

ASID NY METRO Chapter Mounts First Designer + Consumer Challenge at 2011 Architectural Digest Home Design Show

People's Choice Dream Team Design Challenge Will be Judged by All ADHDS Attendees

Pier 94 · 12th Avenue at 55th Street · New York City
March 17 – 20, 2011
Thursday-Saturday: 10am-7pm · Sunday: 10am-6pm

New York, NY (March 8, 2011) - Capitalizing upon the public's appetite for contests, competitions and How-To-Decorate programs, ASID (American Society of Interior Design) NY Metro Chapter will stage the first ever collaborative "designer + consumer challenge" at this year's Architectural Digest Home Design Show.

Maggie Cohen ASID, President of ASID's NY Metro Chapter talks about the concept behind the contest. "Every designer knows that the best design, and the most rewarding design, is always a product of a great designer/client collaboration. Unfortunately, many consumers don't necessarily know that. We designed this contest to give consumers a chance to experience the process and the excitement of seeing ideas come to life and what better way than to team them with design pros? There is so much consumer talent out there and such enthusiasm for design. We are thrilled to be able to tap into it. ASID is indebted to Merchandise Mart Properties, the show's management team, for embracing the Challenge and giving us such tremendous support. We're hoping that the contest continues for years to come. We say to all the wonderful design-seekers in New York, 'Come on down and you be the judge!'"

About the Dream Team Design Challenge

Four lucky consumers who have never utilized professional design services were selected via a 100-word essay on what they love about design. The four consumers (Chris Plunkett, Andy Young, Byron C. James and Dale Weiner) were paired with four noted NY ASID interior designers; **Bjorn Bjornsson Allied ASID, Jamie Drake ASID, Barbara Ostrom ASID** and **James Rixner ASID**. Over the past few weeks the designers have met with their consumer partners to formulate design schemes and plan the implementation in their 10' X 10' spaces. For easy viewing, the challenge will be mounted in 4 adjoining quadrants. Close by, at ASID NY Metro's chapter booth, 30,000 ADHDS show-goers will have a chance to vote for their favorite Dream Team room and win prizes. To add to the

Challenge, each team must use a product from each of the contest's 7 Dream Team Design Challenge sponsors.

Dream Team Design Challenge Sponsors

Baker (furniture)
Farrow & Ball (manufacturers of traditional papers and paint)
Foundry (lighting)
Michael Giordano Interior & Exterior (Licensed General Contractor)
Orley Shabahang (new and antique carpets)
Sherle Wagner (luxury hardware and bath accessories)
Schumacher (fabrics and wallcovering)

In addition each team is mandated to select product from at least 3 of the ADHDS's expo exhibitors. May the best design win!

For More Information

Visit ASID NY Metro's new consumer portal/website launched in 2010 as part of the organizations strategy of reaching out to the public in with inspirational, consumer-friendly content, www.ImagineASIDNY.com or you may log onto ASID NY Metro's industry website at www.ASIDNYMETRO.org

For complete show information visit www.archdigesthideshow.com.

Details at a Glance

What: ASID NY Metro Dream Team Design Challenge. Show goers will have a chance to vote for their favorite Design Team's room

When: Thursday, March 17th through Sunday, March 20th, 2011

Where: Architectural Digest Home Design Show, Pier 94 at 55th Street and 12th Avenue

Cost: \$25 Entry to the ADHDS expo

Who: Four prominent ASID interior designers (Bjorn Bjornsson Allied ASID, Jamie Drake ASID, Barbara Ostrom ASID and James Rixner ASID) paired with 4 consumers (Chris Plunkett, Andy Young, Byron C. James and Dale Weiner)

View these 4 designers + consumer vignettes – which one is best – you be the judge

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About ASID

The New York Metro Chapter of ASID is boasts one of the highest memberships among the 48 chapters nationwide. ASID is a non-profit organization committed to the professional practice of interior design. Since 1975 ASID has strived to enhance the practice of Interior Design and further the public's awareness of the services professional interior designers provide for both residential and workplace projects. ASID members value integrity, professionalism, knowledge and creativity, and are bound by the ASID Code of Ethics.

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