

Design Directions

ASID MINNESOTA
Design Directions

WINTER 2015

2015 AWARD WINNERS



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ON THE COVER

2015 ASID MINNESOTA AWARDS
BEST IN SHOW WINNER

PROJECT NAME: Modern Sophisticate

DESIGNERS: Kimberly Scanlon, Allied ASID
and Kristin Rohweder-Rackner, Allied ASID

FIRM: Crush Collective

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- > Bonnie Birnbaum, ASID

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Brian McCashin

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***“If you have been
hesitating to enter into
the awards competition
or even jump into a
volunteer role with
ASID, I encourage you
to reconsider.”***

A LETTER FROM OUR PRESIDENT

Fall is one of my favorite times of year. It seems nature brings out its best, with all the trees competing for best in show. One doesn't have to look far to be motivated by all of the surrounding beauty. Our annual Awards celebration is much the same way. The talent and creativity displayed through our members is noteworthy. The Twin Cities produces work that could compete on a national and global scale. Congratulations to all of our award recipients and thank you to everyone who submitted their beautiful projects. When you review the presentation boards, I think you'll agree we are a vibrant design community.



When you review the presentation boards, I think you'll agree we are a vibrant design community.

If you have been hesitating to enter into the awards competition or even jump into a volunteer role with ASID, I encourage you to reconsider. There are many opportunities within our local chapter to grow and contribute: community service, mentorship, programs and even writing for *Design Directions*. Our organization is only successful through member involvement and I want to personally invite you to reach out if you have new ideas or challenges for our chapter.

Our chapter has experienced much success due to the overwhelming support from our Sustaining Sponsors. I ask that each of you express your gratitude to these individuals and businesses, but also consider them for your next project. Sponsors support us throughout the year in programs, education, and special events. They also volunteer many hours through committees and help us achieve our goals.

As president I feel a responsibility to serve all of our ASID members and know that we are better when we work together. Take a minute to read the profiles of the Board Members in this issue and contact them if you see an area that is of particular interest to you.

Here's to a new year of challenges and successes.

Christine Frisk

CHRISTINE FRISK, ASID
President
ASID MN Chapter



Francis
King Ltd.

 www.francisking.com

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Suite 465

Minneapolis, MN 55405

612. 604. 0033

“Our new board is off and running! We are grateful for the faith our membership has placed in us to represent all of you, and have made a commitment to do our best to strengthen our chapter and represent each of you.”

A LETTER FROM OUR PRESIDENT-ELECT

Hello,

Our new board is off and running! We are grateful for the faith our membership has placed in us to represent all of you, and have made a commitment to do our best to strengthen our chapter and represent each of you. We recognize the hard work of our membership who volunteers on various committees, and each board director has committed to attending a committee meeting on a quarterly

basis to better understand and subsequently represent and aid our members in their endeavors. It is our hope that this close interaction will bring about better transparency as well. I encourage those of you who are not yet on a committee to consider joining! There are several committees that are still looking for additional members. You can check with Karen in the ASID office for more details. You have a lot to offer — and the time you invest pays off in so many ways.

Speaking of volunteers: I just attended the opening of the new Found It shop of Bridging and was so proud of our many members who worked so hard to pull together vignettes to show that design is so much more than selecting high-end merchandise — bringing design to the world should always be our ultimate mission! I understand that by the end of the opening almost every item had been sold! Well done!!

Once again, our gala honoring the ASID award winners was a tremendous success. I can tell you that once again our esteemed judges were impressed with the quality of work they had to judge. I encourage all of you to begin thinking about your entries for next year!!!

And a huge shout out to our Industry Partners who basically underwrite many of our programs and events with their outstanding and ongoing support! We could not be the chapter we are without you! Please take a moment to thank our IPs and remember to consider them as your first resource choice.

Lola Watson

**LOLA WATSON, ASID
President-Elect
ASID MN Chapter**



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5 CotY Awards

Including Best Newcomer!



