

Design Directions

ASID MINNESOTA
Design Directions

SUMMER 2017

2017 ASID DESIGNER KITCHEN TOUR



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ON THE COVER

Kitchen by Liz Schupanitz Designs

Designed by Liz Schupanitz

Photo by Andrea Rugg Photography

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ASID OFFICE: Minnesota Chapter

Brianna Klein-Onkka
 275 Market Street, Suite 160
 Minneapolis, MN 55405
 PH: 612-339-6003
 administrator@mn.asid.org • www.asidmn.org

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“Wouldn’t it be great to be able to change the conversation from “what’s the latest trend” to telling how we are continuously impacting and improving the lives of our clients?”

A LETTER FROM OUR PRESIDENT

Over the years I’ve often been questioned about design trends. I always find the question to be a slightly odd one to ask an interior designer. I was taught to solve the design problem presented, while keeping the specific client, or clients, in mind. Even though there are certain design elements that must be addressed and are the basis for all design solutions, the final solution can be fresh and unique to the particular space in which one is working. Avoiding a cookie cutter approach is essential for a designer serious about their career.



Why are we obsessed with trends? Do we simply desire to fit in and not stand out? Are we curious about design and decorating but prefer a quick solution? Is this a “keeping up with the Joneses” scenario? Is this a way to write new magazine articles on a regular basis? I’m not sure there is one particular answer. And who even decides what the trends are?

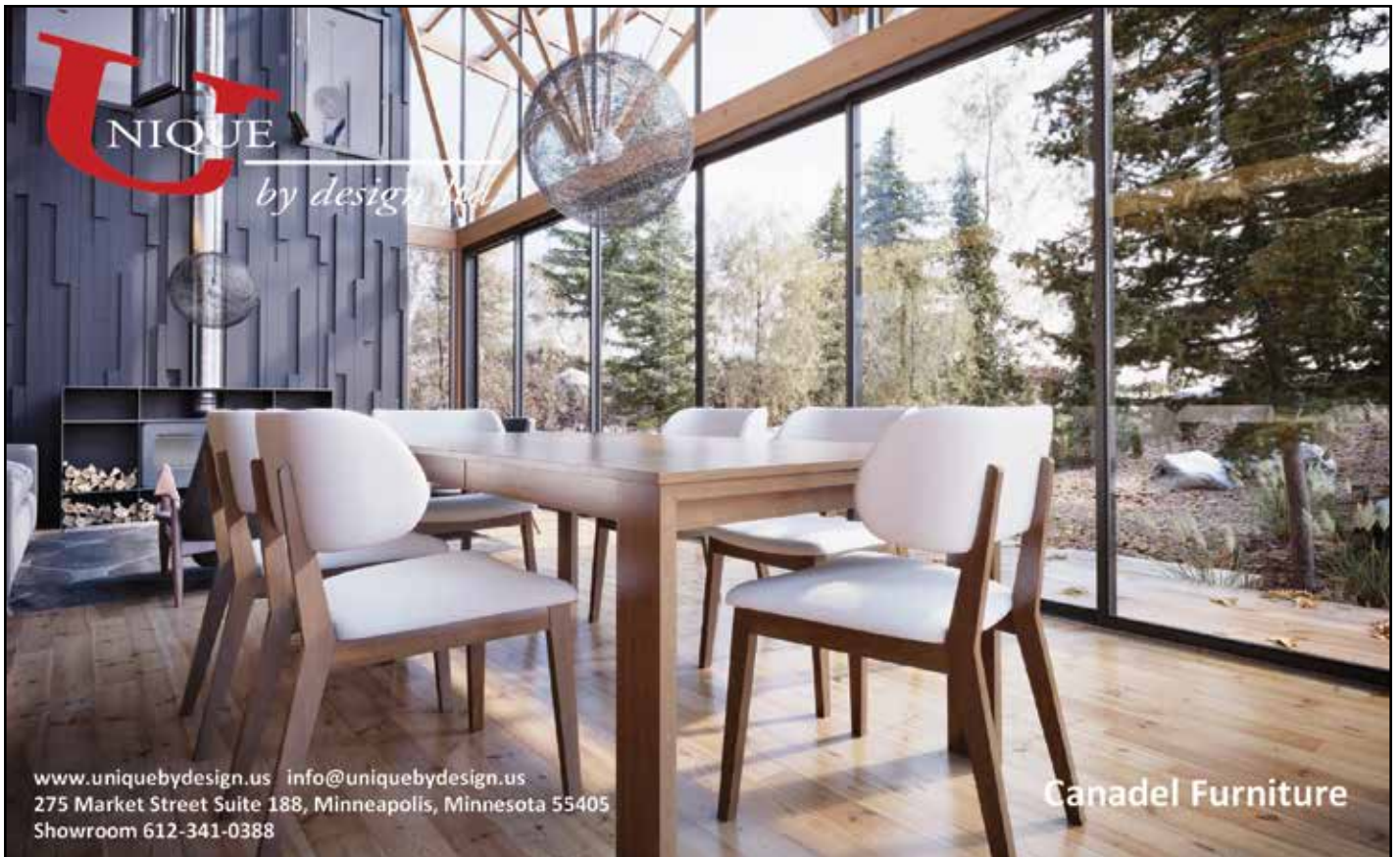
I’d like to see the question changed. We have some of the most exciting changes in products, materials and manufacturing techniques available in recent years than ever before. These changes impact lives — the way we use space, the materials chosen with performance in mind, the color schemes that make a difference, the lighting that enhances activities, the accessibility of rooms, the inclusion of all. Wouldn’t it be great to be able to change the conversation from “what’s the latest trend” to telling how we are continuously impacting and improving the lives of our clients? I think that might be a far more exciting article to read than the usual “black is the new black” article I recently read.

