

# Design Directions

ASID MINNESOTA  
*Design Directions*

SUMMER 2015



SHOW YOUR WORK  
LIKE A PRO

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



40 years.  
**One voice.**

MINNESOTA



# FRENCH OAK

*From the palace of VERSAILLES to a humble 18th Century French cottage, there has always been something compelling about a french oak surface.*

“In my travels throughout Europe over the years, I have been fortunate to encounter many examples of exceptional architectural beauty. The more I studied these magnificent French oak surfaces, the greater my appreciation grew.

French oak has a character all its own — expressed in the fingerprint of the grain, its particular luster, its texture, its age and patina...in its very imperfections. We invite you to discover a collection dedicated to tradition — one that perfectly reflects the original surfaces that have captivated us for years.”

— Thierry François

---

## FRANÇOIS & Co.

---



FRANCOISANDCO.COM

International Market Square

275 Market Street, Suite 161

Minneapolis, MN 55405

612.375.9540 | 888.995.0929

ATLANTA | BEVERLY HILLS | SAN FRANCISCO | NORTH PALM BEACH | CHARLOTTE | MINNEAPOLIS | NASHVILLE | DENVER





## ON THE COVER

### PHOTOGRAPHY:

Susan Gilmore Photography

# table of CONTENTS

## ASID OFFICE: Minnesota Chapter

Karen Miller: Administrative Director  
275 Market Street, Suite 160  
Minneapolis, MN 55405  
PH: 612-339-6003  
karen@asidmn.org • www.asidmn.org

## ASID MINNESOTA BOARD 2014-2015

**PRESIDENT**                      **PRESIDENT-ELECT**  
Bruce Kading, ASID, CID      Christine Frisk, ASID

### MARKETING AND COMMUNICATIONS DIRECTOR

Dan Juedes, IP Rep for Filament Lighting

### MEMBERSHIP DIRECTOR

Jen Ziemer, Allied ASID

### FINANCE DIRECTOR

Adam Arnquist, IP Rep for BORD

### PROFESSIONAL DEVELOPMENT DIRECTOR

Autumn Muldowney, ASID

### AT-LARGE DIRECTOR

Laura Antognozzi Peck, Allied ASID

### STUDENT REP TO THE BOARD OF DIRECTORS

Jessica Blevins

## DESIGN DIRECTIONS COMMITTEE

- > Colleen Slack, Allied ASID
- > Elizabeth Bland, Allied ASID
- > Mark Ehlen, Industry Partner Rep for Ehlen Creative Communications
- > Recia Johnson, Allied ASID
- > Katie Lewis, Allied ASID

### PUBLISHER

Red Leaf  
Brian McCashin

### DESIGNER

Brian McCashin

*Design Directions* magazine is published quarterly for the Minnesota Chapter of the American Society of Interior Designers by Red Leaf. Editorial content and the *Design Directions* magazine are controlled and owned by the Minnesota Chapter of ASID. Reproduction of this publication in whole, or in part, in any form is strictly prohibited without the written permission of the Minnesota Chapter of ASID.

## ■ IN THIS ISSUE

PG 2. <b>President's Message</b> .....	Bruce Kading, ASID, CID
PG 4. <b>President-Elect's Message</b> .....	Christine Frisk, ASID

## ■ CHAPTER NEWS

PG 6. <b>Welcome New Members</b>	
PG 7. <b>Awards and Accolades</b> .....	By Elizabeth Bland, Allied ASID

## ■ FEATURE ARTICLES

PG 8. <b>Knowing Y — Generation Next</b> .....	By Katie Lewis, Allied ASID
PG 9. <b>Midwest Home Design Week</b> .....	By Colleen Slack, Allied ASID, Elizabeth Bland, Allied ASID, Angela Parker, ASID and Recia Johnson, Allied ASID
PG 17. <b>Student Design Charrette</b> .....	By Peter Davis, Allied ASID
PG 18. <b>ASID Designer Kitchen Tour Summary</b> .....	By Recia Johnson, Allied ASID
PG 19. <b>Show Your Work Like a Pro: How Designers, Photographers and Stylists Can Collaborate</b> .....	By Katie Lewis, Allied ASID

## LIST OF ADVERTISERS

ASID Minnesota Chapter.....	Back Cover
Francis King Ltd.....	Page 3
Francois & Co. ....	Inside Front Cover
Gabberts .....	Page 5
Hunter Douglas .....	Page 10 & Page 11
Kate-Lo Tile & Stone.....	Inside Back Cover
MN Standard/SPS Companies.....	Page 7
Mom's Landscaping & Design.....	Page 5
Pipeline Design Showroom .....	Inside Back Cover
Red Leaf.....	Inside Back Cover
Unique by Design Ltd. ....	Page 6

***“With this, our 40th year, we are dedicated to demonstrate that our logo “40 Years One Voice” is truly supported by our chapter. Thanks to all of our volunteers, industry partners, and sponsors. Without you we could not attain any of these goals.”***

## A LETTER FROM OUR PRESIDENT

Dear ASID MN Chapter:

Here we are approaching summer time in Minnesota. Time to enjoy our wonderful parks and lakes. Amongst all this we still seem to find time to work, volunteer for our ASID projects, and participate on our committees and in our events. We are lucky to have many dedicated designers and industry partners very involved with our organization. Not only does our

association gain vitality, but the participants gain so much through fellowship and relationship building. We learn by working together and sharing ideas, goals and rewards. The real test of this experience is the opportunity to enjoy the shining results of an event well planned, attended, and deemed a success.

