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## Words from the President

Nicole Kurtz



It has been a busy few months for your new chapter board as we have been working on a number of ways to continue to improve the chapter to better accommodate the needs of you, our members. The board recently came back from our annual board retreat where we worked to fine tune a number of different areas. The board would like to also, thank Patcraft for the amazing hospitality that you showed our board by hosting the retreat. We had an amazing time and were able to accomplish a lot. We focused on four main points at the retreat: Fort Wayne City Center involvement, sponsorship, event fee structure, and program offerings. I am pleased to say that some rather big and some small changes are heading your way!

As we have entered this new chapter year, we are very pleased and excited to really begin to work with Fort Wayne and come together as a chapter!!! This has been in the works for a great number of years and we are pleased to have Dawn Terry in Fort Wayne helping the board to bridge the distance gap. At the retreat, we discussed ways with our programs to bring speakers to Indy via teleconferencing from Fort Wayne and vice versa. We are proud to say that our growing connection to Fort Wayne will allow the chapter as a whole the opportunity to hear speakers that we would not have heard in the past. We are hoping that this allows us to give the same opportunity to our members in Fort Wayne! The board is very enthusiastic that we will be able to come together rather effortlessly.

An additional result of coming together with Fort Wayne is a new fee structure for our chapter programs. We are proud to announce that once we returned from the retreat, we immediately began the new structure of Members Free and Non-Members at a significantly reduced rate from the past. The chapter adopted Fort Wayne's event fee structure and we could not be happier.

We had an amazing 20's World's Fair in August! I would like to thank that committee for their amazing efforts in creating an event from scratch and making it the huge success that it was!! I was pleased to see the number of members that came out to see what it was all about. It was all of you that made the World's Fair what it was. The committee is looking forward to next year and continuing a new summer event.

Everyone is gearing up and steadily working on the Fashion show that is coming up in a few short months! It was a huge success and we are really excited to see this event grow! Begin preparing now as we are looking forward to seeing everyone out for a fun and entertaining night. I would like to say in closing, that it is you all that make this chapter the success that it is today! I feel honored to be serving you in this position and will continue to strive to make this the chapter that you want



## 1920s World's Fair | Summer Eventt

Caryl Sugden

This year, the Summer Event Planning Committee was challenged to plan and execute a new, fun and creative concept for the annual summer event. We unanimously decided a World's Fair concept was a fun and casual social platform and a World's Fair style event has never been planned by any other IIDA chapter.

As we brainstormed to develop our concept further, we looked to cultural history. The 1920's was an exciting era filled with energy and a break from traditions. And it is with the same spirit, the IIDA Indiana Chapter chose to debut the NEW concept for the 2013 Summer Event on August 15th, 2013: 1920's Worlds Fair!

The weather was gorgeous and the event took place at The Historic Ambassador House and Heritage Gardens in Fishers. The unique venue allowed us to have three levels of interior space and use of the large park for the Sponsor Booths and Hot Air Balloon rides. To contribute to an authentic 20's experience, entertainment included a jazz band, a strolling stilt-walker, and an optional costume contest.

Read More on page 3

## Summer 2013 Sponsors

### Platinum



### Gold



Kimball Office

Knoll



### Silver

D.L. Couch

Steelcase

Mohawk

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Business Furniture

Tandus Flooring

Mayer Fabrics

Daltile

LightSource

Hi5 Furniture

Versteel

Miles Design

## Both Sides of the Showroom | Neocon 2013

Designer: Mary Inchauste

How lucky are Designer's in Indiana to live so close to Chicago! For so many reasons, having this great city within easy reach is such an advantage, especially every June, when Chicago hosts the prominent Interior Design Trade Shows, Neocon.

Neocon is frequently the maiden launch of new furniture, fabrics, lighting and specialty products of all kinds. Every year I look forward to the year's "new ideas", a chance to be part of the future, to see and experience the design trends as introduced. I take the days at Neocon each year as my personal creative renewal time as well, to be "re-inspired" again. I try to leave Chicago falling in love with what we do for a living. I try to make sure I leave with lots of new knowledge, new relationships, new contacts and inspiration.

