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Summer/10

IFDANY



The last time I sat down to write this letter the Winter Olympics was in high gear and it was COLD outside. Now the temperature is in the 90's and we have celebrated the 4th of July and watched and tooted our vuvuzelas during the World Cup and couldn't believe that Federer lost at Wimbledon. Besides all the sports news, in the real world, BP has finally figured out what to do in the Gulf, the war is continuing & the economy is stalling. NOW, what does that have to do with the IFDA, you might ask?

PLENTY, IS THE ANSWER! Now more than ever, we need a group we can count on to help us get through all these ups and downs and uncertainties in our world.

Where can you find out what is happening in the design community??? IFDA

If you can't afford to go to those international trade shows, where can you get an expert, edited view of trends??? IFDA

Where can you network to find connections, potential clients, or possible jobs??? IFDA

Where can you find long lasting friendships with whom you have something in common and not just because you are LinkedIn or you are a FACEBOOK friend or you follow them on TWITTER??? IFDA

Have I made my point? If you are a member and aren't active – volunteer for a committee and GET GOING! If you aren't a member – WHAT ARE YOU WAITING FOR? We have great programming and activities that are guaranteed to be a benefit. \$ 250 over a 12 month time frame is only \$20 + a month – a small sum to take on the world.

*Su Hilty
President, NY Chapter*

International Sponsor Silver Level

Benjamin Moore & Co.

NY Chapter Sponsors

American Hardwood Information Center

Benjamin Moore & Co.

Electrolux ICON

Forty One Madison

Hunter Douglas Inc.

Minwax

New York Design Center

3M



Issue color Pantone 658 chosen by Christine Abbate

New Members

(As of August 09, 2010)

Shelley Antecol

President, Shelley Antecol, LLC.

Frederique Beccari

Business Development, Nova Studio, NY

Lauren Chin

Senior Architecture Student, U. of Buffalo

Marcia Eppler Colvin

Means and Ways Adaptive Design

Elizabeth Cordeiro

Student, Interior Design

May Fan

Graduate Student, Pratt Institute

Janice Ferro

Design Consultant

Debra Gerstenfeld

Sales Rep, Wolf-Gordon, Inc.

Elissa Grayer

Owner, Elissa Grayer Interior Design

Randall P. Harmon

Student, NY School of Interior Design

Constance Harris

Design Assistant, Miya Shoji & Interiors, Inc.

Jamie Herzlinger

President, Jamie Herzlinger Interiors

New York, Scottsdale, Phoenix

Rona Landman

Rona Landman Interior Design

Paige Boller Malik

Principal, B + B Interior Space

Regina Moyer

Arch. & Design Market Mgr., Steelcase, Inc.

Jaclyn Murphy

Fashion Student, LIM College

Marketing Intern, 7 West

Ildiko Sragli

Ildi + Ko Interior Design, Inc.

Shawna Starkman

Principal, Sandstar Designs, Inc.

Anabell Teixeira

Student, NY School of Interior Design

Toni Toreno

Director, Trade Show Sales, 7 West NY

Carol VanderKloot

cvk ink Media Relations & Communications

Corinne Von Nordmann

Von Nordmann Home Styling, LLC

Yifan Wang

Student, Pratt Institute



Toni Toreno



Jaclyn Murphy

Meet our New Members

Toni Toreno

Toni Toreno joined 7 W as a Marketing Coordinator in 2006 and was promoted to Marketing Manager 1 ½ years later. She used her artistic background working closely with the Vice President of Marketing at 7 W, Su Hilty, to promote the high-design wholesale building for tabletop, gift, textile and home décor. Toni managed, created and executed more than 20 events a year, working with key speakers, caterers, prop and lighting experts, as well as the niche companies that set 7W apart.

Toni is now taking on a new role at 7 W as of last month as the Director of Trade Show Sales. Going from planning the events in house to selling, promoting and executing all the outside shows on the 11th floor is a natural fit. She works closely with show managers of Art Fairs, Trade Shows, Sample Sales, banquet dinners, seminars and everything in between.