I recently visited the finished Community Service project at People Serving People and was so thrilled to see the thoughtfulness put into each aspect of the design. No detail was overlooked from ceiling to floor. Our participating designers and industry partners did an outstanding job of demonstrating that DESIGN IMPACTS LIVES!

Maybe that’s my answer next time I’m asked about trends. I’ll tell them that a thoughtful and informed design that will impact their life in a positive way is the latest trend — and it’s one with staying power!

Lola Watson

**LOLA WATSON, ALLIED ASID
President, ASID MN Chapter**



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*“We make a living
by what we get.
We make a life by
what we give.”*
Winston Churchill

A LETTER FROM OUR PRESIDENT-ELECT

In this letter, I would like to continue to recognize our many volunteers who participate on committees as they implement the ASID MN goals of expanding our outreach, promoting the ASID brand, creating alternative revenue streams, and providing promotional opportunities for our members.

The following committees have been busy working on upcoming events.

The **Awards Submission Committee** puts together the annual design competition, which showcases the power of interior design to impact lives and enhance the human experience with a variety of projects by member practitioners, from residential to commercial to retail/hospitality. **Award Entries are due in September 2017.**

Committee Chairs: LuAnne Silva, Jodi Gillespie. Members: Michael Crull, Renee Lejeune Hallberg, Kristy Conlin, Anne Farniock, Todd Hansen, Melinda Nelson.

The **Membership Committee** is charged with growing our chapter membership by expanding our outreach, and they do an excellent job recruiting students to become future ASID members. With college visits, the Mentorship Program, and Student Affairs Day every October, student participation is high.

Committee chairs: Kristin Sheikh, Teresa Antoneau. Members: Heidi Dockter, Jennifer Horstman, Lindy Haglund, Anna Sanders

The **Sample Sale Committee** produces the annual Sample Sale, which is an important revenue source for our chapter and a wonderful promotional opportunity for IMS, IP member showrooms and Artful Living Magazine. **Sample Sale dates are September 29 and 30, 2017.**

Committee chairs: Jennifer Ball, Jackie Cox. Members: Crista Bartholomew, Jane Schluter, Tish Smigiel, Cynthia Hanson, Marco Rebollar Garcia, Lynette Stende

The **Sponsorship Committee** supports and promotes our many sustaining sponsors whose generous contributions to our chapter fund a variety of events and programs. Be sure to thank sponsors and do business with them as part of our Member Supporting Members initiative. **The Sponsorship Appreciation Event is August 17, 2017.**

Committee Chair: Martina Willegalle. Members: Lori Berg, Deb Peterson, Corinne Hoeft, Kristin Melbostad.