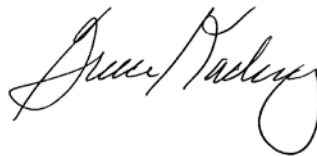
A wonderful example of this was Design Week and the Kitchen Tour. This year, we coupled these two events together to magnify their exposure. With *Midwest Home's* support, tireless work by the committees, panelists, and the generous homeowners who opened their homes, volunteers and sponsors, we were able to have a hugely successful demonstration as to who we are and what we can do for the consumer. We had a wonderful turn out with more than a 30% increase in attendance. Thanks to all of you for your support and hard work.

At the same time we have another group of volunteers teamed up with *Mpls. St. Paul Magazine* planning and orchestrating our Showcase House this fall. This home is near Lake Harriet in a prime spot to get great attendance. No pressure here designers, but let's see if you can outperform last year's attendance and fund raising!

One of our goals this year was to get more interaction with our design students by getting them involved within our chapter. This year we hosted our first Student Design Charrette. We had three of our local design schools participate. The teams were given a project to design and the work was judged by four of our members. We look forward to continuing and expanding this in the years to come with even more participation.

With this, our 40th year, we are dedicated to demonstrate that our logo “40 Years One Voice” is truly supported by our chapter. Thanks to all of our volunteers, industry partners, and sponsors. Without you, we could not attain any of these goals.

Sincerely yours,



**BRUCE KADING, ASID, CID**  
President  
ASID MN Chapter



FK  
dining  




Francis  
King Ltd.

 [www.francisking.com](http://www.francisking.com)

275 Market St.

Suite 465

Minneapolis, MN 55405

612. 604. 0033

*“Summer is here  
and ASID is a hive  
of activity.”*

## A LETTER FROM OUR PRESIDENT-ELECT

Dear ASID MN Chapter:

Summer is here and ASID is a hive of activity. The ASID Showcase House is well under way and designers were able to walk through the site recently. It was exciting to see the structure coming together. We thank our partner, *Mpls. St. Paul Magazine*, and look forward to the public getting to see the creations of our talented design community this fall.



This is also the year to register your required CEUs with ASID. National has put together a campaign to reward the chapter who has the greatest compliance. It could benefit our chapter up to \$1,500. Our program’s chair, Codie Donahue, has put together multiple educational classes to help you meet your goals. Watch for announcements on these upcoming opportunities and join us in getting your credits in early.

A spectacular event in June is NEOCON, the commercial industry’s annual introduction of new and innovative products from around the world. It is one of the largest and most comprehensive design shows in the US. Many continuing education opportunities are available at this event and you get to enjoy the grand city of Chicago. Consider taking in this comprehensive design showcase if you haven’t attended previously — you will be delighted.

Summer is a time to relax and nothing is better than a glass of wine and a great read while lounging on the patio. I’d like to suggest a book by Marty Neumeier, *Meta Skills*. This book covers talents needed to move forward in the fast changing world of technology. Mr. Neumeier presents five meta skills: feeling, seeing, dreaming, making and learning. He presents these as tools to help live and work successfully in the Robotic Age. It’s fascinating and will bring new clarity to your design practice.

*Christine Frisk*

**CHRISTINE FRISK, ASID**  
President-Elect  
ASID MN Chapter



Join the Gabberts team of talented designers in our two beautiful showrooms

AMERICAN SOCIETY OF INTERIOR DESIGNERS  
**ASID**  
INDUSTRY PARTNER

Now hiring in Edina and our new Little Canada location!

*Gabberts*  
Fine Furnishings by Design

Galleria Edina • 952.927.1500 | Little Canada • 651.634.6700  
gabberts.com • find us on facebook, pinterest and houzz

# reminder

## 1 ASID MN Chapter E-Blasts

Check your email bi-monthly for important chapter news and information. Not receiving e-blasts? Check your spam folder, and be sure that you've opted in to receive e-mail communication from ASID Minnesota Chapter. Contact Karen Miller for more information: karen@asidmn.org

## 2 Contact Information

To all members: please log into your member account on the National website ([www.asid.org](http://www.asid.org)) to verify your contact information is up to date.

*Experience*  
the most award-winning  
design/build landscaping firm  
in the Twin Cities!



 **MOM'S**  
LANDSCAPING & DESIGN

MomsLandscaping.com 952.277.6667

# Welcome New Members

## STUDENT MEMBERS

- » **Mandy Arnevik**  
Alexandria Technical College
- » **Nicole Bourgoin**  
Century College
- » **Lauri Brachmann**  
University of Minnesota
- » **Alyssa Broin**  
University of Nebraska
- » **Katherine Burke**  
Stevens Institute of Business and Arts
- » **Victoria Burton**  
University of Wisconsin at Madison
- » **Madeleine Dittmer**  
University of Wisconsin at Madison
- » **Madeline Eklin**  
Iowa State University
- » **Kari Gascoigne**  
Alexandria Technical College
- » **Katelyn Halvorson**  
Alexandria Technical College

- » **Ashley Holeton**  
Art Institutes International Minnesota
- » **Chelsye Johnson**  
Art Institutes International Minnesota
- » **Jamie Lewis**  
University of Nebraska
- » **Matthew Lunde**  
Century College
- » **Michelle Meyers**  
Century College
- » **Elizabeth Moore**  
Art Institutes International Minnesota
- » **Nicolette Morgan**  
Savannah College of Art and Design
- » **Angelina Niosi**  
Dakota County Technical College
- » **Mary Reuter**  
Century College
- » **Natasha Sims**  
University of Nebraska
- » **Kira Strohbehn**  
University of Wisconsin at Stout

- » **Christine Tanaka**  
Century College
- » **Sarah Todd**  
Mesa Community College
- » **Rj Wall**  
Century College
- » **Kathyn Wolf**  
Century College
- » **Ae Xiong**  
Century College

