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ASID NY Metro Chapter Rolls Out New Consumer Friendly Initiatives

Ambitious Activities Planned for Architectural Digest Home Design Show

New York, NY, March 15, 2010 – “THE DREAM BEGINS HERE” is the newly-coined tag line ASID NY Metro is launching at this year’s Architectural Digest Home Design Show. Aiming to entice end users to discover the value of qualified ASID member designers as “The Dream Team”, their upbeat message is provocative and streamlined. Branding efforts via the contemporary booth design (#677) and print materials reinforce a fresh “ASID by your side” commitment. The new website, imagineASIDny.org, has easy-to-use tools as well as a new portfolio section.

In support of the Architectural Digest Home Design Show, ASID NY Metro will demonstrate their consumer outreach through several public programs. Top ADHDS ‘must see’ booths will be selected by a noted ASID panel of jurists; these “top picks” will be featured stops on docent-led tours. In addition, Student Career Day on Thursday is a must opportunity for budding designers.

Distinguished ASID Panel Selections

A panel comprised of six noted ASID members will select 12 products, booths and exhibits in various categories, including one from MADE, 1st Dibs and a Dining by Design table. Scott M. Ageloff, Dean, New York School of Interior Design, Larry Cohen, Edward Ferrell + Lewis Mittman, and designers Maureen Footer, Charles Pavarini III, James Rixner and Shashi Caan under the guidance of William Spink, will tour the show early Thursday, March 18th. Their “Top Picks” will be awarded with a plaque for winners to display throughout the weekend.

Dream Team Walking Tours

On Friday, Saturday and Sunday, (March 19th, 20th & 21st) at 1:00, 3:00 and 5:00, ASID members will guide attendees through the exhibit hall. The approximately hour-long tour will feature the 12 “Top

Picks” selected by the distinguished panel, delivered with their observations. Attendees can sign up at the ASID booth on a first come-first served basis.

Student Career Day

Students will meet with design professionals for portfolio reviews in the consultation area on Industry Day, Thursday, March 18th starting at 10:00 am. Morning Keynote Speaker, Christopher Coleman will make a presentation on “The Fusion of Fashion and Interiors” and in the afternoon, Scott Cook of Baker Tribeca will discuss “Alternative Careers in Design.” Concurrent to the portfolio reviews, student leaders will conduct a “Walk, Show and Tell” competition encouraging students to view the show’s offerings through the lens of their personal design objectives. The winning student entrant will receive a signed copy of Michele Keith’s new book *“Designers Here and There: Inside the City and Country Homes of America’s Top Decorators.”*

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About ASID

The American Society of Interior Designers (ASID) is a nonprofit professional society representing the interests of interior designers and the interior design community. The Society is lead by a volunteer board of directors. Founded in 1975, the association now has 48 chapters throughout the United States, of which ASID NYMetro boasts one of the highest memberships.

ASID NY Metro Recognizes the Following Members

These ambitious efforts would not have been possible without complete support from the current Board of Directors and boundless energy of several ‘visionaries’. Noted thanks go to: Pedro Lima, president (Student Career Day ambassador), Maggie Cohen, president elect (mastermind behind the possibilities) Susan Anthony, Communications Chair (who shepherded the in new website), Bill Spink (for coordination of the distinguished panel) and Michael Love (for her ongoing wisdom and insight).