Designer: Heather Grossmann



Designing: Heather Grossmann



Designers: Becca D. Bastyr



Designer: Heather Grossmann

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Welcome New Members

STUDENT MEMBERS

- » **Kirsten Billmeyer**
Dunwoody College of Technology
- » **Shira Fox**
Dakota County Technical College
- » **Linda Haglund**
Century College
- » **Amanda Heinecke**
University of Minnesota
- » **Sarah Hoekstra**
North Dakota State University
- » **Kelsi Holwagner**
North Dakota State University

- » **Krystyna Johnson**
Alexandria Technical College
- » **Julie Kartak**
Art Institutes International Minnesota
- » **Kathleen Mallon**
Art Institutes International Minnesota
- » **Alexis Maucort**
North Dakota State University
- » **Kristin Rohweder**
Dakota County Technical College
- » **Lauren Simon**
Art Institutes International Minnesota

- » **Rachel Smidts**
Century College
- » **Courtney Starry**
North Dakota State University
- » **Taylor Stein**
Alexandria Technical College
- » **Rachel Swetland**
Art Institutes International Minnesota
- » **Sheyenne Weber**
North Dakota State University
- » **Samantha Wittich**
Century College

ASSOCIATE ASID

- » **Deanne Koppendrayner**
- » **Jessica Soldner**

ASID

- » **Ann Huhn-Anderson**

Welcome

Review: 2015 Showcase Home

By Bonnie Birnbaum, ASID

Show Stopping, Eye Popping “Coastal Chic”

Presented in coordination with
Mpls.St.Paul Magazine

The public was wowed by the color and cohesiveness of this year's Showcase Home. The tour started out with a sold out Gala. Over 600 people enjoyed this event, sponsored by Cambria, who also was the presenting sponsor. This was a very auspicious start as over 4,000 people toured the home this year. The *Star Tribune* had a two-page spread on the first Sunday the home was open, which helped drive traffic.

Since the tour was held in September, it was a very long year for the designers. Kudos to them as they worked through the summer as the home progressed, and started the install over the Labor Day weekend. Thanks to Great Neighborhood Homes and Margaret and Scott Busyn who were the contractors this year. They and their subs were excellent to work with and the home was done on time for the designers to do their magic.

Mom's Landscape & Design was responsible for the amazing transformation to the yard and gardens including an in-ground

pool, pergolas, swings, outdoor kitchen and trampoline, all framed by many perennial gardens.

Mpls.St.Paul Magazine once again partnered with ASID MN to produce this year's tour. Besides securing the sponsors for the tour, the magazine runs all the events, manages the charities volunteers who man the house, and is responsible for all the PR and advertising for the home. Megan Wahman from *Mpls.St.Paul Magazine* is also an active member of the steering committee and the chapter's liaison with the magazine.

Comments overheard at the home this year:

“Is that wallpaper? Oh it is! Is wallpaper back in?”

“There are lots of beams on ceiling. I took mine down.” /

“Were your ceilings 8 feet? Well these are 10 feet.” / “Oh!”



Awards and Accolades

By Elizabeth Bland, Allied ASID

- › **BROOKE VOSS, ALLIED ASID**, Brooke Voss Design, had her work on a Lake Minnetonka family home featured as the *Star Tribune's* October 2015 AIA Home of the Month.
- › **JACKIE MILLEA, ASID**, Shelter Architecture, had her own South Minneapolis addition project featured in the *Star Tribune* on October 9, 2015.
- › **JACKIE MILLEA, ASID**, Shelter Architecture, had her North Oaks project featured as the *Star Tribune's* November 2015 AIA Home of the Month.

- › **LISA PECK, ASID & CHRISTINA RYMER, ALLIED ASID**, Allied ASID, LiLu Interiors, were featured in *Mpls.St.Paul Home & Design*, October 2015, for their bright & colorful interiors in a young family's new home.

"This is my favorite house! Each room blends with the next!"