Thank you to all our volunteers, without whom our chapter would not be what it is.

Letitia Little

LETITIA LITTLE, ALLIED ASID, CID
President-Elect, ASID MN Chapter



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Sponsors play a huge role in keeping our chapter strong.
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Welcome New Members

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- » Lisa Delove
- » Regan Nix

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- » Kathie Linder
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- » Lori Hothan
St. Catherine University
- » Megan Johnson
Art Institutes International Minnesota
- » Marin Lahti
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- » Christine Lapean
Dakota County Technical College
- » Mikaila Kopcho
University of Minnesota

- » Karin Pecchia
Century College
- » Jessica Potter
Century College
- » Rebecca Richter
Art Institutes International Minnesota
- » Anna Sanders
Alexandria Technical College
- » Debra Soderman
Dakota County Technical College
- » Daniel Sullivan
Drexel University
- » Martiza Villa
Century College
- » Ka Xiong
Century College

Awards and Accolades

By Elizabeth Bland, ASID

» **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, had his Lex-Ham update of a 1907 home in keeping with its Tudor Craftsman Revival design featured in “A Second Century of Style” *Villager*, April 12, 2017.

» **DAVID HEIDE, ALLIED ASID**, David Heide Design Studio, was selected as a top 25 finalist for the Sub-Zero Wolf Kitchen Design Contest for his period-appropriate kitchen that would be functional for a modern lifestyle in a 1907 Tudor Craftsman Revival home.

» **JOHN BA IDSTROM, II, ALLIED ASID, AND NICOLE SIREK, ALLIED ASID**, Partners 4 Design, won the Innovator Award in the Poggenpohl Annual Innovation Design Contest for their Quinn Project in Minneapolis. The kitchen they designed has a beach feel and

features lake views while including a large number of appliances for client entertaining.

» **LUCY PENFIELD**, Lucy Interior Design, had her colorful project “Fun House” on Lake of the Isles, featured in *Better Homes & Gardens*, April 2017.

» **SHEREE VINCENT, ALLIED ASID**, Fusion Designed, had her bathroom project featured in *Spaces*, October/November 2016.

» **SHEREE VINCENT, ALLIED ASID**, Fusion Designed was named the winner of the Sustainable Furnishings Council 2016 Shared Spaces \$30,000 & Above Award for her lake home project. The project featured various sustainable design practices including low-VOC paints, in-floor heating and energy-efficient windows.

CHAPTER ANNOUNCEMENT

Not hearing about things?

Check your contact information. Name Change? Job Change? Address change? If your contact information isn't correct, you are missing email and mail that is important to you about the chapter and for your business. Members can update their information online 24 hours a day at www.asid.org. Simply login to review your information and make any changes to your record.

CHAPTER ANNOUNCEMENT

Consider a planned gift

Through thoughtful planning we can ensure that future generations will experience and share that which we have found so valuable in our lives. Please consider remembering The Minnesota Chapter of the Association of Interior Designers when you are preparing your will, trust, or other estate plans.

By Design: A Conversation with Frank Ponterio

CHAPTER NEWS



By Katie Lewis, Allied ASID



Creating design that is both contemporary and timeless is one of the biggest challenges designers face. Chicago based interior and product designer, Frank Ponterio, has proven to master this challenge, and we were privileged to have him share his insights and perspective at this year's ASID Distinguished Speaker event. The conversation, moderated by Gary Searle, Vice President of Global

Sales for Kravet, focused on his influences, inspirations and crucial business relationships that have helped form his brand and share his vision around the world. His firm, Frank Ponterio Interior Design, was established in 1994. "He has been honored with multiple first-place ASID-IL Design Excellence Awards across various categories, including historic restoration as well as residential and hospitality design. He is also highly regarded for his expertise in restoring iconic architecture by such greats as David Adler, Howard Van Doren Shaw and Benjamin Marshall. His unique perspective ensures each project is grounded in artistry, fine craftsmanship and approachability."¹