## ALLIED MEMBERS

- » **Jasmine Hatle**
- » **Amy Ouradnik**
- » **Rosalyn Shelstad**

## ASSOCIATE MEMBERS

- » **Stephany Eaton**

## ASID MEMBERS

- » **Deborah Dyste**

## FASID MEMBERS

- » **Gary Wheeler**



275 Market Street Suite 188  
Minneapolis, Minnesota 55405  
Showroom 612-341-0388  
Fax 612-341-8387  
info@uniquebydesign.us  
www.uniquebydesign.us





# Awards and Accolades

By Elizabeth Bland, Allied ASID

- › **BRANDI HAGEN, ALLIED ASID**, Eminent Interior Design, for her Minnetonka living room re-design featured in *Reimagine, Renew, Refresh* in the Jan/Feb/March 2015 issue of *Midwest Home*.
- › **BROOKE VOSS, ALLIED ASID**, for her work on a South Minneapolis cottage in *Midwest Home*, Jan/Feb/March 2015.
- › **LUCY PENFIELD, ALLIED ASID**, Lucy Interior Design, was featured in *Midwest Home*, Jan/Feb/March 2015, for her work with Elevation Homes on a playful Edina home.
- › **LISA PECK, ASID, AND ALLY EVANDER, ALLIED ASID**, Lilu Interiors, were featured in *Midwest Home*, Jan/Feb/March 2015, for their re-design of a living and dining room in a Bryn Mawr home.
- › **LISA PECK, ASID**, Lilu Interiors, had her fabric line Sylvie & Mira featured in *Midwest Home*, April/May 2015.
- › **SANDY LAMENDOLA, ASID**, Twist Interior Design, was featured in the April/May 2015 issue of *Midwest Home*. Her work for a long-time client on their kitchen remodel, main floor and master suite project was a true collaboration.





**Villeroy & Boch**  
1748



**Minnesota Standard**  
Division of SPS Company, Inc.

St. Louis Park  
(952) 920-1460

St. Cloud  
(320) 252-3030

Mankato  
(507) 387-5691

Bismarck  
(800) 735-1191

# Knowing Y — Generation Next

By Katie Lewis, Allied ASID



Baby Boomers have long held extraordinary influence in the marketplace, although times are changing. The children of the Baby Boomers, Generation Y, who are also known as the Millennials, are fast becoming the influencers of change. “The world is on the brink of the largest shift of human capital in history with an average of 10,000 Boomers retiring every day,” said Sarah Sladek, author of *Knowing Y: Engage the Next Generation Now* and keynote speaker of the ASID Programs event in February. According to the Pew Research Center,

*This year, the ‘Millennial’ generation is projected to surpass the outsized Baby Boom generation as the nation’s largest living generation, according to the population projections released by the U.S. Census Bureau last month. Millennials (whom we define as between ages 18 to 34 in 2015) are projected to number 75.3 million, surpassing the projected 74.9 million Boomers (ages 51 to 69). The Gen X population (ages 35 to 50 in 2015) is projected to outnumber the Boomers by 2028.<sup>1</sup>*

Sladek said this shift poses both risk and opportunity for organizations, and it is important for business owners to pay close attention and adapt their business models accordingly.

In her presentation Sladek talked about the vast differences between Boomers and the Millennials. Generation Y is one of the “most protected, supervised and provided for generations in history,” she said. They are known as the “Trophy Generation,” as they have always been awarded just for participating, not necessarily achievement. They have been taught that they can contribute something and their participation is valuable. They have grown up in a world of rapid change and are very adept at technology. “Access to technology is as important as breathing, as they have always had it at their fingertips and never known life without it,” she said. Millennials have also grown up during a time when trust in institutions has eroded, so it will be ever so important for businesses and organizations to be transparent.

We are living in an age where we are transitioning from the industrial era, where things ran on schedules and clocks, to the information era. How will this redefinition of values and culture impact the interior design industry, and what strategies does a business need to develop to engage the new generation?

According to Sladek, taking a positive look at the numerous shifts that have occurred over the last 20 years can help businesses adapt their marketing models to attract the new generation. She said that “Keeping up with the Joneses” is what defined the Baby Boomers, but this is not necessarily true for the Gen Ys. They are more interested in having easy “access” to information, products and services rather than “ownership.” Designers will need to “differentiate” their service in order to attract these younger buyers. They are more concerned with the global economy and sustainability factors in their buying decisions. Using green products and environmentally friendly materials in furniture, fixtures and finishes will become increasingly important for the design industry. In regard to employment, Boomers’ careers have followed a linear pattern: go to college, get a job, work 9-5 for

---

*The world is on the brink of the largest shift of human capital in history with an average of 10,000 Boomers retiring every day.*

---

the same company for 35 years and then retire. The Millennials, by contrast, will have numerous jobs and garner a more entrepreneurial spirit. They are motivated by innovation and like to “think outside the box.” In order to keep these employees engaged and motivated, the business owner will need to grant them projects where they are challenged and feel empowered. Millennials do not like to be “sold.” They are more interested in quality service, access to information and ease of doing business. The interior designer will need to keep their websites and social media outlets fresh and up to date in order to attract this new generation buyer. The Gen Ys have experienced rapid change in their young lifetime and are not opposed to it. This could actually be a benefit to interior designers and the design industry, in which renovation and change are key components. • D •

<sup>1</sup> <http://www.pewresearch.org/fact-tank/2015/01/16/this-year-millennials-will-overtake-baby-boomers/>

<sup>2/3</sup> “Knowing Y: Engage The Next Generation Now,” by Sarah Sladek, 2014

# Midwest Home Design Week



By Colleen Slack, Allied ASID, Elizabeth Bland, Allied ASID, Angela Parker, ASID and Recia Johnson, Allied ASID



Keynote Speaker Alexa Hampton



The American Society of Interior Design (ASID) hosted the third annual interior design week in April. Jill Murphy, marketing director of Industry Partner Martha O'Hara Interiors and Linda Engler, ASID and owner of Engler Studio Interior Design, coordinated the event with Midwest Home Magazine. We appreciate their many hours to organize and chair this event. Following is an abbreviated summary of some of the events that occurred during Design Week.