"My favorite color is blue — I love this! So refreshing"

"It's like being on vacation!" (Thank you Sheree Vincent for being a fly on the wall.)

"The Coastal house is the most cohesive design ever."

"We love the fresh and new approach for every room."

"This house is livable and something any family can achieve in design."

Kathy Ordahl saw many visitors walk into the kitchen and comment on the beautiful marble counters, which are actually Cambria. Then they stated, "This is what I want in my kitchen."

"When you enter the foyer, the chandelier reminds me of gently moving wind chimes in an ocean breeze." — Christine Happel

"We love the scale of every room."

"One gentleman walked in, stated his wife was at Ladies' night and said it was a 'must see house.'" — Angela Parker

"As a designer, I was blown away by the attention to details in every ceiling." — Lola Watson

Congratulations to Our People's Choice Winners

- **Front Porch/Screen Porch** — Rob Edman, Allied ASID and Laura Engen, Allied ASID
- **Sun Room** — Kristen Shiekh, ASID
- **Kitchen** — Erin Botz, Allied ASID
- **Study/Reading Nook** — Diane Lumpkin, Allied ASID and Jennifer Austin-McGrath, Allied ASID
- **Foyer, Stairs, Halls, Laundry** — Renee Keller, ASID
- **Great Room** — Letitia Little, Allied ASID and Sheree Vincent, Allied ASID

Sample Sale Recap

By Jennifer Ball, ASID

The 2015 ASID Sample Sale took place October 1st through 3rd this year, a few weeks later than the expected third week in September. The sale proves to be a continued success year after year. This year we had over 35 participants from IMS Showrooms as well as independent designers. The amount of inventory this year was very impressive! Francis King and Judith Knight always seem to keep shoppers coming back for the second day of the sale because the discounts are so great. Despite the unexpected delay of credit card terminals, we implemented "Plan B" and utilized today's technology and made it work. The sale brought in over \$160,000 in sales this year. Thanks again to our volunteers that helped fill the roles of cashiers, greeters and door security, as they helped make the sale a big success.

ASID MN and IMS
present the annual
**ASID
SAMPLE
SALE**

2015 ASID Student Affairs Day

By Kristen Shiekh, ASID



All photos by Jessica Zickert

Inclusion best described the feeling of the annual ASID Student Affairs Day held on October 23rd at IMS. This annual event included students from all local interior design schools in Minnesota. Once again Betty Ravnik brought a bus full of enthusiastic and highly motivated students from Alexandria Technical and Community College to participate in the day's events.

Each year Student Affairs Day is comprised of a panel discussion, showroom tours, a studio tour, training of student chapter directors by Christine Frisk, and this year included the introduction of the Mentorship Program for ASID students. Over the past few years the Membership Committee has been working to create a program where new professionals to the practice (in their first 10 years) are matched with a mentor, who is a seasoned professional. This is the first year students have been invited to participate in the program.

To introduce mentoring to the students, there were testimonials of those currently in the program speaking about how it has affected their lives. Talla Skogmo of Talla Skogmo Interior Design spoke of

searching for an employee and feeling very unimpressed until she met with a mentee of Lola Watson's and hired her immediately. Ms. Skogmo felt that this mentee had the educational background she was looking for and had become a "polished" professional through their mentoring.

Lola Watson then read a letter written by her current mentee, Christine Hoene.

"As a new designer who's primarily alone in the field day to day, it was a luxury to gain knowledge and take steps towards becoming even more of a professional.

