

PRESIDENT’S LETTER



Founded in 1975, ASID is the oldest, largest and leading professional organization for interior designers. Certainly much has changed in the past 40 years (although the shag carpet, generous color and reflective surfaces are back)! We have come far as a profession but we have more that we can do.

We ask you to take a moment to remember where we came from and the opportunities and challenges the industry has before us. More clients are aware of the importance of their environment and the research and innovation that is happening within the design field. This month in Rochester we will be holding a Cosentino event to support the ASID Foundation. Be part of something bigger and get involved. Support your profession and the future of interior design today.

I’m always here to chat,

Corinn Soro, CID, ASID, EDAC, SEGD
President, Upstate NY/Canada East Chapter

Our passionate members continue to impact the meaning of interior design in our world in partnership with the ASID Foundation. “The ASID Foundation advances the interior design profession by drawing upon its resources to promote meaningful collaboration and research, award scholarships and fund projects that broaden the value of interior design.” - asidfoundation.org



PASS THE NCIDQ EXAM!

We have an opportunity for our members to receive a discount on Qpractice NCIDQ services. Check out www.qpractice.com to learn more about this incredibly effective NCIDQ study option.

Additionally, an NCIDQ study group is forming in the Syracuse area. Please contact us if you’re interested in joining the study group.

NYU/CE CHAPTER BOARD

Thank you to our 2014-2015 Chapter Board and congratulations to those elected to serve on our 2015-2016 Board. Board member terms run from October 1st through September 30th.

2014-2015 NYU/CE Chapter Board of Directors

- Corinn Soro, **President**
- Michael Moore, **President-Elect**
- Cathy Emilian, **Past President**
- Janice Medina, **Communications Director**
- Jill Coughenour Sarkis, **Financial Director**
- Irina Dyuzheva, **Professional Development Director**
- Anne Hepfer, **Director-At-Large**

Jillian Schultz and Sarah Wilkinson
Emerging Professional Affairs Committee Chairs

Tara Clack and Kimberly Houle
Co-Student Representatives to the Board

The Chapter Board depends on the participation of our members. If you are interested in participating on a Communications or Event Planning Committee, please email Chapter President, Corinn Soro.

2015-2016 NYU/CE Chapter Board of Directors

- Michael Moore, **President**
- Janice Medina, **President-Elect**
- Corinn Soro, **Past President**
- Leanne Rigosu, **Communications Director**
- Jill Coughenour Sarkis, **Financial Director**
- Irina Dyuzheva, **Professional Development Director**
- Anne Hepfer, **Director-At-Large**

Jillian Schultz and Sarah Wilkinson
Emerging Professional Affairs Committee Chairs

Anthony Cinque
Student Representative to the Board



Maya Lin Stone by Knoll

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2015 DESIGN COMPETITION CALL FOR ENTRIES

Are you ready to join us for the 2015 Design Competition? Last year’s entries were incredible and we are looking forward to seeing the entries for this year’s competition!

We’ve expanded our competition categories this year to include: Small and Large Residential Designs, Small and Large Commercial Designs, and a special Outside-the-Box category for specialty projects!

Check out the full guidelines and entry requirements on our website and submit your entry soon. This year’s deadline is midnight on August 7th! Winners will be announced at our annual event to be held in Buffalo this fall.

The image below is of 2014 Small Commercial category 1st Place entry St. George’s Chapel by Inger Bartlett of Bartlett and Associates. This was also our overall competition winner, receiving one year’s free membership dues. Other 2014 1st place finishers included the LeGros & Motti design by Urszula Tokarska of SRP Architects and a kosher kitchen designed by Michael Moore.



40 years young!
and growing
stronger every
year because
of you, our
members.

Pitch in,
send us your best
work - and we'll
continue to give
you
our best efforts

ASID Design Competition

Get out those photographs,
get those digital files & models
all polished up - we're taking you
to a party!

Submission deadline
August 7

Results announcement
August 15

Design awards reception
in Buffalo early fall

For competition rules and guidelines
www.asidnyuce.org



TORONTO HOUZZ EVENT RECAP

On June 16th Toronto area ASID members enjoyed an informational event presented by Houzz.com. “We are thrilled that our Houzz event went so well!” said Lindsay Cowie of Anne Hepfer Designs Inc. The nearly forty attendees learned how to make best use of the Houzz platform.



Our chapter now has a profile on Houzz.com and we encourage our members to set up personal profiles as well. Look for more information and step-by-step instructions in an upcoming email. “We think Houzz is a great platform and would encourage designers to use it as a tool to promote business and gather inspiration,” said Lindsay. Check out Houzz today!