## SUNDAY APRIL 12<sup>TH</sup>

### Kick-Off Event: Design Boutique with Keynote Speaker, Alexa Hampton

*"When you need to declare yourself and who you are, the place to do that is through the details." — Alexa Hampton*

This year's *Midwest Home Design Week* kicked off with plenty of laughter and insights at the keynote event, thanks to Alexa Hampton. She presented a behind the scenes view of several of her favorite projects featured in her second book, "Alexa Hampton: Decorating in Detail." She amused the audience with tales of her beautiful Brazilian billionaire client, quips about horrible finishes and details she encountered along the way, and how she crafts the details that make her designs personal in the age of Crate & Barrel and Restoration Hardware.

Some of the tips that stood out in her presentation were:

- Draw rough sketches with sharpies over "before" photos of rooms to see ideas in 3D and convey the design to clients

at the beginning of the process. Her clients love this and specifically request them.

- Simplified color palettes and finishes are better for most kitchens and baths for longevity.
- In large kitchens, utilize as many finishes as possible to create hierarchy and break up the space (e.g. closed vs. open storage, different countertop materials, hierarchy of hardware).
- Utilize jib doors (baseboard along the bottom, painted same color as walls and hung flush with walls) for closets to distinguish from pass through doors to hallways and bathrooms.
- Install mirrors on the inset walls perpendicular to windows to expand the view.

### Design Live

Explaining to a potential client all of the steps involved in a typical design process can be challenging. Designers want the client to see their role in the decision making process, as well as gain a better understanding of the value of working with a professional interior designer.

The Design Live presentation, moderated by Linda Engler, ASID, and Krista Schwartz, Allied ASID, gave the audience a real time experience of the design process, from determining the key words that define a client's style to two finished room layouts complete with accessories. Engler and Schwartz led the audience



# Designing a Dark Retreat.

Hunter Douglas window fashions help you get light under control.



Sometimes clients want light streaming through their windows, and sometimes a cozy dark den is what's called for. A bedroom, for instance, is the perfect place to control light for a baby's nap or to stall the entrance of the morning sun. Wherever there's a TV, daylight glare can be problematic without some way to manage it.

#### **A variety of products offer room-darkening capabilities.**

Fortunately, Hunter Douglas offers myriad ways to turn a bright space into a dark retreat whenever your clients so choose. Some popular products with room-darkening options include Duette® honeycomb shades, Vignette® Modern Roman Shades, and Silhouette® and Pirouette® Window Shadings. But nearly every Hunter Douglas window fashion offers some level of light control.

#### **Key considerations are fabric, material type and color.**

Sheer fabrics typically soften and filter sunlight, while semi-opaque and opaque versions—also called “blackout”—almost completely block sunlight. We say “almost” because these fabrics and materials darken a room but do not entirely eliminate light.

#### **Shining a light on the latest light-blocking innovations.**

Some Hunter Douglas products offer unique designs that minimize light gaps, seams and rout holes, such as the *de-Light*™ feature on many of their horizontal blinds. Also available on some Hunter Douglas shades are optional room-darkening liners, which can be sewn directly to the face fabric or, for ultimate flexibility, can operate independently.

#### **Today's consumers want more control over their spaces.**

The best part is, many Hunter Douglas window fashions offer varying degrees of light control, allowing homeowners to finesse exactly how much light enters or is blocked out. The choice is theirs.

#### **Local resources. At your service.**

Look for the Hunter Douglas ad in this publication that lists your local Design Center Partners. They are valuable resources to help satisfy your needs and your clients' needs with Hunter Douglas window fashions. Visit [hunterdouglas.com](http://hunterdouglas.com) for immediate information about Hunter Douglas product offerings.

## HunterDouglas

# PARTNER WITH A BRAND

that's designed to impress.



When consumers see the Hunter Douglas brand, they see on-trend style and enduring quality. Through the Hunter Douglas Design Center Program, you can partner with one of our Alliance Dealers for all your Hunter Douglas products. These capable professionals provide you with valuable services and benefits, including:

- Resources, such as sample books and shop-at-home materials
- Measuring, ordering and installing

Learn more about the profit potential of this trusted brand by contacting the Design Center Program Partner at right.



## Contact a local Design Center Program Partner

### Aero Drapery & Blind

Cynthia Hanson  
1254 County Road 42W  
Burnsville, MN 55337  
952-890-6393  
[aerodraperyandblind.com](http://aerodraperyandblind.com)



through all the major furniture selections for a living room by offering two options for each component needed, which were then voted on by show of hands. The designers then created two living room vignettes utilizing the winning pieces for one and the rest for a second grouping, finishing both with additional accessories. Their vignettes highlighted how all of the options could work together because there were no wrong choices. They explained that designers weed out the things that won't work and only show their clients options that will fit the function and details right for them. They said not to worry about whether friends or family will like your choices. Take a risk and remember you have your own unique style.

## 12 Ways to Improve Your Life Through Design

Four designers, Desi Creswell, ASID, CID, LEED AP; Laura Paulson, Allied ASID; LuAnne Silva, ASID; and Sheree Vincent, Allied ASID; explained projects in different types of rooms and how they used design to overcome the challenges each situation presented.