Another fun benefit is the "celebrity sightings" every year. This year I met Jhane Barnes in the Tandus Showroom, and got to talk to her personally for about 25 minutes! She had a presentation on her iPad about her design process, which she walked me thru just standing side by side! How totally fantastic to meet and talk to the industry leaders. Over the years, design legends such as Robert A. M. Stern, Jack Lenor Larson, Carl Magussen, Suzanne Tick or Michael Maharam are right in the show rooms working with the designers. It's also a great time to meet the rising stars, such as this year's presentation by Michael Murphy, Mass Design, at the Herman Miller showroom.

My "game plan" every year is a map of the mart, floor by floor, with the showroom names and a tiny notebook for my "thoughts" as I go. I work to see the furniture first, so I can look & see the details, the scale, the finishes..... hard to really get all that from brochures. The floors with the special show rooms just for Neocon are great to find new products & new ideas. I try to mark special showroom events and invitations, so I don't miss in the crowds, too.



## Both Sides of the Showroom | NeoCon 2013

Manufacturer's Representative: Jae Park

At this year's NeoCon I was given the opportunity to experience more of the "behind the scene" of NeoCon. For years as a designer, I have attended the event which happens to be North America's largest design exposition and conference for architecture and design professionals. All the beautiful showrooms, product displays, seeing my favorite representatives, and seeing thousands of new products seemed so effortless and the experience itself was fun and memorable. I must say searching for that "bag of the year" was and should be the favorite part of the show as a designer. This year I got to work the show as an exhibitor. Now that I am on the "other side" as a manufacturer's representative, my NeoCon experience started early morning on Sunday, a day before the big day to head up to Chicago for meetings and trainings. I wanted my first NeoCon experience to be unique and socially responsible by taking the megabus up to Chicago. I was able to review some product briefs and work the whole way up. The anticipation building up to the week was absolutely indescribable. I was nervous because I wanted to make sure I did everything right especially being the new kid on the block. Despite the fact that I had no clue what my first experience will be like but I was definitely excited, delighted, and charged all at the same time to experience my first NeoCon as a sales representative. Once the showroom doors opened on Monday morning, the nervousness dissolved and turned into excitement. Seeing the familiar faces, designers, and customers come through the showroom made it all better and was the best part of the show. It was like having my good friends over for an open house. I was proud to have the designers and customers walk through the showroom and greet them with open arms. I have so many people to thank for. I couldn't have made this year's NeoCon without having such wonderful colleagues, friends, designers, and mentors around me. Now that I have experienced my first NeoCon as a rep, I'm looking forward to the show next year. I hope I have the privilege to be a support, a friend, and a mentor to the next new kid on the block.

Bronze

Bindford Group of Indiana

PPG Porter Paints

rytel holland contract

EJ Welch

Officeworks

Interface

Siebold Baker Associates

The Blakely Corporation

Spohn Associates, Inc.

Humanscale

Assa Abloy

## Upcoming Events

Website Presentation | 10.17.13

<http://www.iidaindiana.org/events/calendar/>

## Good Luck!

To Those Taking the NCIDQ Exam

## Chapter Events Fee Update

### Effective Fourth Quarter

Student Members: FREE

Student Non-Members: \$5

Members: FREE

Non-Members: \$15

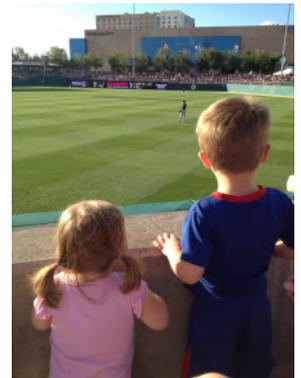
## Events | Take Me Out To the Ball Game

Lee Boyland

July 27, 2013

Indianapolis Victory Field

Nicole Kurtz, Amanda Medlen, Kari Funston, Lee Boyland, Stefanie Wilson, Renee Stroud, Julie Merriman Altman and Mary Beth Spindler, and Luke Baskett attended the July 27th Indians game with families in tow! A big "thank you" goes out to Lumbermen's/Wilsonart for sponsoring everyone's game tickets. It was a fun family night out for all!