About 2 and a half years ago, I graduated with my design degree and purchased my former boss's company. I am and was very passionate about getting this program started for new designers to learn from our wonderful veteran designers in our strong ASID chapter. My experience with Lola as my mentor was greater than I could have imagined, and I am now even more of an advocate of this program and the positive benefits." Christine goes on to say,



“During our meetings I’d listen and ask questions, even beyond my list, and take notes. Her advice has absolutely improved my business and stress levels tremendously!! I have implemented many of her suggestions, and have fewer fears. It became very easy to speak with her. She asked me great impromptu questions too, such as ‘what are you afraid of’ or ‘what are you most stressed about this week.’ Her advice was spot on, and I have seen and felt the positive changes, such as prompter payment from clients, how best to handle employees, what to look for in employees, how to handle tough client and subcontractor issues, and how to provide a higher level of customer service. I am very thankful that she volunteered and agreed to meet with me. I do believe you get out what you put into things. Thank you Lola, and the mentorship program.”

Students were also introduced to design professionals in varying professions within the interior design field. The panel included Jane Schulter, Lori Berg, Susan Thayer, Tracy Gratton, Rebecca Van’t Hull, Jackie Millea and Kristen Sheikh. Each of these

professionals spoke on the different opportunities available to interior design graduates.

Marco Rebollar-Garcia, currently an interior design student at Century College who has attended Student Affairs Day for the past three years says, “I find it important to participate in events like these. They provide a lot of information that we will use and implement in our future careers in the design field. Students need to come participate and take as much information as they can. This also helps to network and get your face out in the field. I believe everyone that aspires to be in our field should attend events like Student Affairs Day, whether they’re a member already or soon to become members of ASID.”

If you are interested in the Mentorship Program please contact the ASID office.

The Membership Committee is grateful to the sponsors of the committee and International Market Square for sponsoring Student Affairs Day. • D •

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

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New Board Members



President-Elect
Lola Watson, Allied ASID

Education:

- 1969-1973 University of Missouri, Columbia MO, BS in Interior Design
- 1973 Georgia Technical Institute, Atlanta, GA, School of Architecture

Employment:

- 1997-2001: Design Studio of Gabberts, Edina, MN
- 2001-2003: William Beson Interior Design
- 2003–Present: Lola Watson Interior Design

ASID Activities:

- ASID Mentor 2014–Present
- Director of Public Relations for MN Chapter 2005–2006
- ASID Showcase Participant 2002, 2004, 2006
- ASID Kitchen & Bath Tour 2006
- ASID Development Committee for Eastcliff Remodel 2004–2005
- Keynote Speaker ASID Student Day 2006
- Judge in ASID Awards 2008
- Judge for *Window Fashions Magazine* 2003, 2004, 2005

Community, Civic and/or Professional Organizations or Activities:

- Board Member/Director of Public Relations FGI 2003-2005
- Chair of World's Largest Antique Appraisal (Benefit for Fairview/University of Minnesota Brain Tumor Center) held at MOA
- Contracted Singer with Minnesota Chorale, Co-chair dress Committee 2009-2014

Honors, Awards & Publications:

- 1st Place Winner Residence Over 3,000 Sq Ft 2002
- Honorable Mention Residence Over 3,000 Sq Ft 2002
- People's Choice Award Favorite Overall Kitchen 2006 Kitchen Spectacular
- People's Choice Award Favorite Window Treatments 2006 ASID Showcase house
- People's Choice Award Favorite Guest Room 2004 ASID Showcase House
- Winter 2011 – Charleston Style & Design Contemporary Design with Traditional Materials
- Summer 2010 – *Mpls.St.Paul HOME Magazine* Classic Summer Style
- January 2008 – *Mpls.St.Paul Magazine* Roomology
- June/July – *Spaces 5* Hot Trends in Kitchen & Bath
- Summer 2008 – *Better Homes & Gardens* Kitchen Makeover A Natural Affinity
- February 2008 – Twin Cities *Luxury & Fashion* Form Follows Function

- January/February – MARQ A Twin Cities Life of Style Marq on Trend Interiors
- February/March 2007 – *Spaces 6* Tips to Add Lux Right Now
- Fall/Winter 2006 – *Spaces A* Beautiful Life
- Summer 2005 – Women's Day Specials / Budget Decorating Ideas Decorating SOS

CANDIDATE STATEMENT:

After years in this industry, I remained concerned with the lasting impact on the public. While it is vital to encourage the growth of ASID and uphold the highest standards in the practice of Interior Design, I feel it equally important to educate the public in the importance in working with an ASID designer. We need to partner more closely with the media and related building industries to show the advantages and superior results of working with ASID Designers.



