President’s Comments
– by Julie Burroughs, IIDA

I originally had a topic in mind to write about, but last week I received an e-mail with a question that comes up often. So, I decided to change direction and address this instead. The question: What is the benefit of being a member of IIDA when I can participate without paying the dues?

Perhaps a good place to start is why it is important for IIDA, or ASID and SAFE Coalition for that matter, to exist in the first place. IIDA is set up to promote and advance our profession through leadership, education, research and legislation.

Without the national and local levels of leadership and volunteers, there would be no CEU programs conveniently scheduled for members and non-members alike to keep up with NCIDQ educational requirements. Even designers without NCIDQ certification benefit from the programs we put on.

There would be no organized group to educate our legislators about why it is important for Interior Design to be recognized as a legally defined profession. Or at best it would be a challenge for individuals to organize themselves, raise the money needed and spend the time work with the lobbyist and legislators.

On the national level there are benefits exclusive to members. Financial aid is available to students of Interior Design, NCIDQ and LEED exam reimbursement, research grants and legislative grants available. There are discounts for IIDA members at retail chains such as Pier One, Williams Sonoma and Restoration Hardware. There are discounts for travel services, airfare, rental cars and hotels. IIDA members receive professional publications, Contract Magazine and Perspective Magazine and receive discounts on several others. Being a member offers an instant network of professional contacts throughout the world.

National headquarters is working on a pilot program for NCIDQ study sessions, similar to ASID Step course that will increase the chance of passing the test in one sitting. The target is for this program to launch nationally within the next year. A similar program for LEED is also in the works. These programs will be no charge to members.

On the local level, our chapter board and committees work hard to bring quality CEU programs. The chapter pays to submit the CEU application to the IDCEC for our members. Members can attend non-CEU programs at no cost.

We are working on several exclusive benefits for our members such as access to a members only section on the website and free access to a website where members can post projects making it easier for clients to find a designer, even if they don’t have their own website.

We hold several events throughout the year that are meant to be an opportunity to interact socially with our peers and have a good time. The Golf Outing is our biggest fund raiser during the year. It raises money that typically covers over half our annual operating expenses. The Monte Carlo event helps us to raise most of the funds we commit to the legislative effort each year. The IDEA Celebration is an opportunity to recognize our peers for excellence in design.

We promote our profession by being good community neighbors. In the past we have raised money for Make-A-Wish Foundation, participated in Keep Indianapolis Beautiful projects and earlier this year, we participated in a project for Samantha’s House Foundation and we have been asked to work on the next house.

Beyond that, we support students with mentoring, Student Interaction Day and organizing the Student Competition. We promote our profession and our role as adding value to the design team by working with the local AIA chapter and other industry related organizations.

I could go on to tell you how membership has benefited me personally, but that would be enough for a completely separate article.

www.iida-indiana.org
What is a generation? After doing some reading, a generation appears to be the difference of perception of life due to different current events that occurred during that particular generation’s growing-up years. Some of us remember the great depression, some remember World Wars, some of us remember a man walking on the moon, some remember a space shuttle explosion, and all of us remember 9-11. How did these events change our lives and affect our purpose and priorities?

The Silent Generation was born between 1927 and 1945. Their lives were altered by the events surrounding the Great Depression and World War I and Pearl Harbor. They began working in a time when managers did the thinking and workers were expected to be loyal and dedicated. They were ready to contribute to society however they were told to do so. They never talked back to their teachers and rarely considered contradicting an employer. The dawn of the union era was welcomed because it prevented the horrific working conditions their parents and grandparents had suffered to survive. They work well with others and are happy to mentor following generations.

The Baby Boomers were born between 1946 and 1964. The world wars were something their fathers did and they wanted to avoid. They faced Korea and Vietnam with music, protests, and the peace symbol. They witnessed the dawn of the space age and men walking on the moon, and they watched history happen on TV as it happened for the first time. They had sheer numbers working against them when they entered the workforce – meeting the competition of their peers. They value their jobs because they were so hard to find and they work hard to keep them. They began the fight for equality in the workplace and they value work ethic and ethics in general. Friends at work are valued because long hours are expected.

Generation Xers were born between 1965 and 1981. They had working parents and divorced parents and became the “latch-key” kids, which made them self-sufficient. They learned how to use computers for both entertainment and work. Movies, music, and videos were something you could do at home or out with friends. They watched corporation after corporation in the news showing one corrupt leader after another. A space shuttle exploded and the Berlin Wall fell on TV. They experienced the end of the cold war and watched a world power crumple and wondered who our next big rival would be. They watched friends go off to fight for a little-heard-of country in

(Article continues on page 8.)
IDEA Celebration Recap  
— by Tony Elliott, IIDA, AIA, NCARB

The central focus of the IDEA Awards are to provide an opportunity to share and celebrate our most successful design projects with our peers and to be inspired by the work of our fellow designers. The IDEA Awards showcase the design skills and talent that we have in the state of Indiana, which in turn, promotes the profession of interior design to the general public.