## 1920s World's Fair | Summer Event Continued

Many designers and reps attending the event put their glad-rags on and participated in the costume contest. Costumes included flappers, mobsters and even a few 20's style swimsuits. Most Authentic Costume winners were Colin Conlon, Modern Surfaces and Megan Bates, KRM. Most Creative Costume winners were Frank Palumbo, Atlas Concorde and Laura Hardin, Schmidt Associates

Our reps flexed their creative muscles and organized fun 20's themed carnival games and unique prizes. Carnival games included a dunk tank, ring toss, darts, life size plinko, ring toss, ladder toss, horseshoes, photobooth, yo-yos, basketball toss, casino games, a photo-booth, caricature artists and baseball. Attendees also had the opportunity to participate in a charleston dance-off and have their fortunes told. The committee also planned a Murder Mystery game to encourage designers and reps to socialize. Three attendees won prizes for selecting the right suspect: Bridget Fisk, Pearl Companies, Marj Sparks, Blakleys, and Kelly Short, HKS.

With so many activities taking place, it's hard to pick a favorite. My favorite moment of the evening was during closing announcements when we announced the Mogul (played by Janey Surface, Mayer Fabrics) was the culprit. In an unexpected twist, the Mogul ran off into the crowd and momentarily stunned our "policemen" Luke Baskett and Michael Firsch before they gave chase and apprehended her!

The annual summer event is a fundraising event for the IIDA Indiana Chapter, money raised helps cover operating expenses and funds other events hosted throughout the year. The premier of the World's Fair was a success. We sold 186 tickets and had a profit of \$10,000 after covering event expenses!

Thank you to the Summer Event planning committee for all of their hard work and vision. And an even bigger Thank You to the Event Sponsors for their support and help in making the premier of the World's Fair concept "the Cat's Meow"!



## Advancing the Design Profession

On September 10th, 2013 the Indiana IIDA Chapter, in conjunction with DIRT Environmental Solutions, hosted 30 interior design professionals for an event focusing on Interior Design Legislative efforts to continue the advancement of the profession. The casual affair took place at Black Acre Brewery, an up-and-coming artisan brewery in the historic neighborhood of Irvington. A brief discussion took place highlighting SB520, otherwise known as the Eliminate, Reduce, and Streamline Employee Regulation (ERASER) Bill, and an overview of developments stemming from a recent meeting between the Interior Design Coalition of Indiana, an IIDA member and a State Government Representative. Attendees were urged to continue supporting the cause, as well as continue educating the general public on the importance of Interior Design Legislation. The legislative discussion was followed by a pizza party and Interior Design Legislative trivia which awarded three lucky attendees with gift bags full of incredible prizes.

BLACK ACRE  
BREWING Co.

## Editors

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<https://twitter.com/iidalNchapter>

[www.iida-indiana.org](http://www.iida-indiana.org)

## The Roaring 20s

Photos Provided by Tessa Tillett Photography

Far Left: Erin Jennings, President Elect. Center: Tracey Kessens, Director of Communications, Cristina Tuluark of Momentum Fabrics, Nicole Kurtz, President. Far Right: Laurie North of CSO Architects and Crislyn of CSO Architects.



## Crazy about Hexagons

Patcraft

Hexagon shaped carpet tile

Suitable for Heavy Use

Single Coat Application

Lifetime Warranty

Available in 5 Colors



Thinking outside the box

A current trend in design is hexagons. We have seen them on the wall and Patcraft has put them on the floor. They have created more opportunities for designers to be creative on how they lay out floor patterns.

Jerod | Patcraft Sales Representative | 317.383.6995 | [www.patcraft.com](http://www.patcraft.com)



## Editor Comments

**Kaitlyn Hart**

This Summer has brought out many great experiences! I was very excited to attend NeoCon for the first time and be a part of the Summer Event committee. At NeoCon, I could not help but feel inspired and rejuvenated as a designer. What a great opportunity it was to be with so many creative thinkers and wonderful designers. The road ahead for design is bright and I am thrilled to see what develops over the next couple of years.

Tracey Kessens and Cristina Tuluark took on the brave task of organizing the first World's Fair Summer Event. As a committee, we channelled the lost generation and took designers and reps to the 1920s with a hot air balloon and jazz. The event was a huge success and I look forward to the development of next year's event!

