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INform
THE DESIGN CRAFT

JULY 2011
IIDA Summer Newsletter

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WORDS FROM THE PRESIDENT, TONY ELLIOTT, IIDA, AIA

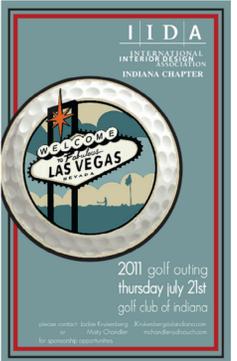
It has been awhile since I have had a chance to post a President's Message. It is great to be back home in Indiana and especially to get back in contact with the rest of the IIDA Indiana Chapter. I also want to thank Amanda Medlen and Jennifer Patterson and the rest of the IIDA Indiana Chapter for all of their hard work while I was out of the country.

From what I hear the IDEA event was a great success. I have seen the photos of the JW Marriott gathering and it looks like everyone was having a great time.

Everyone is gearing up for the upcoming IIDA Indiana golf outing, so I hope to see many of you there. It will be a lot of fun, so come out and enjoy the day with a great group of designers and industry leaders.

Please keep updated about other IIDA Indiana Chapter events by following us on Twitter, Facebook and LinkedIn.

As a parting message, I just want to say how lucky I have been to have such a terrific Chapter Board. You handled every situation and event with professionalism. Thank you so much.



Editor - Dawn M. Ter Horst, IIDA, LEED AP
Contributors - Brenda Gerst Capuano, Tony Elliott, Allison Bryant, Joan Bryant, Myron Cromer, Tanya Woodward and Lee Miller.

Editors Comments- Please read below.



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- Jennie Cox
 - Cama Rietzke
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by Myron Cromer, IIDA

Over 40 students from four different Indiana interior design programs participated in the 2011 IIDA Indiana Chapter Student Competition. It was created to resemble the design praxis of the NCIDQ exam. The project included space planning, drafting, lighting, electrical, and rendering for a Holistic Wellness Center within an actual location in the Indianapolis area. The physician office offered holistic procedures such as massage, hot stone treatments, cleaning footbaths, acupuncture, and chiropractic procedures. The center required a spa-like feel while also meeting the requirements of a health care facility. The space was classified as a Type B - Office occupancy. This location was to be very luxurious, making the clients feel comfortable at all times. In addition, the owner requested assistance in creating a name and logo for the wellness center. The name and logo was to provide a strong brand for the new location and the brand was to be incorporated in the decor of the space. The project defined the space plan, codes, and presentation requirements that were expected for this type of assignment. The winners of the competition were:

1st Place
"The Soleil"
Bridget Fisk
Ball State University



2nd Place (Click camera to view photos)
"Serenity"
Marque Kershner
Purdue University

3rd Place (Click camera to view photos)
"Pampas"
Jenna Quelly
Purdue University

Click to view more of the 3 winners project photos!



Our very own Tony Elliott was recently notified of his honorable mention in Dwell's World Views Photo Competition. The picture that will be featured is of Matta taken while Tony was evacuating Libya. Congratulations Tony!!!



Click to view upcoming IIDA events on our Google Calendar!



WE WANT YOUR FEEDBACK!!!

Let us know how IIDA Indiana Chapter is doing. Send your comments to: feedback@iida.org

The deadline for submitting articles for the next issue is November 15th, 2011. Please email our new VP of Communications, Ashley Graves agraves@schmidt-arch.com



Who's Who & What's What
by Brenda Gerst Capuano

Who...

Congratulations to Tony Elliott who is now a Senior Project Manager at RW Armstrong. Schott Design will welcome Joanne Boggs as a new designer on July 18th. Abby Painter has joined RJE Business Interiors design team. Lots changing on the "rep front"....congratulations goes out to Natalie Weir, who will become the new Maharam representative as of July 1st. Cathy Watkins joins Binford Group as a senior representative and Julie Merriman-Altmann joins Binford Group as a project manager and a design assist role.

More precious babies are on the horizon! Marlena Davis with Lohr Design is due in September with her first child and Lori Everette with Phisnommen Design is expecting her first child this month.



What...

Congratulations to Business Furniture for expanding into Illinois! Business Furniture expects to open its Bloomington-Normal facility in September. The Premier Group, a home entertainment solution, will open a retail show room in September 2011, at the Indiana Design Center. Congratulations to the DC for nearly filling the Design Center to 100 percent leasing capacity!

IN-form PaletteApp by Dawn Ter Horst, IIDA

At this year's IIDA CLC conference we were given the opportunity to learn about a new web tool that should be a helpful benefit to designers. Jerry Freeman founded PaletteApp, which will be launched on the web in mid July 2011 and as an iPhone app in December 2011. He also expects to launch an Android app in the 1st quarter of 2012. The web site will function as an online color palette for your interior design projects. Designers will be able to create palettes, search for coordinating finishes (by a dollar level value), and save palettes projects for future use. The site will also have specifications for all materials you select. You may have seen the PaletteApp cards floating around at Necon asking for you to hand them along to your favorite manufacturers. The concept is the more manufacturers that sign up and register that product the more beneficial the application will be to us designers. If you are interested in finding out more and registering please go to paletteapp.com



This is my final newsletter for IIDA. While change is always bittersweet, I am excited to move into my new role as President Elect for the Indiana Chapter. I will continue to stay involved in communication matters as we start a campaign that will explore the branding and effectiveness of our communication efforts as a chapter. I hope you have enjoyed the changes and improvements thus far to the newsletter and our social media outlets (Facebook, LinkedIn, and Twitter). Our hope is that we made the newsletter more readable, less lengthy but filled with valuable information, and continued to create community by helping people to stay involved in the chapter. If you are interested in becoming involved please do not hesitate to contact me.

Lastly, I am pleased to announce our new IIDA - Indiana Chapter Communications team, comprised of Ashley Graves (VP), Amanda Medlen (Director of Social Media), Anna Miller (Marketing Director) and Michelle Wise (Newsletter Director). They will no doubt continue to raise the bar and bring better communication to you, our members. I can't wait to see what they have in store for us these next two years!

Thank you for reading!



Keep Indianapolis Beautiful is pleased to announce that **Monumental Affair** is in full swing for 2011. Monumental Affair recognizes the significant achievements in architecture, interior design, landscape architecture, engineering and construction, public art and development as well as honor and encourages those who have contributed to the quality of life through the enhancement and beautification of Marion County's visual and physical environment. Monumental Affair is a program of Keep Indianapolis Beautiful in partnership with the Society for Marketing Professional Services (SMPS).

We are very excited to see this year's entries and we hope to see you at this event.

Call for Entries Deadline: **September 30th**
RSVP Deadline: **November 3rd**
Monumental Affair Banquet: **November 9th** at the Indiana Roof Ballroom, downtown Indianapolis

For more information please visit KIB's website.

IDEA AWARDS
interior design excellence awards

A BIG thank you to our wonderful IDEA Awards committee for putting on such a great event!



From Left to Right: Joanne Bogenschutz (Carson Design Associates), Liz Sutton (Remenschneider Design), Danielle Andrews (Bruce Longino Group), Tanya Woodward (CoffaWorks), Abba Morgan (Schott Design), Ashley Graves (Schott Design), Jennifer Myers (Remenschneider Design), Tiffany Hauri (CSO Architects), Jess Cook (Fashion Walkoverings); Not Pictured: Anna Miller (Raso Architects)

Thank you also to our event photographer **Russ Forthofer**. If you haven't been able to check out the event photos don't miss out and [click here!](#)

Thank you to all our sponsors this quarter!



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