His home in Chicago, where he resides with his wife of 23 years and daughter Isabella, was designed by David Adler and received an historic preservation award from the Lake Forest Preservation Foundation.² Born and raised in Chicago, he said his parents, who were born in Southern Italy, have greatly influenced his aesthetic, combining classical architecture with rustic and handmade pieces. His first furniture collection was introduced in 2010, "featuring a sophisticated range of upholstered seating and versatile mixed materials tables that truly brought Ponterio's easy, adaptable design to life."³ In 2013, he launched a successful collaboration (the Frank Ponterio Collection) with the Charleston, South Carolina based company, Avrett. The collection includes timeless furnishings that combine Avrett's old world style with Ponterio's "refined aesthetic." His most recent collaboration is with the infamous fabric and furniture

company Lee Jofa, a division of Kravet Inc. "This new line of luxury furnishings marks Lee Jofa's first Midwest-based design collaboration in the family's nearly 100-year history."⁴

He talked about some of the challenges he faces when designing furniture, including repurposing it to make it more modern. He said it's important to not "change the bones," but rather repurpose through streamlined retrofitting and updating the stitching and fabric. He also discussed the importance of finding furniture pieces that relate to each other and keeping the right proportions. When asked about marketing strategy, he said it's really about designing pieces that are interesting and missing in the market. Designers also need to adapt to the many changes in technology which have influenced how people live in their homes. He stressed the importance of understanding a client's vision and helping them adapt their space accordingly.

His company is a family business that includes a design and management team of ten to fourteen people. When asked about striking a balance between work and family, he described it as a delicate balance, but really being all in one basket. He said he loves to be busy and that extraordinary effort equals extraordinary results.

The event was followed with a champagne reception in the Kravet Showroom. Many thanks to our sponsors: KDR Showrooms, Crown Warehouse and Delivery, Martha O'Hara Interiors, and Miller Rossum. • D •



¹ <http://www.frankponterio.com/about/bio>

² <http://www.frankponterio.com/about/bio>

³ http://www.frankponterio.com/images/uploads/publications/FPID_SheridanRoad_Dec%3AJan.pdf

⁴ <http://www.frankponterio.com/about/bio>



ASID Minnesota Marketing Partner Drives Impactful Change

by Hannah Burchill, Russell Herder

Organizations and corporations often contribute to society in various ways, but “impacting lives” is a *raison d'être* that requires a broader vision and deeper commitment to the greater good than simply business as usual. For example, ASID Minnesota’s marketing partner Russell Herder has formalized its commitment to making the world a better place, first by becoming a Benefit Corporation and, just recently, as a Certified B Corporation.

When Russell Herder opened its doors 33 years ago, its principals knew they wanted to provide exceptional marketing communications services, but they also had an even greater goal. From day one, they undertook select pro bono projects and have ever since, always seeking opportunities to give back.

A few years ago, the agency identified an opportunity to formalize its commitment to improving society and achieving its goal to be a force for positive change. Its principals decided obtaining legal status as a Benefit Corporation was the ideal way to formally and officially commit to a higher purpose. While a company with C- or S-corporation status is designed to maximize profit for its owners, Benefit Corporations must meet legally defined obligations that include making a positive impact on their employees and the causes they care about. For Russell Herder, those causes are health care, the arts and sustainability.

Becoming a Benefit Corporation involves more than completing an application. By law, it requires a business entity to identify its purpose in an annual report, to fulfill that purpose and be fully transparent about how it did so. Benefit Corporation legal status offers no tax benefits. It’s all about formalizing a commitment to serving the community and greater good.

It’s an idea worth embracing. In a commentary in *Fortune*, Aaron Chatterji of Duke University’s Fuqua School of Business, observed that corporate leaders — particularly younger ones — have “genuine conviction” about social issues, shaped in part by “a new wave of business education that has emphasized the social responsibility of business and thinking beyond simply maximizing shareholder value.”

We’ve experienced a seismic transition as corporate social responsibility (CSR) has evolved from window dressing to becoming a fundamental strategic priority for businesses of all sizes.

