



I | I D A
INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION
WISCONSIN CHAPTER

reflections

september '07

this issue

President's Message

John Norfolk

Save the Date!
2006 Interior Perspectives

Student Design
Winners

Feed Your Soul

Eames on Film
City Center Event

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IIDA WI Marine
Terminal Tour

Design MMOCA
Call for Entries

President's Message

It is with great excitement that I begin my year as President of the Wisconsin Chapter. We have a wonderful board of directors in place and it's going to be a great year! I want to thank each of them for their time and energy.

I have been a member of IIDA since my first job out of college and my love for the organization has grown every year. Four years ago I was approached by the infamous Susan Wohlitz to help with Interior Perspectives. After another successful event she called to ask me to sit on the Board of Directors as the Director of Student Members. I was unsure, but gratefully accepted the nomination. I served two years as the Director of Student Members and enjoyed every minute of it. The students are our future and it was a pleasure to get to know them. Now I was hooked... I wanted to do more. So I accepted the position as President- Elect for the 2006-2007 term, knowing this would lead to President, but blocking it from my mind at the moment.



I have grown very attached to this Chapter and this organization for many reasons, some personal and some professional. I will always have a soft spot in my heart for IIDA because of the people I have met while volunteering and the friendships that have been forged. I watch our volunteers give blood, sweat, and tears to create smashing events, thought provoking CEU's, and awareness of Government Affairs. They truly care and I admire each of them.

As President I have many goals for our Chapter, the most important on my list are organization and communication. I look forward to working with the talented people in our chapter to increase communication with our new chapter website, successful pre-planning of our events to get the word out, and education of the public on what Interior Design truly means. I challenge YOU to get involved and watch as your hard work helps this organization reach greater heights.

I promise to give you all I have and I hope that you will join me in my enthusiasm for IIDA WI Chapter. Thank you for your support!

Koreen Liepitz, IIDA

Welcome to Autumn!

2007-2008 IIDA Wisconsin Board of Directors

President

Koreen Liepitz, IIDA
kliepitz@koroseal.com

Past President

Laura Quinn, IIDA
lacquinn@centurytel.net

President-Elect 2008-2009

Donna Ritke, IIDA, ASID
ritzdr@ameritech.net

VP, Communications

Janet Hirsch, IIDA
jhirsch@midplains.net

VP, Membership

Dave Laabs, Associate IIDA
david.laabs@haworth.com

VP, Professional Development

Lu Cagin, IIDA
lcagin@rdgusa.com

VP, Government & Regulatory Affairs

JoAnn Rife, IIDA
rife@uwosh.edu

VP, City Centers

Jennifer Everhart, Associate IIDA
jen@theartisanhouse.org

Director, Student Members

OPEN

Director, Industry Members

John Norfolk, Industry IIDA
jnorfolk@creativebusinessinteriors.com

Director, Associate Members

OPEN

Meet our New Director of Industry Members

I'd like to introduce myself as the new Director of Industry Members for IIDA Wisconsin's Board for 2007-2008. As a current Dealer of Creative Business Interiors and former Regional Manager and Sales Representative for Knoll, I look forward to utilizing my past 19 years of experience to represent the Industry Members on the Board. My focus is to collaborate with the Industry Members to provide programs and events of interest to the profession of Interior Design and to help effectively market your organizations through sponsorship opportunities.

Please forward me any ideas you feel would be beneficial to your organization and IIDA Wisconsin.

John Norfolk

Creative Business Interiors, Inc.
Executive Vice President
Phone: 414.881.9382
Fax: 414.545.8510
norfolk@creativebusinessinteriors.com



Get Involved!

If you are passionate about design
go *Beyond Design* and you will grow!

Contact any of the
IIDA/WI Board Members
in the area of your choice.

You will not be disappointed!

Beyond Design!

2007 IIDA Wisconsin Chapter

Student Design Awards Winners:

Best of Competition \$1,000.00
Project: Fletcher Condominium
Matt Lathrum

Waukesha County Technical College
First Place – Corporate \$500.00
Project: Nexxus Logistics, Inc.
Cara Riederer
UW- Stevens Point

Congratulations!