- Have a home for clutter at the end of the day so you get a fresh start each morning. Create a system that works for you.
- Women who are the “CEO of their household” deserve a more amazing experience in a space equal to their position within the household, not a small secondary office while their husband has a large fancy office.
- Built-in niches can accommodate storage in small leftover areas in bathrooms, including between studs.
- Include contact and stain hiding fabric patterns for durability and longevity in furniture.
- Determine what kind of entertaining the client wants: casual get togethers with friends vs. formal dinner party with colleagues.
- Material selections that are appropriate to the space can eliminate the stress associated with potential maintenance.

**MONDAY APRIL 13<sup>TH</sup>**

## Breakfast and Design Seminars

*Keynote Speaker: Jim Wilson, Director, Product Design & Development at Target*

The Target PD&D Team has been designing in-house home goods lines for 15 years. They develop 29,000 items annually for 1,795 stores. They currently sell a mix of in-house designs that are fabricated by outside vendors to their specifications and items purchased from other companies. Through their brands,



Keynote Speaker Jim Wilson

including Threshold, Home Essentials and Merona, and limited release collaborations, including Nate Berkus, Oh Joy, and Lily Pulitzer, they create furniture, lighting, apparel, holiday, food, accessories and paper goods. These collaborations bring fresh visions and insights to the design process.

*“We start and end with the guest.” — Julie Guggemos, VP of PD&D*

The three main tenants that guide their process are Trend, Insights, and Products.

### Trend

There are 500 people involved in the PD&D team, ranging from the trend team, who travels the world sourcing inspiration that will serve to inspire the rest of the team for each collection they develop, the designers creating original watercolors for textile designs, fabric engineers that can modify a piece for performance, to engineers crafting prototypes of kid's sippy cups. All of this design and development requires a year to year and a half development timeline to get to products live in stores.

### Insights

Target's approach is Guest Focused Product Development. They utilize a variety of methods to understand the user's needs, thoughts, and experiences. Innovation can come directly from the user, so they have developed processes where they can source ideas from the public, including user feedback at research fairs.

### Products

The goal of the PD&D team is to find solutions for the pain points of their guests. The process involves every step from research to concept to prototype. There are engineers that work to ensure





the products perform at the cost they need. Since most items are outsourced, they consider the realities of manufacturing items at scale for 1,795 stores when they develop the design. Once the product reaches the store, the customer can give feedback in online reviews. This offers the team vital insights on the feasibility of the product. Ultimately, they want to figure out the guest's pain points and solve them.

## Holistic Healthcare Design

As the healthcare landscape evolves, the effective application of holistic architecture and interior design can help facilities keep pace. Steve Busse, AIA, LEED AP, at BWBR, discussed how holistic solutions are being integrated into specialty clinics and cancer centers, and Alena Sakalouski, AIA, Women's Health Leader at HDR Architecture, Inc., offered examples from her work developing the Mother Baby Centers in the Twin Cities.

Just entering a hospital can be a stressful experience, so the goal is to make it feel like a place of wellness rather than where people go when they are sick. Key design features that help achieve this objective are creating strong connections to nature, lighting strategies, community integration and support for emotional and spiritual wellbeing. All of these features aim to treat the behavioral, social, physical and mental health of patients and support the healing process. Busse uses design as a tool that improves both how people heal and how medical staff can facilitate care.

While having a baby is a very different experience than the process of treating cancer, the need for spaces that provide a patient focused experience is the same. The challenges Sakalouski and her team faced in the design process included cultural interpretation of imagery, color palettes and terminology, limited space, way finding, serving different needs for patients and staff, and accommodating medical equipment and surface material requirements while creating a serene space for childbirth.

Because both birth centers are located in urban areas, they were challenged with site constraints both in terms of layout working around existing hospital facilities and in their ability to build connections to nature. Floral super graphics in the Minneapolis facility served the dual purpose of a way finding and natural element. Just like the cancer centers, creating spaces for emotional and spiritual wellbeing was important because not all families have positive birth experiences. They developed private meditation spaces for those grieving or struggling with difficult

situations. They have also incorporated high end hotel amenities, such as comfortable beds for partners in the recovery rooms and bathrooms with tubs for water births. These amenities help the patients feel more comfortable and at ease.

Both designers have been challenged working with health care professionals who may not see holistic design as an important requirement, but the competitive market place in the Twin Cities spurs on innovation as hospitals work to avoid losing market share. The next trends they predicted for the field of holistic healthcare design are dynamic lighting that simulates the circadian rhythms and colors of light in the morning and night, and more inclusion of the needs of the care providers to create stress free work environments for them as well.

## Be Unstoppable

Dina B. Simon, author of *Make Unstoppable Simple – Creative Problem Solving in Life and Leadership*, concluded the event by sharing the STOP Model she developed. She lead the audience through exercises that can help designers develop a strategy and plan to actively move towards their goals. The four steps are: S = Simplify T = Talents O = Others P = Plan. She explained how to work through the process by first simplifying to spot the real challenge, and identify the unique talents you bring to the table. Then look at what talents you need to hire out and determine who you know in your network that can help with either referrals or services. Finally develop a strategy or plan for achieving that goal. It is achievable when broken down into actionable steps, with accountability and support from a trusted advisor group who believe in you and your business.

## Ethan Allen “From Desire to Inspire: Mastering the Muses”

Ethan Allen hosted an event on Monday evening showcasing their new series of lithographs by the famed Galerie Murlot in Paris. In operation since 1852, Galerie Murlot is known for their work with a variety of well-known modern artists, such as Pablo Picasso, Marc Chagall and Henri Matisse, in the medium of lithography. Eric Murlot, great-grandson of the Murlot Studios' founder, spoke about the company's history and recent collaboration with Ethan Allen.