Professional Development Director
Susan Thayer, Industry Partner
Representative for Hickory Chair

Education:

- BBA Georgia State University
- Art Institute of MN – Interior Design

Employment:

- Rabbit Creek, Owner (Hickory Chair Showroom, Visual Comfort Showroom, and Bolier & Co. Showroom)
- Territory Rep, Hickory Chair Company

ASID Activities:

- Industry Partner
- Gala Committee
- CELL Presentations, Alexa Hampton/Great Artists/Thomas O'Brien/Suzanne Kesler
- Hickory Chair University
- Art Extravaganza
- Mentor

Community, Civic and/or Professional Organizations or Activities:

- WPO – Woman's Presidents Organization
- South Metro Chorale

Honors, Awards & Publications:

- Hickory Chair – Rookie of the Year, Sales Rep of the Year

CANDIDATE STATEMENT:

If selected as a chapter leader, what key goals would you set, and how do you believe they would be achieved?

- Communicate with Programs Committee to ensure appropriate CELL offerings through the year
- Develop Deeper Outreach with Student Affairs Committee
- Develop survey/questionnaire to determine needs of Constituency



Communications Director
Nancy Nelson-Flom, Industry Partner
Representative for INTERSOURCE, Inc.

Education:

- University of MN,
BS Interior Design with Honors

Employment:

- INTERSOURCE, Inc. — 19 years
- Redmann's Linoleum & Carpet Co — 3 years

ASID Activities:

- Holiday Party Host 2014
- Design Week Committee 2013-14
- Sponsorship Committee 2011-13
- Awards Committee 2009-11
- Gold Sponsor

Community, Civic and/or Professional Organizations or Activities:

- WPO — Woman's President's Organization
- NARI, AIA, IFMA

Honors, Awards & Publications:

- 2014 Corporate Supplier of the Year — U of MN
- 2010 MN Industry Star Partner Award ASID

CANDIDATE STATEMENT:

My initial goal for my position as ASID communications director would be to understand the Society's brand identity, standards, strategic direction, mission, policies, programs and go get to know all of the associated parties involved. I would do this by speaking to the past two communications directors to gain their insight and effective processes. My ultimate goal would be to use logic and clarity in communication to gain effective synergism between the committees and publications I am responsible for/to in exercising communication functions.



Student Representative
Jessica Bliven

Jessica is a senior at the University of Minnesota-Twin Cities and has an internship at InUnison Design, Inc. where she has had the opportunity to be involved with real world projects. Outside of design she enjoys travel, fishing, and hiking.

Jessica loves being a part of ASID because it is a great opportunity to meet professionals and get involved in the design community!



Financial Director
Keri Olson, Allied ASID

Education:

- Associate Degree, Interior Design DCTC
- Bachelors Degree, Business U of MN

Employment:

- KOR Interior Design
- Addison Interiors

ASID Activities:

- Showcase Co-Chair 2014
- Showcase Committee 2007-2014
- Awards Committee 2009-2011
- Programming Committee 2006

Community, Civic and/or Professional Organizations or Activities:

- House Corporation Board
- Pi Beta Phi, U of MN Council Member
- Easter Lutheran Church

Honors, Awards & Publications:

- 2014 Showcase Home Peoples Choice Award
- ASID MN 1st Place Singular Space 2009
- ASID MN Honorable Mention, Design in the Details 2008
- *MSP Magazine, Star Tribune*

CANDIDATE STATEMENT:

I came to interior design as a second career. I started out as a business analyst, computing, moved overseas and worked in computing software sales and returned to the states and taught Global Awareness to corporate America with another international living stint in between. Clearly I was searching for my place in the world in so many ways. Interior design is it. I have benefited from my membership most strongly by volunteering in different areas, ASID Showcase Home Tours participant, served on its board for 7 years, served on the Awards Board for 3 years and the Programs Board for 1 year. I love the community of designers that ASID connects me to and appreciate the emphasis on continuing education. Look forward to serving on the board as financial director. Our organization is strong due to its membership, programs and strong financial footing.