2008 Interior Perspectives Save the Date

May 7-8, 2008

Monona Terrace in Madison, WI

Ken Wilson is nationally renowned and will be a key speaker on Thursday May 8th. For more information on Ken click on the link for IIDA National.

www.iida.org/i4a/pages/index.cfm?pageid=393

IP '08 Kick Off Meeting

Interior Perspectives 2008 Committee Kick off! at Erin's Snug Irish Pub off American Parkway in Madison on September 19th, 2007 Working on committee selection for volunteers, explanation of Interior Perspectives, coordination with AIA and their state convention, and answering any questions. Pictured are from front to right: Amy Bartz, Pat Gibbons, Sarah Jenne, Cheryl Leik, Diane Lovegren, Renee Premeau, JoAnn Rife, Ashley



Wagner, and Koren Liepitz. If anyone is interested in joining the efforts to make Interior Perspectives 2008 another terrific experience please contact Jennifer Everhart at 608.513.8622 or Jen@theartisanhouse.org. Our next meeting is scheduled for Tuesday, November 13th, at 5:30, location to be determined.

2007-2008 IIDA Wisconsin City Centers

Director-Fox Valley City Center
 Audrey Olson-Adams, IIDA
aolson-adams@kellerbuilds.com

Director-Madison City Center
 Judy Stich, Associate IIDA
jstich@interiorinvestments.com

Director-Milwaukee City Center
 OPEN

2007 IIDA WI Sponsors

Platinum

Kim DeWitt, Allsteel
 Carie Mueller, HMI
 AJ Medelan, Steelcase

Gold

Barry Bielowski, B&B International
 Dave Laabs, Haworth/Paragon Interiors

Silver

Carol Schieren, Armstrong Floor Products
 Rindy Patton, Bentley Prince Street
 Tim Coyne, Coyne Associates Inc
 Diane Lovegren, EPCO Industries
 Randy Schmitgen, Flad & Assoc.
 George Keehn, Hufcor
 Steve Jende, InterfaceFLOR
 Kurt Witt & Associates, Integra
 Mary Harris, Jaeckle Distributors
 Paul Tegan, Tegan Marketing
 Angela Jefferson, Wilsonart

Thank You!



Keep us in mind for
 your monetary donations.

Feed Your Soul is a silent art auction to raise funds for America's Second Harvest of Wisconsin.



Feed Your Soul is an opportunity for people to respond to hunger in our community, while enriching their lives with art. As a symbol of plenty, simple wooden bowls are transformed by members of Milwaukee's design community into innovative original works of art. The bowls and artwork are highlighted at an auction and celebration called Feed Your Soul.

Feed Your Soul 2007 is Friday, November 9 from 7 pm to 11 pm at Flux Design, 811 E. Vienna Avenue, Milwaukee, Wisconsin. The event includes a silent art auction, food, libations and live music. In its fourth year, Feed Your Soul is made possible thanks to the leadership of design industry sponsors: the Wisconsin chapters of the American Institute of Architects (AIA), the American Society of Interior Designers (ASID), the Construction Specification Institute (CSI) and the International Interior Design Association (IIDA) and Flux Design.

All proceeds benefit America's Second Harvest of Wisconsin, the largest private non-profit distributor of food in Wisconsin. Second Harvest serves 235,000 people annually, 37% of whom are children. To serve such a large number of people, Second Harvest partners with 1,100 food pantries, meal programs and shelters throughout eastern Wisconsin.

Every \$1 donated provides five meals to those in need. More than 400 manufacturers, food brokers and retailers donate 14 million pounds of food each year to ensure no one goes hungry in Wisconsin. In 25 years, Second Harvest of Wisconsin has distributed over 200 million pounds of food throughout 36 counties in eastern Wisconsin.

Tickets are \$25 in advance or \$35 at the door. Tickets are available online at www.feedyoursoul.us. For more information, please contact Jenny Mendenhall at jmendenhall@secondharvest.org.

WHAT: Feed Your Soul is a silent auction of one-of-a-kind bowls and artwork. The evening includes food, libations and live music.

WHEN: Friday, November 9, 7:00pm to 11:00 pm

WHERE: Flux Design, 811 E. Vienna Ave., Milwaukee, WI

WHY: This holiday season we would like to lend a hand to those who need us. All proceeds benefit America's Second Harvest of Wisconsin.