Another year has passed and another great IDEA event is over. Natalie Wehr (MDC Wallcovering) and her event committee (Debbie Jeffares–Herman Miller, Alie Jones–Atlas Carpet, Michelle Wise–Axis Architecture, Ashley Fronterhouse–Axis Architecture, Dawn Ter Horst and Katherine Cox–CSO Architects, Kathleen Lemaster–Boheme Design) have provided us with another exciting and enjoyable event at the Music Mill. Thirty-one projects were featured this year and the judges had a difficult time determining the winners. We were honored to have the following judges involved this year: Laura Busse & Stephanie McCrery, IIDA –Reese Design, Louisville, KY; Christina Hawk, Assoc. IIDA–Astorino Associates, Pittsburgh, PA; and Maurya Cohn–OWP& P, Chicago, IL. The glass awards were created by Greg Thompson of GRT Glass.

We were honored to have Cheryl Durst, Executive Vice President and CEO of the International Interior Design Association to be the master of ceremonies. Cheryl is always entertaining and she did not disappoint us this year.

We want to thank all of our wonderful sponsors. This type of event would not be possible without the terrific support that the IIDA Indiana Chapter receives from the great sponsors that we have in Central Indiana.

Now for the highlights of the 2008 IDEA Event:

Residential and Multi-family Dwellings  
— First Place

Marika Designs for Lubarsky Residence  
Design Team: Marika Klemm, Todd Rottmann, & John Suter  

Supporting Vendors:  
Santarossa – counters and onyx fireplace  
Jason Myers – custom dining table fabrication & living room art  

Judges Comments:  
Clean, modern architectural lines create a dynamic kitchen. The fireplace surround and mantle are also a strong design, great use of materials.

(Article continues on next page.)
IDEA Celebration Recap – Con’t.
— by Tony Elliott, IIDA, AIA, NCARB

Residential and Multi-family Dwellings — Second Place
Lohr Designs for Williams Residence
Design Team: Dene Dresch Nidiffer, & Chip Kalleen
Supporting Vendors: ICC Floors and Harlan Cabinets
Judges Comments: Simple and elegant with a touch of vibrant color.

Corporate/Commercial — First Place
Ratio Architects for Keep Indianapolis Beautiful, Inc. Corporate Headquarters
Design Team: Ratio Architects
Supporting Vendors: RJE / Knoll and Mannington Carpet
Judges Comments: Very bright, colorful and energetic space. The integration of sustainable principles makes great sense all around.

Corporate/Commercial — Second Place
Ratio Architects for Simon Property Group World Headquarters – Executive Level Floor and Lobby Spaces
Design Team: Ratio Architects /CSO (exterior)
Supporting Vendors: Karastan Carpet and RJE/Knoll
Judges Comments: Elegant, timeless design, well executed.

Institutional: Education, Government and Libraries — First Place
CSO Architects for Pleasant Crossing Elementary School
Design Team: Jim Funk, John Rigsby, Chrislyn Novotney
Supporting Vendors: Interface – Larry Boyle and American Art & Mosaic Tile Company
Judges Comments: Great floor patterns and color transitions between the terrazzo and VCT. The ceiling treatments in the corridors are also unexpected and very interesting.

(Article continues on next page.)
IDEA Celebration Recap — Con't.
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Institutional: Education, Government and Libraries — Second Place
Brenner Design for I P F W School of Visual & Performing Arts
Design Team: Dianna Brenner
Supporting Vendors:
Spohn Associates – Jack Spohn
Form & Pour Concrete – Jeremiah Witner & Curtis Witner
Judges Comments:
Dynamic ceiling. Good use of natural materials making a grand space feel warm.

Hospitality: Retail, Restaurant, Museum, Entertainment — First Place
Jung Design for Hamilton Hills Baptist Church
Design Team: Connie Jung & Mara Burgasser
Supporting Vendors:
CM Buck Lighting and C2 Furnishings
Judges Comments:
Very exciting theme created to support the mission of the church, to engage the children. Great details, especially seen with the lighting incorporated into the thematic design elements. The Lite Brite is incredible!

Hospitality: Retail, Restaurant, Museum, Entertainment — Second Place
Architects Forum for Seven Nightclub
Design Team: Michelle Nuckols, Thomas Jolly & Kristina Rexing
Supporting Vendors:
DL Couch–Misty Chandler
Lightsource–Lisa Donato
Judges Comments:
The lighting within the various levels is very dramatic and exciting. It really sets the mood of the environment. The combination of intimate and group gathering spaces is well designed.