Russell Herder’s leaders learned long ago that the agency gets hired for its expertise, but people also want to know what it stands for. What’s more, companies that truly care about the impact they make often bolster their commitment by choosing like-minded partners. Essentially, it allows them to get high-quality work and provide one more opportunity to demonstrate they’re walking the walk.

Once a business has earned Benefit Corporation status, the next step is to become a Certified B Corporation®, as awarded by the independent not-for-profit organization B Lab®. This global accreditation certifies that a company has met high standards of verified social and environmental performance, public transparency, and legal accountability to create value for both shareholders and society. Recertification is required every two years against an evolving standard.

Since 1975, one simple belief
has driven ASID’s mission:
Design impacts lives.

Certified B Corporations include New Belgium Brewing, Etsy, Patagonia and Ben and Jerry’s. In fact, there are more than 2,000 Certified B Corporations worldwide with one unifying goal — to redefine success in business. Russell Herder joined that group recently — becoming one of only 10 such companies in Minnesota.

Russell Herder also has committed to serving the community by matching a significant percentage of its annual profits in time and services donated to select nonprofit organizations. It also gives team members paid VTO — Volunteer Time Off — to work at those organizations.

B Corp co-founders Andrew Kassoy, Bart Houlihan and Jay Coen Gilbert describe the momentum this way: “We are in the early stages of a global culture shift . . . people are taking action to harness the power of business to solve society’s greatest challenges. Business — what we create, where we work, where we shop, what we buy, who we invest in — has become a source of identity and purpose.”

Perhaps Minnesota’s own Bob Dylan said it best: “The times they are a changin’.” With leadership from organizations like Russell Herder, yes, they certainly are. And this is a change for good.

For more information about RH and the work its doing, see www.russellherder.com/certified-b-corp. • D •

Russell Herder
Strategy wins.

Sample Sale 2017 Update



By Jennifer Ball, Allied ASID



ASID MN and *Artful Living* are excited to announce a new partnership! *Artful Living* joins the ASID Sample Sale Committee as the new fiduciary sponsor and a creative marketing avenue. The Sample Sale continues to be one of the only high end industry sale events hosted by ASID MN and we couldn't think of a more fitting partner than *Artful Living Magazine*. *Artful Living* has quickly become one of the premier publications of the North and is the official magazine of International Market Square. It is a trusted resource guide for readers looking to improve their home, remodel or simply browsing for new construction inspirations.

This year the Sample Sale will be held Friday, September 29th from 10am to 6pm and Saturday September 30th from 10am to 2pm at IMS. Only payment by credit card will be accepted.

See the upcoming feature about the ASID MN Sample Sale in the next issue of *Artful Living*! • D •

2017 ASID MN Awards Competition Update

In 2016 the Awards Competition Committee revamped the ASID MN Awards Program. The new online format was a huge success in it's first year! The goal was to update and streamline both the designer entry process and the judging process. Distinguished jurors from around the country were able to remotely judge the online entries, teleconference for deliberations and final decisions, then spend the evening in person at the Awards Gala in Minneapolis.

Last year, several ASID members entered for the first time, some first time entries were winners, and there was a substantial increase in total entries from typically 80 to 117! The committee is encouraging more entrants from both emerging professionals and those who maybe haven't entered in a while. Look for a new 2017 category specifically for emerging professionals, details to come. ASID MN members are amazing designers and we want to promote your work!

The new online process eliminates the traditional entry requirement for presentation boards. This makes it more efficient and affordable to enter! Eliminating the graphic design component of an entry board encourages judging based on clear criteria without being influenced by the board presentation. The digital format template also allows for more before/after photographs and drawings. With each of those are opportunities for photo captions to explain design details to the judges. The problem statement is written for the judges only. Describing your

best work in a concise and professional problem statement is key to their favorable decision!

Only winners will be asked to provide a presentation board of their project to be displayed publicly at IMS. Think of this as an affordable marketing opportunity! Because the boards are for promotion and not for judging, winners are encouraged to design their board with a potential new client as the intended audience. This means winners can include their firm name and logo on their board and sell their design to a potential new client, rather than the judges.