Originally a “California Girl”, Toni received her Bachelor’s Degree in 2004 from Cal Poly, San Luis Obispo, CA in Journalism, concentrating in Public Relations. She also extended her studies into marketing, advertising and received a minor in art/photography. Whether it’s skiing, camping, biking, or hiking, she loves traveling and exploration in her life...and is sure to photograph it all.

Jaclyn Murphy Student Member

Jaclyn Murphy has always had an interest in the fashion & interior design industries. Throughout high school she enjoyed drawing textiles, reading fashion magazines and redesigning her own bedroom. Jaclyn served as her own interior designer, selecting paint color, furniture, drapery and accessories to create a romantic, fanciful setting. Her eye for design led her to LIM College, where business meets fashion. Jaclyn is currently a marketing intern at 7 W New York and is a senior at LIM College from where she anticipates a B.B.A in Fashion Merchandising with a minor in Entrepreneurship. Jackie has applied her interest in design as well as her business acumen and skills to the home furnishings industry and recently joined IFDA in order to broaden her knowledge of home décor. Her next project is to create a Home Décor club at her college because the home and fashion worlds are related to one another.

Previous internships include a Fashion Intern at Glamour, Fashion Intern at Bergdorf Goodman, Stylist at Henri Bendel and Sales Intern at Rousso Apparel Group. Would you believe she is only 21? When Jackie is not doing schoolwork or working at 7 W she enjoys exercising, dancing, and photography. Her life long dream is to travel the world.



“One’s life is enriched when you surround yourself with furnishings that are in harmony with each other, wonderful to look at and reflect your life experiences as well as your dreams for your future”.

Betsy Nichol’s interior design firm, E.N. Interiors is experiencing an explosion of new business with clients in Manhattan, the Hamptons and Westchester. She now sees a pent-up demand from people who postponed remodeling and design projects when the stock market crashed two years ago.

“Because they’ve waited, everyone wants things done in a hurry for a big dinner party, family celebration or because they’ve finally convinced themselves that they’re worth it,” says Ms. Nichol.

“Despite the abundance of wonderful modern and avante garde designs shown in magazines,” she says, “my clients want a timeless design, furniture that’s comfortable to sit in and soft textiles like chenille, washed linen or velvet. Everything I’ve specified lately has to feel nurturing. Even carpeting has to be soft.”

Her firm’s philosophy is to create interiors that place equal importance on beauty, comfort and function. She is a master colorist whose designs combine pieces from a variety of genres. Her designs are always elegant, clean-lined and timeless.

One’s life is enriched when you surround yourself with furnishings that are in harmony with each other, wonderful to look at and reflect your life experiences as well as your dreams for your future, she says.

Your home is the truest reflection of yourself. It speaks volumes about you, your interests and your inner well-being.

Only when you’ve experienced the joy of living in a home that is beautiful, comfortable and functions well for you and your family, can you truly appreciate the importance of great design.

Betsy believes that the designer’s role is to get to know you and transform your home into a three-dimensional dream environment that expresses where you’ve been and where you’re going.

The firm’s clients have included some very well known persons in the worlds of finance, business, the arts and the entertainment industry.

Betsy has created rooms for two designer show houses, and her work has been published in a variety of prestigious publications from *Architectural Digest* to *House Beautiful* *Kitchens and Baths* and *Metropolitan Home* magazines.

Ms. Nichol studied at the prestigious New York School of Interior Design, and holds a B.S. in Journalism from Boston University. She began her career as a writer and editor for the leading trade publication in the home furnishings industry HFN, which was then called Home Furnishings Daily.

Betsy’s fraternal grandmother was an interior designer and party planner whose home was filled with beautiful antiques and her dinner table was always set with fine china, perfectly pressed linen napkins and sterling silver. This beauty sharply contrasted with the challenges of her childhood, and motivates her to continue creating “dreams” for her clients.