See the inside back cover
for a listing of committees overseen
by respective board members.

2015

ASID Award Winners



◆ **BEST IN SHOW**

Modern Sophisticate

Designers: Kimberly Scanlon, Allied ASID
and Kristin Rohweder-Rackner, Allied ASID
Firm: Crush Collective

◆ BATHROOM — LESS THAN 150 SF



1st ONLY

Project Name: Exquisitely Enchanting
Designer: Sandy LaMendola, ASID
Firm: Twist Interior Design and Team

◆ BATHROOM — MORE THAN 150 SF



1st

Project Name: Silver Lining
Designer: Kristy Conlin, CKD, Allied ASID
Firm: Martha O'Hara Interiors



2nd

Project Name: Timeless Beauty
Designer: Tami Holsten, Allied ASID
Firm: Bear Trap Design

◆ BEDROOM SUITE



1st

Project Name: Modern Master Suite
Designer: Jodi Gillespie, ASID
Firm: Jodi Gillespie Interior Design



2nd

Project Name: Fittingly Appointed
Designers: Sandy LaMendola, ASID and Team
Firm: Twist Interior Design

◆ HISTORIC PRESERVATION/RESTORATION



1st ONLY

Project Name: Decorative Arts, Alive & Well
Designers: David Heide, Allied ASID; Michael Crull, Allied ASID; and Team
Firm: David Heide Studio

◆ MULTIPLE ROOMS/ENTIRE RESIDENCE 2,500 AND UNDER



1st ONLY

Project Name: Modern Soiree
Designers: Darsi Floersch, Allied ASID and Team
Firm: Martha O'Hara Interiors

◆ MULTIPLE ROOMS/ENTIRE RESIDENCE BETWEEN 2,501–4,500 SF



1st

Project Name: Finding Balance
Designer: Jodi Gillespie, ASID
Firm: Jodi Gillespie Interior Design



2nd

Project Name: Lap of Luxury
Designers: Lisa Peck, ASID and Luanne Silvia, ASID
Firm: LiLu Interiors

◆ MULTIPLE ROOMS/ENTIRE RESIDENCE 4,501 SF AND OVER



1st

Project Name: Open Dialogue
Designer: Ann Marie Ludwig, Allied ASID
Firm: All Design Group



2nd

Project Name: Bright & Bold
Designers: Bonnie Kespohl, ASID and Team
Firm: Blend Interior Design

◆ MODEL HOME



1st

Project Name: Urban Farmhouse
Designer: Bonnie Kesohl, ASID
Firm: Blend Interior Design



2nd

Project Name: Grand Minimalism
Designers: Darsi Floersch, Allied ASID and Team
Firm: Martha O'Hara Interiors

◆ KITCHEN LESS THAN 300 SF



1st ONLY

Project Name: Vintage Charmer
Designer: Annie Tropple, Allied ASID
Firm: Blend Interior Design

◆ KITCHEN MORE THAN 300 SF



1st

Project Name: Modern Sophisticate
Designer: Kimberly Scanlon, Allied ASID
Firm: Crush Collective



2nd

Project Name: Rustic Luxe
Designer: Jennifer Ball, Allied ASID
Firm: Gabberts Design Studio



◆ SINGULAR RESIDENTIAL LIVING SPACE



1st
TIE

Project Name: Modern Family
Designer: Marie Meko, Allied ASID
Firm: Gabberts Design Studio



1st
TIE

Project Name: Modern Retreat
Designer: Rena Feldman, Allied ASID
Firm: Inview Interior Design