WHO: The American Institute of Architects (AIA), the American Society of Interior Designers (ASID), the Construction Specifications Institute (CSI), Flux Design and International Interior Design Association (IIDA) are the organizing partners of Feed Your Soul. Tickets \$25 in advance; \$35 at the door

RSVP: Register at www.feedyoursoul.us
Email jmendenhall@secondharvest.org
Send checks payable to America's Second Harvest of Wisconsin, c/o Jenny Mendenhall, 1700 W Fond Du Lac Avenue, Milwaukee, WI 53205. Specify **Feed Your Soul**.



FEED
YOUR
SOUL

IIDA Madison City Center & IIDA Fox Valley City Center

Please join us
Wednesday, Oct. 10, 2007 in Madison

OR

Thursday, Oct. 11, 2007 in Appleton
for

"EAMES ON FILM"

by Betty Hasse from Herman Miller (.2 CEU)

Betty Hasse is a workplace strategist with more than 20 years of experience in researching, designing and developing work environments that support business goals. She is skilled at synthesizing information relating to pragmatic work environment issues. During her career with Herman Miller, she has developed a knowledge platform called "Evolutionary Workplaces" that ties the past, present and future workplace together. Hasse's interests have also been in the area of learning environments that foster creativity at work. She has been active in researching learning environments and collaboration for Herman Miller. She has spoken about workplace issues to business leaders, architects and designers in the United States, Canada, South America and Asia.

Betty has many published articles from 1995 to current. In May 2002, **Smartmoney Magazine** featured Betty in the article: "Working: Space Odyssey." And in 1995, Fast Company Magazine called Betty Hase "an archaeologist of work, piecing together cultural artifacts, decoding the directions business environments will take."

Our speaker, Betty Hasse, ASID, from Herman Miller, has selected four films for us to view which will give us an overview of the Eames' design philosophy. She will provide commentary and an introduction for each of the films:

Design Q & A: House: after five years of living: Goods: & Powers of Ten.

Location: Banquet Hall @ Trolley Square, 619 S. Old Oneida St., Appleton, WI

Directions: from 41N or S. Take Hiway 441 east (towards water), Exit Oneida St. and head North. (to town). Before Bridge, Right on Old Oneida St. Hall in on left before water locks.

5:00 – 6:00 Registration, Cocktails, Appetizers, Networking

6:00 – 8:00 Seminar

8:00 – 8:30 Q & A, Closing comments

Fees:	IIDA Members	\$15.00
	Non IIDA Members	\$25.00
	Students with ID	\$ 5.00

Note: CEU of \$12.00 additional (check made out to NCIDQ) if you would like to have us send it in.

Thanks to our host, Herman Miller, for providing the speaker and films.

Please RSVP by Oct 4 to:

Audrey Olson-Adams aolson-adams@kellerbuilds.com

Keller, N216 State Road 55, P.O. Box 620

Kaukauna, WI 54130 Phone: 920-766-5795

Name: _____ Company: _____

Address: _____ City, State, ZIP: _____

Phone: _____ Email: _____

I am a member of: IIDA ASID AIA NKBA

I plan to register for CEU credits YES NO

Bring a check and the completed registration form to the program or send in advance.

Susan Wohlitz **Memorial Fund**



The Great Bag Bash 2008

January 31, 2008

5:30 PM - 9:00 PM

Delafield Brewhaus, Delafield, WI

Proceeds will fund the Susan Wohlitz Memorial Fund



TOUR THE MARINE TERMINAL BUILDING WITH IIDA

Tour will include HGA, Mandel Group Corporate Office
& Condo Unit



Thursday, October 25th

Registration begins at 6 pm @ HGA

Tour begins promptly at 6:30 pm

333 East Erie Street.

Milwaukee, WI 53202



The Marine Terminal Building - a development that clicks on many fronts. LEED - certified offices, skillfully renovated historic facades, contextually sensitive, modernistic interpretation.

Cost in Advance (Recommended) : IIDA Members \$10, Students \$5, Non-members \$15

Cost at the Door (Limited): IIDA Members \$15, Students \$10, Non-members \$20

Please RSVP by October 22nd to:

Jennifer Everhart Tel.: 608.513.8622 or E-mail: Jen@theartisanhouse.org

Please send checks to:

Jennifer Everhart

930 Hillcrest Circle, Platteville, WI 53818

Appetizers and refreshments are provided.

