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Pioneering Design Series 2006

A three-part lecture series casts a spotlight on individuals who have embraced creativity and made innovative strides in design.

Suzette Rhodes, Herman Miller

Yves Behar - Founder,
Fuseproject, San Francisco

On May 23rd, the NY Chapter of IIDA hosted Yves Béhar for our 3rd and final Pioneering Design lecture of the year. Béhar is the founder of fuseproject, an integrated design firm located in San Francisco that is dedicated to the development of the emotional experience of brands through story-telling.

As co-directors of this year's Pioneer Series, Brittany Whitley of Gensler and I were truly privileged to have Yves round out the series. He spoke to an audience of over 300 at the New School University's Tischman Auditorium.

Yves Béhar and fuseproject have helped bring many well-established consumer goods giants to the forefront with their innovative branding ideas that span products, environments, graphics, packaging, apparel and strategy. His designs and creative positioning contribute in areas as diverse as technology, sports, lifestyle and fashion, for clients such as Birkenstock, Herman Miller, MINI, Nike, Microsoft, Swarovski, Toshiba, Bacardi, and Hewlett Packard.

Béhar spoke about his design philosophy, "Design Brings Stories to Life" and shared with the audience how important the connection is between design and the human experience. He gave examples of his current design projects for which he takes everyday items and makes them extraordinary. One such example is a mobile phone headset that would only transmit the user's voice and filter out background noise. Béhar also shared with us a new product

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Green Conferencing: Is it Worth the Time & Money?

Carol Crawford, NYSCID



For the past five years I've made a professional leap into conferencing. It's expensive. It's exhausting. But I have found it worthwhile, and I think it's beneficial to assess its value—a kind of Life

Cycle Cost Analysis and Value Engineering approach, which most design professionals readily understand.

What I am referring to as a "green" conference is one focused entirely on issues of sustainable design, and embracing all design+build professions, NGO's and businesses. The two biggest are **Environdesign**, held in spring, and **Greenbuild** in fall. Environdesign held its 10th Annual in Toronto April 25-27, 2006; Greenbuild, an event born of the U.S. Green Building Council, holds its fifth international in Denver November 14-18, 2006. In the past five years intensive "green" seminar programs have been imbedded in trade fairs like NeoCon or ICFF, but they cannot be compared to either Environdesign or Greenbuild in educational value. It's all about intensity.

Of the two, **Environdesign is the pioneer** and the premier inspirational conference; it has always been a compass to guide designers in developing intelligent, effective attitudes toward global environmental safety. It has been the idealistic "heart" of the professional green movement, appealing to educators, environmentalists, corporate CEO's and scientists, as well as professionals in the design-build industries. William McDonough, Michael Braungart, Janine Benyus, Ray Anderson, David Orr, and other seminal thinkers and speakers have been keynoters; until 2006, its Product Learning Center was extensive and excellent. Its book display has been alluring for any bibliophile who wants to develop a library shelf on sustainability. It's early growth was exponential: from 100 to 1,200 in three years, approximately. It is not, however, huge. It has plateaued at a maximum of about 2,500

attendees. Perhaps interest in basics has reached its limit; the conference seems to be dwindling. **Greenbuild is huge.** During its first year, in Austin, Texas, the organizers frantically sought accommodation for more than 2,500, which number increased during the conference, itself. A relative newcomer, Greenbuild is growing much larger and faster than Environdesign. In 2005 it claimed about 10,000 attendees. Its trade exhibition component boasts over 700 vendors expected in 2006. It is sponsored by the U.S. Green Building Council, a nonprofit coalition of more than 6,000 private companies, nonprofits and governmental agencies

As the mastodon in the room, however, Greenbuild is impressive but impersonal. On a comprehensive, educational level, big is not better. It has seemed to me to be more hard-edged, more directed toward architects and engineers than designers, and a can-do, how-to, approach, rather than aiming toward capturing hearts and minds. You might want to counteract the thrill of pure population density by checking your [New Yorker's Coping Manual](#). I've read that they expect 15,000 to attend this year.