2nd

Project Name: English Cottage Charm
Designer: Maureen Grace Haggerty, Allied ASID
Firm: mint

◆ SPECIAL PURPOSE ROOM



1st
ONLY

Project Name: A Love for Cabernet
Designer: Tami Holsten, Allied ASID
Firm: Bear Trap Design

◆ CORPORATE/COMMERCIAL — OFFICES



1st

Project Name: Punctuated Palette
Designer: Stephany Eaton Associate, ASID
Firm: Purealchemy Design



2nd

Project Name: Collective Workplace
Designers: Todd Hansen, Allied ASID and Team
Firm: Albersson Hansen Architecture LTD

◆ DESIGN IS IN THE DETAILS



1st

Project Name: Serving the Details
Designers: David Heide, Allied ASID; Michael Crull, Allied ASID; and Team
Firm: David Heide Studio



2nd

Project Name: Vintage Wine Cellar
Designer: Tami Holsten, Allied ASID
Firm: Bear Trap Design

MERIT AWARDS

+ Bathroom — More Than 150 SF

Project Name: High Tech Haven
Designer: Amy B. Schweitzer, Allied ASID
Firm: Inspired By Design

+ Bedroom Suite

Project Name: Charmed Life
Designer: Martha O'Hara, Associate ASID
Firm: Martha O'Hara Interiors

+ Historic Preservation/Restoration

Project Name: Act 1
Designers: Sandy LaMendola, ASID and Team
Firm: Twist Interior Design

+ Multiple Rooms/Entire Residence Between 2,501–4,500 SF

Project Name: Finding Balance
Designer: Jodi Gillespie, ASID
Firm: Jodi Gillespie Interior Design

+ Kitchen Less Than 300 SF

Project Name: High Style in Small Spaces
Designers: Kimberly Scanlon, Allied ASID and Kristin Rohweder-Rackner, Allied ASID
Firm: Crush Collective

CHAPTER AWARDS

> DESIGNER OF DISTINCTION

Lisa Peck, ASID
Firm: Lilu Interiors

> INDUSTRY PARTNER STARS

Jill Murphy, IP Rep for Martha O'Hara Interiors

> TOM GUNKELMAN LEGACY AWARD

Jackie Millea, ASID
Firm: Shelter Architecture

> EMERGING TALENT

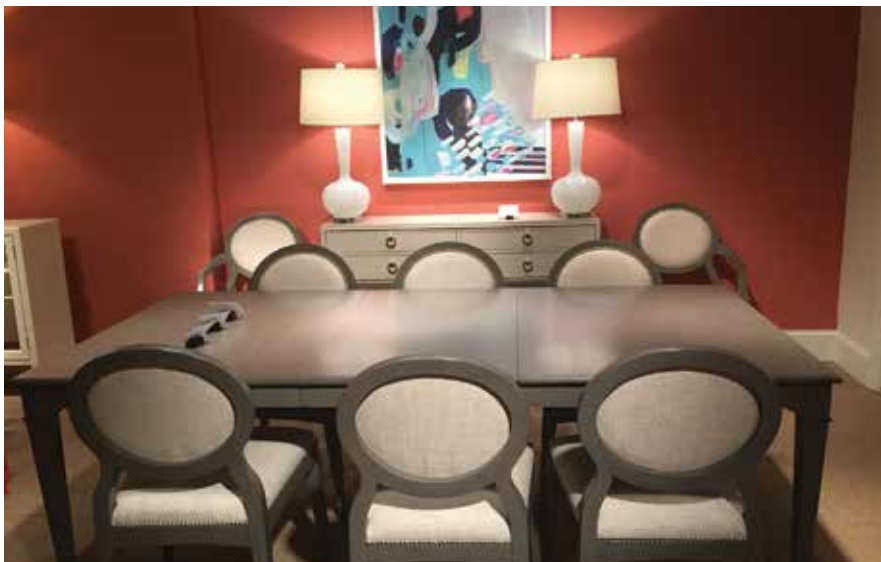
Amber Ranzau, Allied ASID
Firm: Modern Design Cabinetry

