to see a diverse range of small and large businesses, hospitals, universities, and hotels incorporating digital signage systems throughout their public spaces to keep employees and guests apprised of the latest news and general information. And when it comes to making timely, effective decisions in the global marketplace without having to travel halfway around the world to see a client, video conferencing is the communication technology that can make it happen.

Designers often ask us about the ongoing 'LCD or plasma?' debate. When it comes to flat panel monitors, deciding which technology is better suited for a particular application depends on what the designer or end-user wants to accomplish. Is it a digital signage monitor displaying up-to-the-minute content generated by a PC, or is it simply a larger monitor with a satellite TV source to welcome visitors to a lobby? Most of us are familiar with the plasma technology's former susceptibility to "burn-in" when static images were left on the screen for an extended period of time, and manufacturers have addressed the burn-in issue as the technology has evolved. And while the difference in picture quality may be nearly impossible for the untrained eye to delineate, LCDs are still predicted to have more stamina than their plasma counterparts. The only limitation with LCD, however, is that the technology has not found its way into larger flat panel monitors (42 inches and above). When larger panels are required, plasma is the way to go.

AV and automation technology is constantly evolving; what's new and exciting today may become old hat in six months. That's why it becomes increasingly important to stay apprised of the latest technological innovations and consult with an AV integrator that can help leverage the longevity of a particular system. We're all looking for ways to enhance our clients' spaces, not to mention their experience with us as the experts in our fields. AV and automation technology is an excellent way to deliver upon those objectives, as a strategically designed system can provide tremendous value and functionality for the end-user for many years to come.

Shelly Sondgerath is a Commercial Sales Representative at electronic evolutions, inc., located in Carmel, Ind. For more information about any of the applications mentioned in this article, contact Shelly at 317.848.7503 or [ssondgerath@electronicerevolutions.com](mailto:ssondgerath@electronicerevolutions.com).



IN 19

**September Program**  
"What's Your Style?"  
4:30-7:45 p.m.  
Board Meeting precedes Program

IN 28-29 NCIDQ Exam



IN

**Industry Leader's Roundtable**  
Details forthcoming

IN 17

**October Forum** 11:30 a.m. -1:30 p.m.  
Digital Solutions for the Creative Professional  
How to Create Computer Renderings with Adobe Photoshop

IN 6

**IDEA Submissions Due**  
Due by 3:00 p.m.

IN 19

**DesignTex/Steelcase**  
"INstyle, INvogue, INindy Fashion News"  
Details forthcoming



IN 1

**IDEA Celebration**  
Details forthcoming

IN 9

**November Program**  
Indiana Building Energy Symposium  
Kite Center, Indianapolis



**IN** Identifies newsletter content related to the Indiana Chapter in whole.

**FW** Identifies newsletter content related specifically to the Fort Wayne Center.

**SB** Identifies newsletter content related specifically to the South Bend Center.

## INterview: A Snapshot of Russ Richey

— continued from page 4.

### What are the biggest challenges facing designers today?

*I think the biggest challenge designers face today is budget, the same challenge that has been with us for years. Although this challenge often the same in both residential and commercial projects, the way they impact a project differ greatly. In commercial design, the lack of completely stable economy has lead several companies to cut back allocations for capital improvement projects. The challenge therefore is to maintain the same quality and level of detail with less cost. Budget challenges continue to drive innovative solutions including cost wise detailing, knowledge of materials and costs of materials. In residential design, the advent of home improvement shows such as Trading Spaces has everyone believing that they too can build a custom kitchen for \$3,000, a couple of glue guns, duct tape and some construction grade plywood.*

### What is the biggest thing you have learned in the past ten years?

*I have learned so much over the last 10 years; it is hard to pick one item. I think that one of the more important things that I have learned would have to be that to me design is defined as finding viable solutions to problems that exist, no more/no less. There are a multitude of solutions to the same problem and that no one solution is absolutely correct. The correct solution is only defined by how it achieves your client's goals and expectations. So I guess to paraphrase, "it is not all about me", a space is only a "great space" if first it solves the client's design problem and second it is something you can be proud of given the parameters of the project.*

### What advice do you have for designers just starting out in the field?

*I am not one to give advice, people are expected to follow that, I will give my opinion and you can take it or leave it. My opinion is to find something that you enjoy doing and then try to become the best you can at it. If you started practicing this profession for the money, then I am sure I am not the first to tell you that there are several ways to make an easier living and get a great deal more sleep. With that said, if you really love the gratification of dreaming up a killer concept and then seeing the sketch on a piece of paper come to life, then with some time and persistence you will be successful. If you don't take this tact you will have a job and not a profession.*

### What advice would you give to clients on how to create a successful project?

*A great team is the most crucial ingredient to a successful project. Communication and the ability to work together on the part of your Interior Designer, Architect, Engineer and General Contractor and Owner is vital for the project to run smoothly and yield an outstanding end product. If you can assemble a project team that can put their egos aside and work towards a common goal for the best product, you are 95% of the way there.*

## WE WANT YOUR FEEDBACK!!!!

Let us know how IIDA Indiana Chapter is doing. Send your comments to:  
[bdunkin@schotttdesign.com](mailto:bdunkin@schotttdesign.com)

The deadline for submitting articles for the next issue is November 27, 2006