STATE OF THE INDUSTRY

ASID is pleased to report that the interior design business is strong and growing. Several indicators suggest that interior design has fully recovered from the recession, with the total number of employed interior designers (60,824), the total number of design firms (13,257), total sales (\$8.6 billion), and the dollar value of products specified (\$68.5 Billion), now approaching or above pre-recession levels. Billings and inquiries are up, too, with positive expectations into next year, translating into a hot job market. Twenty-five percent of firms of all sizes and design specialties intend to hire new employees in the next year, and many report struggling to find and retain the talent they need.

But interior design isn't just growing, it's evolving, too. Macro-trends that affect all of us (Health & Well-being, Technology, Sustainability, Urbanization, Globalization, and Resiliency) are changing the topics we consider when working on design projects. And each macro-trend has its own set of sub-trends.

Holistic design thinking and higher sustainability standards are identified as the most transformative, while designing for healthy behavior and the Internet of Things are two of the fastest moving. Each of these macro and sub-trends are being adopted by designers of different disciplines at various rates. Firms that don't adapt to the trends are at risk of getting left behind, especially as threats loom such as those posed by increased international competition and the emergence of crowdsourcing.



Examine the results of data compiled and analyzed by ASID Research to determine how the industry's outlook will affect you and your business.

You can purchase the full report in the Knowledge Center at www.asid.org.

ASID AT ICFF RECAP

ASID held a full slate of speakers and CEUs at this year's International Contemporary Furniture Fair in New York in May. The ASID offerings, in addition to all of the amazing furniture and products on display, plus innovative student work exhibits made for an impressive ICFF show this year!



Biaki New York Booth



Missoni Home Booth



ASID Speaker Series



Student Furniture Designs



Storyboard Furniture Booth

Mark your calendars for next year's ICFF to be held May 14-17th at Javits Center in New York City!



UPCOMING NATIONAL EVENTS

Impact Summit
August 6-7 at Lake Nona Medical City, Orlando
Established by ASID and IDC, the Summit will convene a community of leaders to forge innovative design solutions for pressing health and wellness challenges in the built environment.

GO PRO!
October 8-9 at Barclay's Center, Brooklyn, NY

High Point Fall Market
October 17-22 in High Point, North Carolina

NeoCon East
October 28-29 at Pennsylvania Convention Center
NeoCon East debuts at its new location in Philadelphia this fall! This will be the 13th year of NeoCon East, which continues to be the best place on the East Coast for the A&D community to see and specify the latest products across a wide spectrum of markets.

For more events nationwide, visit www.asid.org and click the "Events" tab.



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ASID CAREER EXCHANGE FOR STUDENTS

In its 12th year, the ASID Career Exchange takes place at four industry conferences in 2015. Students and recent graduates will connect with design professionals and industry representatives for one-on-one networking opportunities. Within 90 minutes, participants engage in multiple ten minute conversations with reviewers to learn about the interior design profession, or to receive a resume/portfolio critique.

Reviewers meet with participants to vet emerging talent and to share perspectives on design career path options. Previous reviewers include design professionals from firms of various scale and background including Gensler, Perkins+Will, and ForrestPerkins, and industry representatives from companies such as Teknion, Knoll, and Sherwin Williams.

You can register for the ASID Career Exchange as a student, recent graduate, or professional.

Each Career Exchange event brings together nearly 100 students and recent graduates. Participants may apply the feedback from reviewers to their resume and portfolio, receive the opportunity for an interview, and build their networks with design professionals and industry representatives.

In October, NeoCon East provides an opportunity to participate in a Career Exchange. Pre-registration is required. Contact emergingleaders@asid.org for more information.

Student members can also access the ASID job bank at <http://asid-jobs.careerwebsite.com>.

Other valuable student resources are available at: www.asid.org/content/career-development-1
Be sure to log in to your ASID account to access the full range of student resources!



ASID NYU/CE
c/o The Rivers Organization
312 West Commercial Street
East Rochester, NY 14445

BUFFALO BRAND ID EVENT RECAP

Buffalo State’s Department of Interior Design hosted the inaugural Brand ID event in partnership with the American Society of Interior Designers New York Upstate/Canada East Chapter and the Alumni Association of Buffalo State. The day included mock interviews and portfolio reviews, as well as a panel discussion followed by a student and alumni show exhibition and reception.

ASID student chapter leadership team members Rebecca Sturniolo and Stephanie Mohorter, commented “the experience gave us a fresh and unique perspective to the work we are doing”.



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