The development of L.E.E.D. standards grew out of the U.S.G.B.C. and is a major component of Greenbuild: 15 L.E.E.D. workshops and seminars are offered in 2006. Because of Greenbuild's large scale, there is a large-scale sharing of information and ideas. During the November 2005 conference in Atlanta, attendees produced "the New Orleans Principles", which address the issues of rebuilding New Orleans post-Katrina. The protocol was accomplished by a quartet of monster charrettes involving over 200 firms and people. It took over two months to collate and present for public engorgement.

The cost of attending one of these "green" conferences is not so much in the fees alone, which for any conference can vary from \$100-\$1,500, but for the accommodations and travel. Most meals are included in the basic fee, and

that first hurdle is often cut dramatically by registering early. Students may pay as little as \$100, or nothing if they work as service volunteers. This year, Environdesign cost \$595 for 2-1/2 days, less 20% for educators and students, and 15% less for government employees. Each conference charges less than 1/5 the full cost for partial programs, and passes for just the product exhibit alone cost as little as \$25. Special pre and post-conference workshops, such as L.E.E.D., and site tours cost extra, from \$35 to \$475 each.

What do you get for all that money?

- **Education: Workshops and seminars** with a wide choice of topic tracks: at least 4 sessions per day, replete with expert-led show-and-tell.
- **CEU'S Galore** in a neat bunch—often enough for a few years' credits as stipulated by your license, re-certification rules, or professional organization.
- A Product Learning Center [i.e. **intensely eco-friendly trade fair**] where attendees can view, and compare, hands-on, huge numbers of new green materials, products, and technological advances, obtain samples, talk to knowledgeable reps.
- Extensive **book market** displays of relevant works on sustainable design to purchase or order; Bibliophiles are forewarned to take a tranquilizer.
- **Pre and post-conference workshops** that explore sustainable design practices in comprehensive detail, such as L.E.E.D.
- Half-day and whole-day guided **Site Tours** of some of the local area's greatest green buildings, with plenty of chances to photograph; wear comfortable shoes.

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Seeing a Principled Outlook for Interior Design

Carol Crawford, NYSICD



On February 1, 2006 the U.S. Green Building Council released a report called The New Orleans Principles, which outlines in some detail a plan for the reconstruction of New Orleans. It was created by a massive charrette of about 160 professionals during the 2005 annual Greenbuild Conference and Expo in Atlanta last November 9-11, in response to the devastation of the August hurricanes along the Gulf coast. Bill Browning, the founder of the Rocky Mountain Institute's Green Development Services and current partner in Browning + Banning, LLC, of Washington, D.C., declared the intention to provide real services to the stricken communities, based on the Principles, and said, "We don't want this to be an academic exercise."

As an academic exercise in applying sustainable principles to a real-life situation, however, the charrette and its result are instructive and thought-provoking. That is because those Principles, cited below, are universal ideas; they were tailored to fit the crisis in New Orleans, but can and should be applied to all redevelopment projects. They stress an important aspect of design: sensitive input and respect for existing conditions—most particularly those involving the people and the environment of any site. They challenge us to think bigger than the problem at hand; to become aware of the macro issues that frame the micro issues we initially see as our primary goal.

One of the greatest dangers growing out of the recent environmental disaster is that greed, politics and opportunism will take over, as it did after 9/11 on the World Trade Center site. One of the reasons reconstruction has been delayed there, and should be, in my opinion, is that the first response of "Bigger and Better next time!" is an inappropriate response. It speaks of macho impulse and anger, not thoughtful, caring reaction. The first suggestions on rebuilding, prior to the competition, were

unimaginative and heavy-handed as a result. There are bad feelings remaining among the families of victims, residents, and small businesses. Here, the opportunity to make a positive symbol that will declare the best of human and American values is being lost in the bickering and lack of a sensitively developed overall plan. In New Orleans, the role of ethics in planning and design can yet be honored, and passion can be directed to laudable human endeavors.

Another opportunity has come our way: to make a definitive, public statement about the consequences of good versus bad environmental design and planning...something lasting that will benefit the people who have been stricken, made homeless, and want to come back. Great care is needed; a macro view is required. The effort, if handled well, can be truly a positive experience for our country and a link to other countries in the world with similar concerns. That will be more than a good academic exercise for all of us: it will be an installment on our debt to the future.