The Ateliers Murlot began in the 1850s as a producer of fine wallpaper in Paris. By 1937, Eric's grandfather, Fernand Murlot, helped Ateliers Murlot to become the largest printer



of lithographic posters. The Ateliers Mourlot collaborated with highly recognized artists for many years on these works. In 1967, the company moved to New York City, and worked with such modern greats as Roy Lichtenstein, Alexander Calder and Claes Oldenburg. While the studio closed in 1999, Galerie Mourlot remains a prominent fixture on the world's art stage.

For their collaboration with Ethan Allen, Galerie Mourlot has selected 81 works from some of the most legendary artists in the canon of modern art. The pieces in the collection, dubbed the "Modern Masters Collection," were each printed by a master craftsman, who often worked directly with the artist to create this custom piece of art. Artists spent months or years on the pieces, some leaving the stones partially finished so they could return when inspiration struck, and many finished pieces have been part of curated collections at the MOMA or Tate Museums. This event at Ethan Allen was a fascinating insider's look at a centuries old art form, so different from the typical inkjet printing of today. Such care was taken to create these pieces, an early version of a poster, and the artists put their own creative touch on each one — whether it was a work of art or advertisement. The results are striking for any modern art fan and more easily accessible to the masses.

## TUESDAY APRIL 14<sup>TH</sup>

### ASID Trend Chasers vs. Style Makers Event

*Photography by Mark Ehlen, ASID Industry Partner  
Representative for Ehlen Creative Communications*



Vignette designed by Lilo Interiors: Lisa Peck, ASID.  
See facing page for additional vignettes.

Tuesday evening's Trend Chaser vs. Style Makers event included a design panel composed of James Noble, Allied ASID; Brook Voss, Allied ASID; Lucy Penfied, Allied ASID; and Renee Halberg, Allied ASID. *Midwest Home Magazine* editor Chris Lee led a design panel

interview, which gave the audience members a real world perspective on the importance of working with an interior designer.

Seven vignettes designed by seven interior design firms added ambiance to the International Market Center during the event. "The vignettes looked terrific and showcased the strength of Style vs. Trend. I was struck by the diversity of the 7 vignettes — the outcome of unique, creative minds at work. Room 185 had a palpable energy that evening, thanks in large part to the visual punch your vignettes delivered," said Linda Engler, Allied ASID and one of the coordinators of the event.

## WEDNESDAY APRIL 15<sup>TH</sup>

### The Business of Design



Commercial and product design are significant components of the local design scene, and ASID designers had the unique opportunity of listening to design leaders in these markets present their perspective on commercial, restaurant and retail design. The panel, at the W Hotel Minneapolis, included David Shea of Shea, Inc, Eric Timba of Target, and Roslyn zumBrunnen of Nelson. Each panelist spoke about their backgrounds, their company's specialities, and what trends they are incorporating into their own projects.

Traveling the world for inspiration sounds like a dream job, right? Eric Timba, Group Manager, Product Design and Development at Target, does just that and brings those ideas, products and vision back to the PD&D team to guide the palette, material selections, finish details, and display examples for future collections. Eric shared his lifelong drive to answer the question, "Why can't everyone have great stuff? Why can't it be accessible?" based on his own experience having his mom make





Interior Places and Spaces, LLC: Angela Parker, ASID.



ImPeckable Design: Laura Antognozzi-Peck, Allied ASID



RLH Studio: Renee Hallberg, Allied ASID.



Renaee Keller Interior Design, Inc.: Renaee Keller, ASID.



Design Studio @ 50th & France: Diane Hennen Pearson, Allied ASID;  
Jim Noble, Allied ASID; Lola Watson, Allied ASID; Leila Lake, Allied ASID



Designs by Martina: Martina Willegalle, ASID.





him a custom wardrobe as a kid. After working in LA designing menswear and getting frustrated with company cultures that emphasized profit above all else, he was excited to work for Target because they aligned with his principles, values and ideas about design. “Who do we aspire to?” is the benchmark question his team tries to answer as they shop, travel, attend trade shows, read magazines and blogs, and study trend reports. Once they’ve developed a theme for upcoming collections, they share it with the team by setting up vignettes with found items, mocked up fabrics and accessories, and existing pieces to tweak in order to show the direction and give them a feel for the spirit they want to achieve. The recent backlash from those who thought Lily Pulitzer for Target was a sell out of that brand’s exclusivity, reinforced why he got into design in the first place — to make Design For All.

David Shea, Owner and CEO of Shea, Inc., spoke about how travel inspires and guides the designs and components he and his team incorporate into the restaurants, commercial spaces and experiences they create. Case studies included developing “well places” within Macy’s to keep people in the store longer, partnering with Chef Gavin Kaysen to develop a unique space at his Spoon & Stable restaurant by scouting for custom items created by local artisans, and reinventing the pediatric dental environment for Camp Smile to remove the fear from the experience.

Inspiring the workforce can be a challenge when they are trapped in cubicle farms. Fortunately, companies are getting wise to this and working with design professionals, like Roslyn zumBrunnen. In order to develop great work spaces, designers need to spend time in the project’s current office to investigate how they use the space. They can develop solutions that will work for their needs of their clients while supporting their values and priorities. For example, one company added a large commercial kitchen and had chefs cook three healthy meals a day for the employees. Casual work zones that resemble real living rooms are more frequently requested by companies. Designing offices around a “Main Street” encourages impromptu conversations and collaboration for co-workers beyond one’s immediate neighbors. Interactive creative design elements have been particularly successful in culture development for companies. A repurposed vintage billboard in Carmichael Lynch’s entry is changed out to

greet guests, announce birthdays and display quotes voted on by their teams. Ultimately, the common elements in many of these projects are an increased interest in employee health and wellbeing for employee retention and inspiring out-of-the box thinking by getting people out of the box.