Healthcare and Assisted Living — First Place
Maregatti Interiors for Indiana University Melvin & Bren Cancer Center
Design Team: Antonia Stahl, Jennifer Worley, Dawn McDonald
Supporting Vendors:
Chance Brothers Marble & Tile
Indianapolis Woodworking Inc. – Millwork fabrication
Judges Comments:
The patient rooms feel like a hotel. Very nice details to make the room feel less institutional. The café is also a success as a very comfortable retreat incorporating natural light, the bamboo and the unique fixtures.

(Article continues on next page.)
IDEA Celebration Recap – Con’t.
— by Tony Elliott, IIDA, AIA, NCARB

Healthcare and Assisted Living — Second Place
Rowland Design for CaloSpa M D Rejuvenation Center
Design Team: Jeff McAfee, Julie Smith, Beth Brown
Supporting Vendors:
Granite America and Wicanders – cork floor
Judges Comments:
Excellent use of space in response to the client’s program requirements. The thoughtfulness of the design elements creates an upscale yet calm, soothing environment. (The IDEA Committee wants to apologize to Rowland Design for the technical difficulties during the presentation of their projects and the awarding of their Second Place honors.)

BEST OF SHOW
Maregatti Interiors for Indiana University Melvin & Bren Cancer Center
Design Team: Antonia Stahl, Jennifer Worley, Dawn McDonald
Supporting Vendors:
Chance Brothers Marble & Tile
Indianapolis Woodworking Inc. – Millwork fabrication
Judges Comments:
Beautiful, healing, uplifting spaces which are appealing and welcoming to the family, patient and medical staff. Upscale but not overdone. Warm and comforting.

Did You Know . . .
Thirty-five of the state capitol buildings are made of Indiana limestone and a varied number of other famous buildings throughout the country. More interesting facts and figures will be revealed at an upcoming event on March 19, 2009. Watch for the “Legends IN Design” logo in future mailings!
Midway between San Francisco and Los Angeles, along the Pacific Coast Highway you will find terrific residence called the Hearst Castle in San Simeon, California.

I had the opportunity to see this architectural masterpiece created by the clever minds of William Randolph Hearst and Julia Morgan. The complex has a total square footage of 90,000 square feet. This is comprised of four homes, Casa Grande the largest home, with 60,645 square feet, Casa del Mar with 5875 square feet, Case del Monte with 2,291 square feet and Case del Sol with 2,604 square feet. The four main structures were designed as a small self-contained city. In total the houses contained 56 bedrooms, 61 bathrooms, 19 sitting rooms, 127 acres of gardens, indoor and outdoor swimming pools, tennis courts, a movie theater, an airfield and the world’s largest private zoo. Most of the structures are poured concrete and then a veneer was placed on the exterior to make it look like stone panels.

William Randolph Hearst was the only child of George and Phoebe Hearst. The home was originally constructed on 250,000 acres that George Hearst acquired over time. WR Hearst was a famous publisher and decided after inheriting the estate from his mother that he would build a private residence on what he called “The Enchanted Hill.” The home sat atop the rolling hills of San Simeon. He was quite a collector of great works of art and a collector of ancient ceilings that he acquired from villas and castles of Europe.

Julia Morgan, was an accomplished civil engineer, in fact she was the first woman engineer to graduate from the University of California, Berkeley in Civil Engineering. She was also the first woman to be accepted into the prestigious Ecole des Beaux-Arts. After years of hard work, in 1902 Julia Morgan became the first woman

(Article continues on next page.)
to receive a Master’s Degree in Architecture from the famed Parisian school. Julia Morgan was a “client’s architect.” She was always intent on giving the client what they wanted in the best possible design. She did what it took to get the training she needed to become one of the most important women architects in history. Her building have become state monuments, beloved gathering places, and inspiration to many people.

Tours are provided thru the home during all hours of the day. I took a morning tour of the gardens and main floor of the house and then took an afternoon tour of the upper portion of Casa Grande. This tour includes Mr. Hearst’s private office and bedroom areas.

If you have time, you can also check out a bed and breakfast (The Burton Inn) [www.burtoninn.com] that I found in Cambria, CA. The Inn had a typical guest bedroom with approx. 550 square feet. Plenty of room to rest and relax. Cambria is a little town just a few minutes from the San Simeon main gate. The next time I go back I will need to check out the little shops in Cambria.

Tony Elliott, IIDA, AIA, NCARB is a Project Architect with A2SO4. He loves to travel and share stories about his trips to various places in the USA and abroad.
Defining a Generation — Con’t.
by Kellie Ritchie, IIDA

Who’s Who & What’s What
by Christie Petersen, IIDA, Assoc. AIA, LEED AP

Who . . .
Congratulations to Brenda Gerst for her recent marriage. • Shannon Glassley had a baby girl last month. • Rick Webster will be missed by many. Our thoughts and prayers go out to his family and the Design Plan team. • Rejan Westfall has joined the Architectural team at Carson design. • Tony Elliott’s third grandchild, Breena Clare Elliott, was born in late September. • Joan Surguine of Officeworks got married July 5, 2008 and is now Joan Bryant.