0.1CEU credits available for this program.



IDCW - Interior Design Coalition of Wisconsin

Presents .5 CEU's Wednesday October 17, 2007 10:30 AM - 6:30 PM

Course Title : *"Five Sensing Design: Making Sense of Healing Environments"*

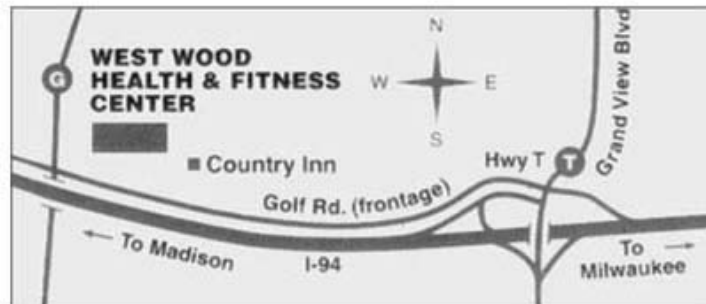
Subject Matter: Design Creativity, Evidence Based Design, Healing Environments

Location: West Wood Health & Fitness Center, 2900 Golf Road, Pewaukee, WI 53072

- Course Instructor **Barbara J. Huelat, AAHID, ASID, IIDA** is a nationally recognized speaker with more than 30 years of design experience and numerous project awards; She was a founding member of the *Center on Healthcare Design* and former president of Healthcare Interior Architecture at Ellerbe Beckett; Her present firm, Huelat Parimucha Healthcare Design, shared with her husband, is dedicated to design which improves and supports positive patient outcomes; Barbara is also author of the book *Healing Environments: Design for Body, Mind & Spirit* (2003).
- Designers who attend this exciting event will learn valuable lessons applicable to all types of health care related projects including hospitals, clinics, wellness centers, design for aging, etc.
- Designers who focus on other project types including: corporate, educational, hospitality, residential, liturgical, etc. - will gain a greater awareness of how interior environments can affect the human body, our senses, our emotions, and general well being.
- In addition, attendees will tour a unique facility which is quite a healing environment and includes fitness areas, a wellness center, lap & therapy pools, racquetball courts, cushioned walking/running tracks, rehab programs, child care, a pro shop - and an ASID award winning day spa & café/deli !

DIRECTIONS:

From HWY 94,
Exit Hwy G and
take Frontage Rd
to West Wood
Health & Fitness
Center



■ CEU Program Schedule

10:30 AM - Registration	1:30 PM - Speaker/CEU (1.5)	5:00 PM - Depart Conf. Center & Move to Deli/Café
10:45 AM - IDCW Messages	3:00 PM - Break	
11:00 AM - Introductions	3:10 PM - Speaker/CEU (1.25)	5:05 PM - Receive CEU Forms
11:15 AM - Speaker/CEU (1.75)	4:10 PM - Break	5:10 PM - Tours & Reception
1:00 PM - Lunch (included)	4:20 PM - Speaker/CEU (.5)	6:30 PM - Departure

QUESTIONS: please contact: Sheila Semrou, ASID, AAHID, IDCW Board Member & CEU chair

e-mail sheilas@eadp.com Engberg Anderson Design Partnership / cell 414 861 6675

This IDCW event has been sponsored in part by:



application procedure

Please send the following information and work samples to MMoCA postmarked no later than November 12, 2007.

- Professional resumé including current contact information (name, address, daytime phone, email)
- List of past design projects and your role in the project (one page maximum)
- Personal statement of design philosophy (limit 500 words)
- Photographs of 3 representative design projects (maximum 10 images; printed images should not exceed 8 1/2" x 11"; digital images should be saved to a disc; please include a brief written description of your images)
- \$50 application fee (checks payable to Madison Museum of Contemporary Art)

Send materials to:
Madison Museum of Contemporary Art
Attn: Design MMoCA Applications
227 State Street
Madison, WI 53703

Application materials will not be returned.

selection process

A jury of design professionals, including representatives from ASID Wisconsin and IIDA Wisconsin, will select up to 18 designers to participate in Design MMoCA 2008. Decisions will be made by December 1, 2007. In March, participating designers will be asked to submit floor plans, a design statement, samples of materials, and an overview of technical needs for the jury and museum staff to review and approve.