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Suggested Reading:

Habitat for Humanity

<http://www.habitat-nola.org>
website accessing information about current rebuilding projects in New Orleans and along Gulf coast involving volunteers, such as Hoops for Homes, New Orleans Area Habitat for Humanity and The NBA Hornets have partnered to build 20 homes in the next one to two years. The first home was dedicated to the Winston family on March 7th!

"A Bold Plan for New Orleans", From the Editors, Environmental Building News, October 2005, vol. 14, No. 10, on line at <http://www.buildinggreen.com/auth/article.cfm?fileName=141002a.xml>

"The New Orleans Principles", a 27-page report from the Gulf Coast Reconstruction Charrettes held at the U.S. Green Building Council's Greenbuild conference in Atlanta Nov 9-11, 2005, available for downloading as a pdf file at http://green_reconstruction.building-green.com/documents

Musicians' Village

Conceived by New Orleans musicians Harry Connick, Jr. and Branford Marsalis to build 81 homes for displaced New Orleans musicians. The project will be located in Upper Ninth Ward.

St. Bernard Recovery Project

A massive ongoing project with St. Bernard Parish to clean up the parish and boost recovery efforts in St. Bernard.

The Ten Principles:

1. Respect the rights of all citizens of New Orleans

Displaced citizens who wish to return to New Orleans should be afforded the opportunity to return to healthy, livable, safe, and secure neighborhoods of choice.

2. Restore natural protections of the greater New Orleans region

Sustain and restore the coastal and floodplain ecosystems and urban forests that support and protect the environment, economy, communities, and culture of southern Louisiana, and that contribute greatly to the economy and well-being of the nation.

3. Implement an inclusive planning process

Build a community-centered planning process that uses local talent and makes sure that the voices of all citizens of New Orleans are heard. This process should be an agent of change and renewal for New Orleans.

4. Value diversity in New Orleans

Build on the traditional strength of New Orleans neighborhoods, encourage mixed uses and diverse housing options, and foster communities of varied incomes, mixed age groups, and a racial diversity. Celebrate the unique culture

of New Orleans, including its food, music, and art.

5. Protect the city of New Orleans

Expand or build a flood protection infrastructure that serves multiple uses. Value, restore, and expand the urban forests, wetlands, and natural systems of the New Orleans region that protect the city from wind and storms.

6. Embrace smart redevelopment

Maintain and strengthen the New Orleans tradition of compact, connected, mixed-use communities. Provide residents and visitors with multiple transportation options. Look to schools for jumpstarting neighborhood redevelopment and for rebuilding strong communities in the city.

7. Honor the past; build for the future

In the rebuilding of New Orleans, honor the history of the city while creating 21st century buildings that are durable, affordable, inexpensive to operate, and healthy to live in. Through codes and other measures, ensure that all new buildings are built to high standards of energy, structural, environmental, and human health performance.

8. Provide for passive survivability

Homes, schools, public buildings, and neighborhoods should be designed and built or rebuilt to serve as livable refuges in the event of crisis or breakdown of energy, water and sewer systems.

9. Foster locally owned, sustainable businesses

Support existing and new local businesses built on a platform of sustainability that will contribute to a stronger and more diverse local economy.

10. Focus on the long term

All measures related to rebuilding and ecological restoration, even short-term efforts, must be undertaken with explicit attention to the long-term solutions.