She sits on the board of the International Furnishings and Design Association’s New York chapter, and The Retreat, in East Hampton, NY, a non-profit group that offers a variety of programs and shelter for women and their children who have been victims of domestic violence.

**Member
Profile
Betsy
Nichol**

September

Thurs, Sept. 16, 4:30-6:00 PM Board Mtg, All mbrs welcome.
Conf Rm, 200 Lex Ave.

Wed., Sept. 22, 6:00-8:00PM *What's New, What's Next*
@ 200 Lex. Champagne Toast and Opening Reception for IFDA's
new NY Digs, now suite 417.

October

Sat, Oct 2 *Walk For Design Education* 10:00 AM
NY's Highline, Meatpacking District
Followed by Brunch, Further Details to Come.

Thurs, Oct. 14, 4:30-6:00 PM Board Mtg, All mbrs welcome.
7 W New York, 7 W 34th St.

Thurs, Oct. 14-Thurs, Nov. 11, Kips Bay Showhouse,
106 East 71st St.

Tues, Oct 26 *Maison & Objet Market Review*
Hermine Mariaux, Place & Time TBD.

November

Wed, Nov. 17, 4:30-6:00 PM Board Mtg, All mbrs welcome.
Conf Rm, 200 Lex Ave.

Date, Place TBD. *The Rising Stars of Interior Design.*
Jamie Drake introduces 2010 Design Stars.

December

Dec. 7, Place TBD—Holiday Gala.

Wed, Dec. 15, 4:30-6:00 PM Board Transition Mtg.,
All mbrs welcome. 7 W New York, 7 W 34th St.

*Events subject to change. Please check e-invites for all
dates, times, prices, locations or contact Rose at IFDANY
at 212-686-6020, or ifdanyny@verizon.net.*

Calendar

“With Liz, there were never any shortages of energy, care, support, fantastic cooking, wonderful style, love, and she would insist on my including this, strong opinions.”
Elizabeth’s brother
Jim

ELIZABETH MILLER, age 50, died on May 3rd after a long battle with cancer. Elizabeth Miller was born in Bucks County, PA, where she was raised with her brother Jim, and her baby sister Maggie. After Maggie was born, Elizabeth’s mother launched something called “quiet time” in their home and for several hours each afternoon there was no noise, no TV, no radio. Elizabeth spent that time drawing and coloring, honing her brilliant sense of color at a very early age.

Elizabeth attended Moore College of Art in Philadelphia and then moved to New York City to begin her career. Elizabeth’s design career touched many as Senior VP of design for Mohawk Industries’ Karastan division. Her career also included senior design positions at CHF Industries and Ex-Cell Home Fashions, as well as her own business, Elizabeth Miller Design.

Elizabeth’s proudest title, however, was Mom, and she was a wonderful mother to her son Oliver. She was a dedicated “Soccer Mom”, never missing a game. Oliver was always first and foremost in her life. She loved to travel, was an avid kick boxer, and a fantastic cook. Her brother Jim described her best in his eulogy. “My sister Liz may have spent most of her life just under 5 feet tall and just over 100 lbs, but if she was in your life, she loomed as a giant. With Liz, there were never any shortages of energy, care, support, fantastic cooking, wonderful style, love, and she would insist on my including this, strong opinions.”

When Elizabeth was diagnosed with breast cancer over five years ago, she was determined to beat the disease and never gave up. She launched herself into a tireless campaign to raise funds for Susan G. Komen for the Cure, and was the force behind the industry wide fundraiser “Home for the Cure” held in NYC every October. Elizabeth fought with tremendous strength, grace and dignity and will be missed by all whom were fortunate enough to know her.

Contributions in memory of Elizabeth may be made to Susan G. Komen for the Cure.