What . . .
Home Decor and Interior Design Show, Indiana State Fairgrounds South Pavilion, Jan. 26-28. • Indianapolis Home Show, Jan. 30 to Feb. 8, 2009. • Christmas Open House at the Lilly House, Thursdays, Dec. 4 and 18, 5:30-8:30 pm – FREE. • IMA, “A Closer Look at Chairs,” now through Jan. 19, 2009. Drop into the free art studio to design and build your own model chair to add to the display or take home. • Indianapolis Home and Garden Show, F

Other News . . .
DL Couch Wallcovering has moved its showroom to the Saxony Office Park behind Verizon Wireless Music Center, 14425 Bergen Boulevard, Suite B, Noblesville, IN 46060. • Innerpiece Décor LLC, a Carmel Based interior décor company, announced its grand opening. www.innerpiendedcor.com.

If you know any news, please pass it on to Christie Petersen at cpetersen@dlcouch.com.

I wonder what the next generation will be called. What will define them and guide their choices? It is up to all of us to work together to make them the best of all of us. I have just one request – do you think we can come up with a more creative generation name than Generation Z?

(A brief insight into Kellie Ritchie . . . . . . . . .

I am a mother of two mostly wonderful children and I have a mostly good husband and am happy in my work at InterDesign. I am involved with IIDA and my local Lion’s Club in Pendleton, not to mention all of the stuff I have been roped into for my daughter’s school. You can probably tell by looking that I don’t have time to work out and even if I did, I probably wouldn’t. I enjoy listening to how my children spent their day and am thrilled when my four-yeaqr old asks me what I did at work today.)
Diana M.H. Brenner, FAIA IIDA, and Cynthia Cooper, NCIDQ of Brenner Design Incorporated, have received a gold award in the whole home category for their entry in the Indianapolis Monthly Home 2008 Design Awards. Brenner Design submitted this project, a custom designed residential condominium completed in early 2007. Brenner Design's condo entry was chosen based on Scale and proportion; Creative use of space; Appropriate design solution; Color composition; Functional use of space; Innovation; Relationship of materials, textures, and pattern; Effective use of lighting. The condo project is presented in a 3-page feature in the current issue of Indianapolis Monthly Home Magazine. The architect for the project was Browning Day Mullins Dierdorf Architects.

Brenner Design’s client desired to build an upscale, contemporary condominium in an urban location. The high-tech, comfortable living space was to be utilized for entertaining and working. The succinct direction from the client was “I like curves and I need a place to display my glass orbs.” The design incorporates an office suite, which features a separate entrance and has the ability to be closed off from the private living area. The design team’s main goal was to create a unique, yet functional living/working environment that could take full advantage of the dynamic exterior views offered by the space.

"With the amazing lighting, you can imagine the many different moods that can be set in the space." — Judges Comment.

Brenner Design Incorporated, founded by Diana M.H. Brenner in 1992, is an Indiana-based architectural design firm with experience in public and private projects. Brenner Design is the largest 100% woman-owned Architectural Firm in Indiana and the 8th largest Commercial Interior Design Firm in Indianapolis. The firm is recognized in the Design Community for outstanding design, winning numerous awards for Architecture and Interior Design.
Indianapolis Holiday Party
A Time to Mingle & Jingle
Sponsor: National Office & Momentum
Location: Easley Winery
205 N. College Ave., Indy, 46202
4:30 pm. – 7 pm.

Fort Wayne Holiday Party
Benefit for Toys for Tots
Sponsor: D.L. Couch Wallcovering Source
Location: Club Soda
5:30 pm. – ?

Indianapolis Legislative Luncheon
Program: Legislative Panel
Sponsor: TBD
Location: TBD
5:00 pm.

Monte Carlo Night
Location: TBD

Indianapolis February Program
Program: GSA
Sponsor: KI
Location: TBD
(evening event)

Indianapolis March Forum
Program: Color Forecasting
Sponsors: J&J Carpet and D.L. Couch Wallcovering Source
Location: D.L. Couch’s New Showroom (lunch event)

Legends IN Design
Location: Indianapolis Museum of Art (lunch event)

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WE WANT YOUR FEEDBACK!!!!

Let us know how IIDA Indiana Chapter is doing. Send your comments to: archietek@comcast.net.

The deadline for submitting articles for the next issue is February 28, 2009.

WE WANT YOUR FEEDBACK!!!!

Thank you to all our Sponsors this quarter!

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