Green Conferencing

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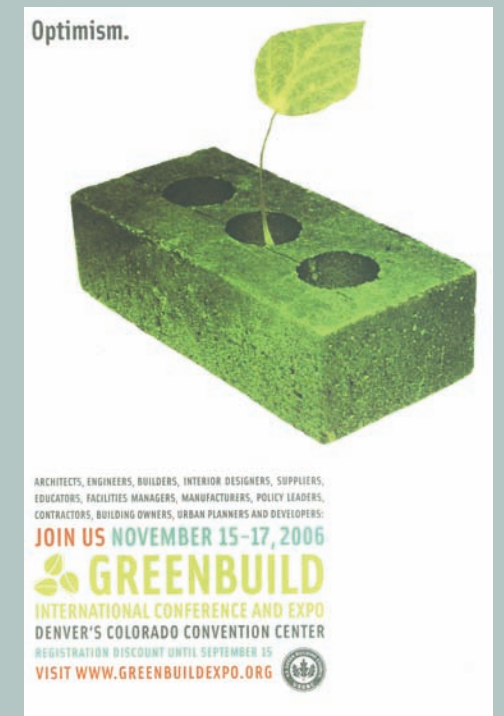
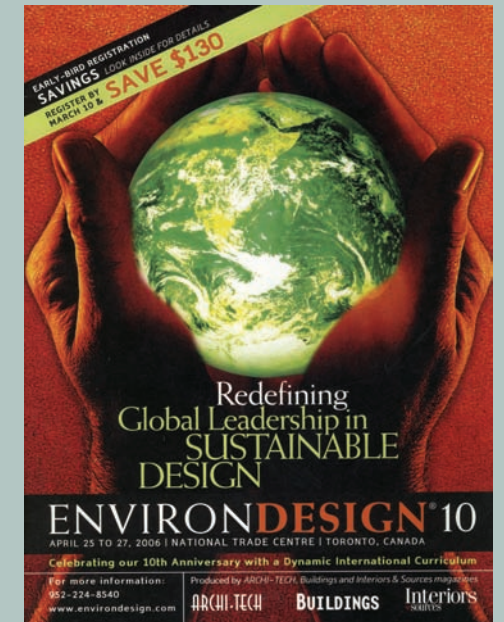
- **Networking:** at parties, special events and communal mealtimes, sitting at round tables, seated opposite at least nine other people you don't know and have to talk to with your mouth full.

- **Opportunity to have enlightening conversations** with accomplished thinkers and doers; many an epiphany has occurred under these conditions, and, if you are a teacher, it can't hurt you.

- **Opportunity to listen** to the experiences, thoughts and opinions of hundreds of people at least as smart as you are, from all over the world.

After a heavy dose of all these goodies for five years, I can honestly say that my top favorites are definitely the **site tours**, which are usually phenomenal trips, and the **product show and book markets**. The intense learning experience of "green conferencing" is an efficient way for designers to extend their skills to help correct global environmental problems. We might even say that a true definition of "Intelligent Design" is that it's "green".

Carol Crawford teaches Color & Materials and sustainable design at Pratt Institute in the Dept. of Interior Design. Her firm is Carol Crawford Environments, Inc. If you have suggestions or questions concerning material choices or topics that you would like addressed in future articles on sustainable design please send them to carolcrawford@ccenvironments.com



From the Oval Office



I'm honored to move into the leadership role of the New York Chapter of IIDA with a Board that has not only grown in size but, more importantly, continues to be so very dedicated and committed to the success of our many activities and programs.

Over the past two years, as I've served as the Corporate Forum Director for the Pioneer Series and then as the President Elect, I've understood just how valuable this organization is to the interior design community. Because of this, one of our stated goals continues to be the expansion of our membership by making IIDANY even more meaningful to design students, practicing professionals, and the

industry in general. And we will continue to support IDLNY in its effort to get the Interior Design Title Act passed in New York State.

Another goal is to revamp our sponsorship requests so that contributors can better organize their yearly allocations to specific IIDANY initiatives. We are always grateful for the generous contributions from manufacturers, dealers, independent rep groups, contractors, and owner's representatives who continue to support our initiatives and we want to ensure that this is an effective process for all.

Good communication for any organization is an important key to its success. Our goal this year is to make the IIDANY website even more relevant and inspirational as the 'go-to' address for our members for news about the world of design.

The Fall Event is just around the corner and plans are underway for the Leaders Breakfast in April and the Pioneer Series in the spring. On the heels of the overwhelming success of these and many of our other events last year, we look forward to a great new year. We welcome and encourage your involvement and your participation.

Thank you,

Barbara Zieve, IIDA
Associate Partner, Butler Rogers Basket

Design: Design360 Inc.



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