All three panelists were interested in exploring wellness and its impact on culture and design in all areas of consumers’ lives, whether it involves providing tech free zones, spaces to practice meditation, or learning healthy foods from other cultures to introduce to consumers.

### Kitchen Talk: A Panel Discussion

The Midwest Home Design Week Kitchen Panel was held at Ferguson Bath, Kitchen, and Lighting Gallery and hosted by Twin Cities Live co-host Elizabeth Ries. The panel included Tara Mckensie, from ASID Industry Partner Ferguson, Andrea Dixon, Allied ASID and co-owner of Fiddlehead Design Group, Kathryn Johnson, Allied ASID and owner of Kathryn Johnson Interiors, Todd P. Hansen, Allied ASID and principal of Albertsson Hansen Architecture, and Dan Juedes, ASID Industry Partner Representative and sales manager of Filament Lighting, Inc.

Tara Mckensie shared her observation of trends in kitchens. Now is a time, she said, “where anything goes, with unconventional and risk taking design.” Gold lacquer and eclectic bronze are making a comeback. White cabinetry remains popular, as does black and white cabinets, open shelving and geometric shapes. Andrea Dixon advised that designers respect their clients and not rush the kitchen design. The timeline should allow at least 3 months from start to finish. Kathryn Johnson emphasized the importance of maintaining the character and architectural features of a historic home. Todd P. Hansen discussed creating timeless design and the importance of taking time with a client to complete a thorough design process, from schematic design to the finished project. Dan Juedes reviewed the 3 layers of lighting and the popularity of LED tape. The event concluded with questions from the audience. Those interested in design services were advised on how to find an interior designer.

We thank all who contributed to making this another successful series of events for ASID. • D •

# Student Design Charrette



By Peter Davis, Allied ASID



Team: Dakota County Technical College



Team: Alexandria Technical and Community College

The first annual ASID MN Student Design Charrette was a great event for creating student engagement in a real world scenario. Held at International Market Square on April 15th, the event brought together students for a competitive learning experience. ASID Student members were invited to participate and teams were fielded from Century College, Dakota County Technical College, and Alexandria Technical and Community College.

The word charrette may refer to any collaborative session in which a group of designers drafts a solution to a design problem. For this event, the students were given a design problem to solve on the spot, and then they had five hours to brainstorm ideas, develop concepts and presentation boards. After a five hour design period, students gave presentations to a panel of judges from the design community and were given scores to determine placing.

After being told that the design brief was fictional, and International Market Square had made no such statement, here is the challenge the students were given:

*International Market Square has decided to renovate its concourse (basement) level. As of now, it is a low rent space that often has unoccupied offices due to its unappealing location in the building (the event is happening in one of those spaces). International Market Square is looking to re-purpose this space to either: create more income than the low rent is currently making, or create a utility space for people who work in the building. You must create a design concept for the concourse level and present it.*

Dakota County Technical College took first place with their design. For their concept they kept some of the tenant space



Team: Century College

while adding diversity. The judges were most impressed by their concept of creating a hoteling space. That is, the floor plan would include a small selection of offices to rent out short-term. These would be utilized by designers who work and live a large distance away, but still need to come to International Market Square to meet with clients and make selections occasionally. Attached to the hoteling space would be small storage lockers for designers to keep supplies so they do not have to carry drafting boards or rendering supplies each time. Other notable features of the design included a coffee bar, lounge seating, an amphitheater style conference room, and replacing the parts of the concourse level that open up to the first floor with wide stairwells. The team was made up of Jill Deiss, Sara Gaulrapp, Dyonne Danielson and was headed up by Dakota County Faculty, Anne Farniok. They took home \$200 and the first place trophy. • D •

# ASID Designer Kitchen Tour Summary

By Recia Johnson, Allied ASID



Designer: Nicole Sirek

The 2015 ASID Kitchen Tour delivered a stimulating display of creative innovation and styles. From the seasoned to the emerging professional, each designer beautifully illustrated to the average person the ability to visualize possibilities within their own home.

The Kitchen Tour presented a buffet of innovative kitchen planning examples for every taste and pocketbook throughout the Twin Cities.

Small kitchens are a common homeowners issue, and clever solutions prevailed throughout the tour. Christine Frisk, ASID and owner of Inunison Design, Inc. enlarged her client's kitchen physically by two feet using an exposed I-beam, and increased the visual space with window walls looking out into the backyard. Nicole Sirek, Allied ASID from Partners 4Design, expanded the back entry of her client's kitchen to make room for a silstone peninsula for cooking and meal prep. Andrea Dixon, ASID and co-owner of Fiddlehead Design Group, solved the small space challenge by removing a support wall and pantry to provide an open plan to accommodate an island and lots of storage.

There was also great design inspiration for baby boomers. Mary Jane Pappas, ASID and owner of Pappas Design, skillfully converted a mid-century rambler into a wheelchair accessible floorplan for a couple aging in place. For a younger family with children, Todd Hansen, ASID Industry Partner Representative and co-owner of Albertsson Hansen Architecture, created a stunning white Victorian kitchen using affordable IKEA cabinets that are family friendly.

A beautiful example of preserving and respecting a historic home was presented by Kathryn Johnson, Allied ASID and owner of Kathryn Johnson Interiors, Inc. She successfully built upon the beauty of the home by accenting the dark woodwork with bold teal cabinetry and opening up the small kitchen into the dining room. In another historic home, Jen Ziemer, Allied ASID and co-

owner of Fiddlehead Design Group, maintained the integrity of the home while successfully blending her appreciation of historic details with the client's appreciation of industrial clean lines.