> FRITZ WEBER VOLUNTEER OF DISTINCTION

Angela Parker, ASID
Firm: Interior Places and Spaces, LLC
 Tabitha Armstrong
Firm: Twist Interior Design

High Point Market Trends October 2015

By Charlie Flynn, Industry Partner Representative for Francis King, Ltd



To us at Francis King, October means two things: Sample Sale and the High Point Furniture Market. After collectively visiting High Point, NC over one hundred times, this small town seems like a home away from home for us. For those who have not been to the Furniture Market, High Point is a town about the size of

Rochester, MN. The biggest difference is that all of the retail and commercial space in town is devoted to manufacturer's showrooms. There are other markets: Las Vegas, Dallas and Atlanta, but none with the history and devotion to home furnishings fashion as High Point.

After our five day sojourn last month, we regrouped and came up with what we thought were several consistent style trends. Some you may like, some you may not. For better or worse, here is what we saw.

Natural materials and patterns were probably the strongest trend we saw. Agates, wood grain patterns, crystal, linen and jute. Whether woven into a fabric, or printed on it. These natural materials and images make us feel closer to the world we live in

and provide a peaceful respite from the concrete jungle of our daily lives.

Red — it's back and not just the soft coral shades we saw even a year ago. Bold red and deep crimson were spotted just about everywhere we went. It's been said that red appears in stronger economic times and fades away in times of uncertainty.

Chinoiserie — it's actually never left, but what we are seeing now is a glammed up take on these Chinese motifs and designs. Lacquer finishes and exaggerated design motifs, along with unexpected materials, have brought this classic design sensibility into the 21st century.

Prints — we saw numerous prints in every upholstery showroom we visited. Almost as a reaction to the current love affair with textures, prints have made a resurgence. They bring an element of drama and demand attention in whatever room they inhabit.

Colors are trending towards whites, all tones of green (even kelly green), blush pink and purple. Grays, neutrals, and navy blues are still big. The new color of the season seems to be burnt persimmon or bittersweet. It was everywhere. Gone were the gray neutral walls, replaced with statement colors and large scale wall paper prints.

Our trend prediction for next market is plaids and wool. We saw a few that we liked and expect this category to broaden as ready to wear gives some life to it. We'll see if we are correct. • D •

2015–16 Board and Committee Assignments

President

Christine Frisk, ASID

Committees Overseen

- Awards Banquet: Abby Koller and Dan Juedes, Co-Chairs
- Awards Submissions: Todd Hansen

President-Elect

Lola Watson, ASID

Committees Overseen

- Sample Sale: Jennifer Ball and Crista Bartholomew, Co-Chairs
- Showcase Home: Angela Parker and Bonnie Birnbaum, Co-Chairs
- Strategic Planning: Lola Watson
- MIDLAC: Christine Frisk

Marketing and Communications Director

Nancy Nelson-Flom, Industry Partner Representative for INTERSOURCE, Inc.

Committees Overseen

- Design Directions: Colleen Slack
- PR: Brian McCashin (Interim Chair)

Membership Director

Jen Ziemer, Allied ASID

Committees Overseen

- Membership: Kristen Sheikh and Teresa Antonneau, Co-Chairs

Finance Director

Keri Olson, Allied ASID

Committees Overseen

- Accounting Firm
- Sponsorships: Letitia Little and Andrea Kottas, Co-Chairs

Professional Development Director

Susan Thayer, Industry Partner Representative for Hickory Chair

Committees Overseen


- Business and Professional Development: Codie Donahue and Jennifer Ruis, Co-Chairs
- Industry Partner: Carolyn Olson

At-Large Director


Laura Antognozzi Peck, Allied ASID

Committees Overseen

- Community Service: Jackie Millea
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