The Awards Competition Committee will host two lunch time information sessions at IMS on July 27 and August 10. Topics will include the easy step-by-step process of entering online, and specific judging criteria —including accessible and sustainable features across both residential and commercial categories. Plan to attend an information session and bring your questions. More information and registration will be provided in upcoming E-Blasts.

The committee continues to make improvements to the awards program. This year we will have the capability of putting a link to the entry form on the new MN Chapter website. Also look for clarity in judging criteria and graphic updates.

Start preparing your projects and save November 30th for the Awards Gala! • D •

10 Business-Related Podcasts to Inspire and Help Shake Up Your Brand

By Colleen Slack, Allied ASID

Do you podcast? Maybe you've heard of *Serial*? Depending on your interests, there are podcasts on every topic you can imagine, from Alec Baldwin interviewing people he finds interesting, to crime shows, politics decoded, or health and nutrition.

When I'm not doing brain intensive tasks, I like to listen to podcasts that educate, inspire or entertain my brain and make the time go by faster. If you're not sure when you could fit listening to podcasts into your day, consider trying them out while you get ready in the morning, cook, exercise, wash dishes, during your daily commute — (especially while driving to client meetings), and any time you need to tap into your creativity.

My favorite trick is to listen to shows at 1.5 speed. Most podcasters speak slowly to be clear, which drives my brain bonkers. I optimize my time by listening to them at a faster speed while I still absorb all the content. I only slow to standard speed for really dense content. You can listen through the Apple Podcasts app, Stitcher, and a number of other programs. Here is my list of 10 podcasts that you need in your life.

Being Boss — Kathleen Shannon, a branding expert, and Emily Thompson, a design and web strategy expert, have taken their passion project idea for a podcast and rapidly grown it into a full-blown brand and community for creative entrepreneurs. I started listening two and a half years ago when they launched, and the amount of business advice they have shared for free is truly a gift. I love how they address the blending of work and life because those lines are often blurred for solopreneurs. Now in their third year, Emily and Kathleen are broadening the show to include other topics that matter to entrepreneurs like health and wellness along with a little bit of “woo,” as they like to call it. It's impossible not to admire the businesses they have created which leads to them sharing smart, tested, actionable advice along the way. There is a busy Facebook community and a Clubhouse on their website where a smaller group of

private members mastermind together for a year to brainstorm business ideas and support each other. <https://beingboss.club>

Make It Happen with Jen Carrington — Jen created this podcast for curious, big-hearted, purpose-drive creatives.

I like that her interviews are around 45 minutes and an in-depth exploration of her guest's journey, while she also offers quick mini episodes under 10 minutes long with inspirational reminders about how we want to live our values in our business.

The Marie Forleo podcast — If you haven't been watching MarieTV on YouTube, you've been missing out on smart advice on running your business, standing strong in your awesome, and sharing your gifts with the world. This is the audio from her video series, so you can listen anywhere. Quick Q&A episodes are mixed with longer interviews with experts from Tony Robbins to Danielle LaPorte.

Life Coach School with Brooke Castillo — Brooke believes in guiding you through your own personal blocks (money, food, self worth, etc) to help you become a more successful person in business and life. She originally aimed her content at life coaches, but the advice is powerful for anyone's personal growth. I love her no-nonsense yet loving and supportive approach.

The Lively Show — Jess Lively's podcast has evolved from interviews with interesting entrepreneurs and personal growth experts to exploring in depth the concepts and daily realities of living your values, flow and alignment, mindfulness, and rational vs. trans-rational paradigms related to the law of attraction. I followed her blog for years, haven't missed a podcast, and have taken her classes “Life With Intention” and “Work + Worth.”

Magic Lessons with Elizabeth Gilbert — In each episode, Elizabeth takes a listener who is struggling somewhere in their creative





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journey and then interviews an expert on how to help the listener overcome their struggle. I love listening to a podcast where thought leaders and everyday creatives can come together to share their stories. She launched it as a lead up to the release of her book *Big Magic*, and the stories in the podcast tie in perfectly with the messages in the book. I listened to the audio version of *Big Magic*, and highly recommend it.