For a home on one of Minnesota's 10,000 lakes, Sheree Vincent, Allied ASID and owner of Fushion Designed, designed a modern kitchen that highlighted the beauty of the lake, and proved that not all lake homes have to look like a country lodge.

Rita Larson, Allied ASID and owner of Larson Design, converted a typical suburban house into a beautiful uniquely designed home using a clever color pallet and thoughtful space planning.

Entering your project into the Kitchen Tour provides an opportunity to showcase your work and emphasize to qualified leads the value of hiring a design professional. Experiencing real home kitchens thoughtfully designed by professionals has a



Designer: Shawn Leetz

powerful impact on homeowners considering a kitchen update. It highlights the value of hiring an Interior Designer who can resolve their real issues into beautiful and creative solutions.

Not all participants have been practicing design for years. Shawn Leetz, Allied ASID and owner of Leetz A'Marie Interior Design, bought her turn of the century home in 2012 with the goal of fixing it up. She wanted to showcase her own home to launch her new design business. She created her kitchen utilizing out of the box solutions, resulting in a new kitchen for under \$20,000. Accented with her own creative artisan work and special touches, including a one-of-a-kind hand-crafted ceiling treatment, she proved to the average person that good design does not need to break the bank. She also proved that designers can gain clients by showcasing their talents in their own home.

The Kitchen Tour provided a steady flow of traffic this year. It is an excellent way for designers to get their work noticed and advertise their business. • D •



# Show Your Work Like A Pro: How Designers, Photographers and Stylists Can Collaborate

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
MINNESOTA



By Katie Lewis, Allied ASID



Project Photos by Susan Gilmore Photography

It comes as no secret that the most successful interior designers partner with professional photographers and photo stylists to showcase their projects. What are the secrets and techniques they use to make these projects stand out? The answer was revealed at the ASID February programs event, titled “How To Show Your Work Like a Pro,” which was presented by Susan Gilmore, owner of Susan Gilmore Photography, and Shannon Gale, owner of Shannon Gale Photo Stylist.

The current modes of communication are changing at a rapid pace, so it is crucial for interior designers to be current and relevant in their advertising and marketing efforts. Social media platforms, including Houzz, Pinterest, and Facebook, are the new

marketing medium, and high quality photography is what makes interior designer projects stand out in a world filled with amateur pictures. Magazine quality photography is a key ingredient to creating an appealing website and portfolio, and like a work of art, it takes planning and a trained eye to create a beautiful photograph. When this is done effectively, an interior designer’s projects are more likely to get noticed and published by both local and national publications.

What is the process of crafting an attractive photograph that effectively showcases a designer’s work? According to Shannon and Susan, the photo shoot is a collaborative effort between the client, interior designer, photographer and photo stylist.



The client should be prepped with the knowledge of how long the shoot will take, which will vary, of course, depending on the project. The room may be designed to perfection, but not always photograph well due to a variety of reasons. There may be improper lighting, irregular angles, not enough space or too much clutter. This is why it is important to scout out the space in advance to plan for every detail in the shoot. Shannon said that one of the secrets of a successful shoot is not what you put into a picture, but what you take out. The team will look at all aspects of the space; foreground, middle ground and background. They may change the way the room is arranged during the shoot, which

will not necessarily be how the client actually lives in the space. At the end of the shoot the team will put the space back together in its original configuration. Clear and precise communication between everyone is the key to a successful photo shoot, the end result being beautiful renditions of their space for the client and fabulous photographs for the designer to use in their portfolio and social media platforms. Although the cost of using a professional photo styling team can use up a good portion of the advertising budget for the designer, the real question becomes, “What is the cost of not using high quality and professionally styled photos to showcase their work?” • D •



WWW.

a bazillion opportunities  
to make a good first impression

brand development  
creative services  
business cards  
stationery  
direct mail  
portfolio pages  
flyers  
brochures  
posters

**Red Leaf**  
[design] [print] [web]



**website design and development**

**952-303-4285**

Graphic design. Creative development. Identity and  
branding. Strategic planning. Website development.

[www.redleafdesign.com](http://www.redleafdesign.com)

Designer Tile & Stone Showrooms  
Plymouth ♦ Roseville ♦ Burnsville  
**www.katelotile.com**



## Pipeline-showroom.com is live!

A guided experience to the world of  
water.

[www.pipeline-showroom.com](http://www.pipeline-showroom.com) is a  
user friendly website to help your  
clients navigate towards their dream  
home.

New Website Features:

- Easy navigation!
- Schedule an appointment online!
- Manufacturers from around the globe!
- Create a wish list!
- E-mail your selection!

**PIPELINE**  
DESIGN SHOWROOM

620 16th Ave South  
Hopkins, MN 55343  
Phone: (952) 988-5550  
Fax: (952) 988-5558

**PIPELINE**  
DESIGN SHOWROOM

620 16th Avenue South  
Hopkins, MN 55343  
Phone: (952) 988-5550

Bathrooms | Kitchen | Faucets | Sinks | Showers | Bathrooms | Toilets | Lighting | More... | Our Brands

Directions To Pipeline Showroom

Welcome to Pipeline Design Showroom!

Shop Our Categories of Kitchen and Bath Products

**www.pipeline-showroom.com**



HAVE YOU  
**HUGGED**  
A SPONSOR TODAY?



**GIVE A SPONSOR SOME LOVE.**

Sponsors play a huge role in keeping our chapter strong.  
Say “thank you” to, and do business with, a sponsor today.