Internet link : <http://ww5.komen.org/donate/donate.html>

By Mail : Susan G. Komen for the Cure

Attn : Donor Services

P.O. Box 650309

Dallas, TX 75265-0309

Written by Linda Kulla



Remembering
**Elizabeth
Miller**

George Oliphant, an emmy-award winner and host of NBC's Open House NYC, was the auctioneer for the live auction which brought in almost \$8,000 to benefit Publicolor.



Summer Social Event for New York Design Community Raises Funds for At-Risk Students

On Tuesday, July 13, close to 300 members of the New York design community came together at Tribeca Rooftop, a penthouse venue in lower Manhattan with panoramic views of the Hudson River. The evening included a festive mixture of wonderful food, fine wines and both a live and silent auction with over fifty items donated by companies within the home furnishings industry.

George Oliphant, an emmy-award winner and host of NBC's Open House NYC, was the auctioneer for the live auction which brought almost \$8,000 to benefit Publicolor. This non-profit group engages at-risk students in their education through a continuum of creative programs, starting with painting their struggling schools.

The Summer Social brought together members and guests of the New York Home Furnishings and Design Organizations Coalition – which includes these participants: American Society of Interior Designers, New York Metro Chapter, The Decorators Club, Designers Lighting Forum of New York, Executives Working in Home Textiles, Illuminating Engineering Society of North America, NYC Section, International Furnishings & Design Association, New York Chapter and National Kitchen and Bath Association.

Sponsors for the event included American Standard, Benjamin Moore & Company, Design Resource Services Inc., Electrolux | Icon, Green Demolitions, Innovative Stone, Jenn-Air, Lutron, TOTO USA, Wolf Sub-Zero and Westye Group East – all of whom displayed their latest products, mingled with the guests and came together to celebrate the business of interior design within the New York community.

Written by Cathy Guterman

2010 Circle of Excellence Shines Bright



Honorees for 2010 include:

MEDIA:

Cindy Allen, Interior Design, Robin Klehr Avia of Gensler, *presenter*

INTERIOR DESIGN:

Charles Pavarini III, Charles Pavarini III Design Associates, Dakota Jackson, *presenter*

PRODUCT DESIGN/DEVELOPMENT:

John S. Stark and **Steven Stark**, Stark, Edward Haleman of Stark, *presenter*

RETAILER-TO-THE-TRADE RESOURCE:

Benjamin Moore & Co., **Ray Gomez**, Tim Wisgerhof of TwoSeven Inc., *presenter*

GREEN ACHIEVEMENT:

Steelcase, **Angela Nahikian**, Joan Blumenthal of Perkins+Will, *presenter*

EDUCATION:

The Smithsonian's Cooper-Hewitt, National Design Museum accepted by **Bill Moggridge**, Karen Rosa of The Altman Foundation, *presenter*

SPECIAL HUMANITARIAN AWARD:

Kenneth Wampler, The Alpha Workshops, Jamie Drake, *presenter*

As a true high point from our annual calendar IFDA honored industry luminaries through its bi-annual awards, the Circle of Excellence (COE) in New York City on Tuesday, May 4th at the Union League Club in New York City. Members left the stellar event inspired by the very best of our industry! It was a proud night for NY IFDAers!

“This award program was created to recognize individuals and organizations demonstrating exemplary initiative, achievement and leadership in the design and furnishing communities” cites Betsy Nichol, IFDA chair of the event. The IFDA is a worldwide alliance of those in the commercial and residential design sectors and this award is considered a top honor, as it celebrates the industry’s diversity in a number of distinct categories.

Bulletin Board

Helen automatically stores dates in her head – “but not years”, she promises.

Father Time, She’s Not, But
Helen Wagner never forgets a birthday. Just once let slip your Natal Day and next year, expect a surprise call from Helen...maybe singing...maybe from half-way around the world. No auto reminder or birthday log required; Helen automatically stores dates in her head -- but not years, she promises.