Why Do We Have Things — Rita Mehta, who runs the American Edit, started this podcast with Erin Husted of Hackwith Design House. The podcast is a series of conversations with independent designers, artists, and small business owners about what they do and why they do it. Thoughtful conversations on creative process, product design, ethical businesses, and more.

Smart Passive Income — Pat Flynn provides excellent advice on business and blogging strategies, income sources and killer marketing tips.

Build Your Tribe — Chalene Johnson provides practical strategies for building your list and creating communities. I love that the episodes are short, sweet and to the point, and jam-packed full of valuable, actionable tips.

Unemployable with Brian Clark — This podcast features some of the biggest names in online business and marketing and is a popular favorite in the creative entrepreneur space, and rightfully so! Brian keeps the episodes fairly short but highly actionable so you can get right to the good stuff. I love how each guest shares their professional background, showing that there's no one-size-fits-all way to becoming a boss. • D •

2017 ASID Designer Kitchen Tour

By Kris Lansing, Allied ASID



Kitchen by Larson Design Build, Inc. Designed by Rita Larson, Allied ASID. *Photos by Pamela Dietrich.*



Kitchen by Engler Studio. Designed by Linda Engler and Jenn Taft. *Photos by Karen Melvin Photography.*



Kitchen by Engler Studio. Designed by Jenn Taft. *Photos by Karen Melvin Photography.*



Spring means many things in Minnesota. For ASID MN it means its time for the annual ASID Designer Kitchen Tour, held this year the weekend of April 22 and 23rd to showcase the work of local designers in kitchen styles ranging from classic to contemporary, and to highlight their skills and inspire clients exploring home building or remodeling projects.

When asked why they chose to participate in this year's tour, many designers had the same responses. A key aspect was knowing that the potential clients in attendance were serious about starting a kitchen project of their own. Many of the designers have participated year after year, with continued results finding new clients inspired by their work on the tour. The variety of house and kitchen styles provided a way for visitors to seek out homes similar to their own or that reflected

what they hoped their finished project would become. Visitors could be heard exploring many parts of the featured homes and commented on how the kitchens flowed into the open floor plans and integrated outdoor spaces, showing that the tour may bring in more than just kitchen minded clients.

Another common consensus among participants was the opportunity to showcase a kitchen project they loved completing. While each kitchen featured was gorgeous in its own right, what was most fascinating was hearing about all of the unique challenges posed by each owner's unique needs and the restrictions of the physical space itself that the designers were tasked with resolving. Designer Kate Roos, of Kate Roos Design, was faced with a challenging staircase door, an old chimney, and removing an existing peninsula. She was able to work around



Kitchen by Shelter Architecture. Designed by Jackie Colpaert and Lisa Antenucci. Photos by Farm Kids Studios.



Kitchen by Partners 4, Design. Designed by Nicole M. Sirek, Allied ASID. Photos by Leslie Parker.



By Bonnie Birnbaum, ASID, CID

these obstacles by adding on an additional wall of cabinetry, moving the refrigerator to the opposite wall, and turning a desk wall into a sideboard piece while creating a butler style pantry out of an underutilized corner. Lisa Antenucci, of Shelter Architecture, was tasked with keeping her client's space clean and modern by finding creative opportunities to add additional storage with large, deep, cabinets and appliances integrated into cupboards. Liz Schupanitz, of Liz Schupanitz Designs, said that one of her biggest challenges was a load bearing brick wall with a fireplace, which was stark and outdated. The designer's solution was to eliminate a peninsula and upper cabinet that divided the kitchen. She added wood paneling to the wall with a craftsman style edging, which made the wall more interesting and tied together the wood finish of the new center island. She also converted the fireplace from wood to gas and added Carrara marble over the brick to give it a modern and fresh look. Nicole Sirek, of Partners 4 Design, was faced with the numerous design challenges associated with creating a kosher kitchen. She needed to provide doubles of all appliances and separate storage for dishes without creating a space that appeared commercial. This was all executed in a footprint open for entertaining with island seating for the entire family. Jen Taft, of Engler Design played the role of both roles of client and designer. She wanted to keep the vintage feel of her home while adding a modern

flair to "breathe new life into her 1959 rambler."¹ The kitchen was narrow, so she added a prep counter and breakfast bar that opened up to the family room, where family members and guests can sit on the bar stools and still be a part of what is going on in the kitchen.

This year posed a few unique challenges in getting attendance to the levels of previous years. The weekend weather was the best so far this season, leaving the tour to compete with outdoor projects and events. A technical issue causing a list of the previous year's addresses to print on tickets also led to confusion. Despite these challenges the feedback from designers was positive. Although the traffic was light, it was steady and those in attendance were engaged and inspired.

The current influx of home sales in the metro, along with the importance an updated kitchen has in a home, continue to create interest in the services interior designers bring to a remodeling project. Providing the opportunity to get in front of qualified clients and showcase beautifully executed designs, makes this tour a great platform for designers to show clients the difference hiring a professional Interior Designer has on a project. The ongoing tour is making more of a name for itself as the years go on, so if you missed the opportunity to attend or participate this year, make sure to add it to your plans for next spring. • D •



Kitchen by Kate Roos Design, LLC. Designed by Kate Roos. Photos by Andrea Rugg Photography.

¹ MHMAG.COM ASID Designer Kitchen Tour Flyer April/May 2017



Kitchen by Digiacomio Homes, Inc. Designed by Gigi Digiacomio. *Photos by Susan Gilmore Photography.*



Kitchen by Digiacomio Homes, Inc. Designed by Gigi Digiacomio. *Photos by Paul Markert.*



Kitchen by Liz Schupanitz Designs. Designed by Liz Schupanitz. *Photos by Andrea Rugg Photography.*

Selecting the Right Window Treatments for Your Project

Scott Needham, IP Rep for Express Window Treatments



Custom window treatments can be an important part of transforming a room. Sometimes they are just a small piece of a larger project and other times they might be all that the space needs. Either way, selecting the right window treatments for your project is critical. Sometimes the purpose of the window treatments is purely for function, like providing privacy, energy efficiency, and light control. An example of this would be a simple roller shade that rolls down to provide privacy and light control in a bedroom. They can also play a significant role in the overall design plan with the use of fabrics, textures and colors. An example of this would be a natural woven wood shade that works perfectly with the other furnishings in the space. Ideally, a combination of function and design should be used when selecting window treatments. Simply adding a blackout liner to the natural woven wood shade would give you both function and style.

In addition to function and style, there are several other important considerations to make when selecting window treatments. If you are working on a nursery, is the crib near the window? Keeping child safety in mind, a solution would be to offer a lift system with a cordless or motorized shade. Does the window have a beautiful view overlooking a lake? Offering a product that has a see-through fabric when down would be

a great fit. This would provide some heat and glare reduction while still being able to enjoy the view. You could also offer a product that rolls up or has a small stack, so when it is raised up your view is not obstructed. Motorized window treatments are becoming very popular and have become more affordable over the years with the introduction of battery powered motors. They are not just for hard to reach windows anymore. With the addition of apps for your smart phone you can now control window treatments on timers to maximize your home's energy efficiency or show some activity at your house when you are on vacation. As you can see, there are many decisions to consider in addition to function and style when selecting window treatments.

How does all of this come together? Generally, it's a team effort. Selecting the right product, measuring for a proper fit, pricing, ordering and installing are all the things that need to be done right for the project to be a success. Depending on your experience, product knowledge and comfort level, you will need to have a great installer at the very least. Also, partnering with a window treatment specialist who can manage the entire process will help make the project go smoothly. Window treatments can be a terrific addition to the products and services you currently offer your clients and can truly enhance your business. • D •

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Lola Watson, ASID

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- Awards Banquet: Abby Koller and Dan Juedes, Co-Chairs
- Awards Submissions: LuAnne Silvia and Jodi Gillespie, Co-Chairs

President-Elect

Letitia Little, Allied ASID, CID

Committees Overseen

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- Strategic Planning: Letitia Little, Chair
- MIDLAC: Letitia Little, Chair

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