Pssst: Beat Helen at her own game: her day is August 7. And it’s okay to write that down.

Missed the Clinton Wedding in Rheinbeck?

Long-time IFDAer Jan Rankin made up for it the following Saturday with a day-long birthday party in the flower-flooded garden of the Victorian home she shares there with actress/singer daughter Barbara.

Highlights: their mother-daughter duet of “Side By Side;” beautiful granddaughters strumming guitars and a ukele, and the birthday cake Jan herself baked. The multi-talented designer once filled Luke Skywalker’s Central Park West living room with huge cabbage rose fabrics (client Mark Hamill’s wife loved roses). And as Holiday Gala Chair, Jan deftly raised the IFDA party bar by bringing in singers, including St. Lucia (was that daughter Barb under the evergreen crown and flaming candles?). P.S.: Jan blew out an undisclosed number of them on her birthday cake – to great applause, but no call yet from Helen Wagner.

Did You Believe For A Minute
When that pitiful e-mail came through from Merv Kaufman, it said, soliciting funds to get him home from Scotland, after “being mugged at gun point” while “attending an urgent seminar.” Of course, it was all a hoax, a spurious phishing expedition by some thug who had cracked the Kaufman computer. As anyone knows who knows him, our cool and collected Merv could have stood an actual mugger down with a level look and a “How dare you, Good Sir!”

Nautical But Nice, meeting Linda Kulla’s new beau on board The Willie Wall, floating clubhouse of the Manhattan Sailing Club, as IFDAers and members of the EWHT (Executives Working in Home Textiles) bobbed around the New York Harbor in hot early August, trying to understand the rules of the sailing races unfolding before them.

But wait: he’s actually an “old” beau. Think ninth-grade sweethearts. Young luff, coming about again? Ask Linda to flash that priceless photo of the two of them, dolled-up and off to their graduation fete in 1975.

Overheard at the Circle of Excellence
That’s spelled c-a-n-e, like the one enABELing Linda Kulla to go stroking around New York at cross-country speed. It’s all about a recently re-adjusted hipbone, Linda explains, nothing to do with hefting a plump and pretty just-turned-one-year-old.

Eavesdropping with ESOR

Forty One Madison Readies For New York Tabletop Market October 12-15

The New York Tabletop Show, Tuesday, October 12 through Friday, October 15, is promising to be equally robust with programming as it is with new products. Forty One Madison, the market's hub and No. 1 address for the world's leading tableware, kitchen and accessories resources in the U.S., has lined up a full schedule benefiting both buyers and manufacturers. Not-to-be missed is the Wednesday, October 13th breakfast seminar, *New Womenomics: What Women Want & How To Reach Them, Teach Them & Speak Their Language*. Delivering the seminar address will be Dannielle Kyrillos, editor-at-large of the Web phenomenon, *DailyCandy*, and someone who is, according to Forty One Madison's Senior Vice President and Director, Laurie Burns, "well-immersed in this hotbed topic and a keen observer of women's spending habits." Seating is limited for the program; reservations are

recommended, at swainberg@rudin.com, or 212-686-1203. Breakfast will be served from 8:00 – 8:30 a.m. and Kyrillos will take to the podium from 8:30 – 9:15 a.m.

House Beautiful editors will transform the Forty One Madison lobby with engaging table settings that are guided by an "entertaining" theme echoing the pages of the upcoming November issue. Additionally, *Bridal Guide* returns as host of the *Caffé on Level A*, where they will be serving up light treats reflecting a Southern Hospitality theme. This popular and convenient Forty One Madison meeting spot for show goers will be open Tuesday 10 a.m. – 4 p.m.; Wednesday, 12 – 4 p.m.; and Thursday, 10 a.m. – 2 p.m. For more information on Forty One Madison and the New York Tabletop Show, visit www.41madison.com.

By Sandra Maitland

Sponsor
News



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See you
in the Fall