Please direct any questions about Design MMoCA to Nicole Allen at the Madison Museum of Contemporary Art (608) 257-0158 x229
nallen@mmoca.org
www.mmoca.org



Nonprofit Org.
U.S. Postage
PAID
Madison, WI
Permit No. 1143

227 State Street
Madison, WI 53703

OF CONTEMPORARY ART MADISON MUSEUM

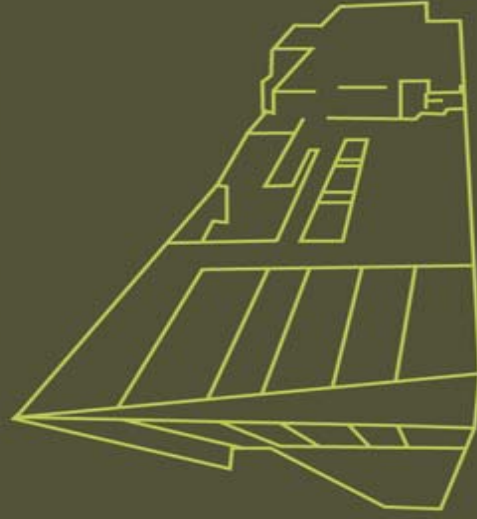
September 2007 Design MMoCA Applications available
November 12, 2007 Application postmark deadline
December 1, 2007 Notification of acceptance
Weeks of December 8 and December 16, 2007 Designers choose artworks
March 10, 2008 Designers submit plans for jury review
April 18 - April 21, 2008 Designer lead-in
April 23, 2008, 5 pm Room design completion
April 24, 2008 Preview party
April 25 - 27, 2008 Design MMoCA



timeline

design mmoca

call for entries

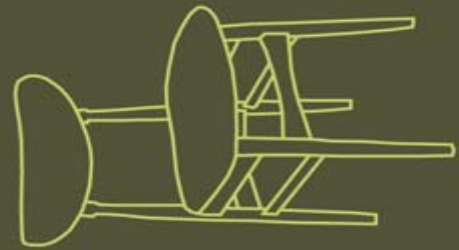


a design showcase at the
madison museum
of contemporary art

april 25 - 27, 2008

call for entries

The Madison Museum of Contemporary Art is pleased to announce an open call for entries for Design MMoCA 2008. This interior design showcase will challenge the region's most creative designers to use works from the museum's permanent collection as inspiration for one-of-a-kind room designs. Rooms will take shape in 12' x 12' spaces in MMoCA's stunning main galleries and will include living, eating, working, and sleeping spaces. The rooms will be on view for a three-day design event with an expected attendance of 3,000—5,000 home and design enthusiasts. Other related events will include a champagne preview, a public meet-the-designer session, and a series of design lectures. Design MMoCA is conceived both as a fundraiser for MMoCA and a signature design event. It will celebrate art and design throughout the region and will put the design community center-stage, highlighting the design industry's talents, creativity, and expertise in an elegant museum setting. Design MMoCA partners include ASID Wisconsin and IIDA Wisconsin, as well as MMoCA's curatorial staff. We invite you apply to the inaugural Design MMoCA for jury review.



design mmoca policies

Exhibit Space

Design MMoCA participants will be assigned a 12' x 12' space in MMoCA's main gallery. Each space will be defined by two gallery walls, at least one of which will be a 10' x 10 1/2' moveable gallery wall. One moveable wall in each space can be painted a single color by museum staff; designers must provide one gallon of approved wall paint for this purpose. To protect the museum's gallery, designers will not be permitted to paint or stain the walls themselves without consultation with the museum's technical staff. Floor coverings must be temporary and be installed without the use of adhesives or fasteners and should not jeopardize the museum's hardwood floors. Furniture and other items should be properly prepared to protect the hardwood surfaces. Fasteners such as nails, screws, and staple guns will be permitted in moderation; special needs should be discussed in advance with museum staff. Electricity will be available in exhibit spaces as needed. The gallery ceiling is 18 feet high and offers track lighting that can be adjusted by MMoCA staff. Other use of the ceiling is not permitted.

MMoCA reserves the right to limit the use of potentially hazardous or damaging elements such as open flame, water, intense light, or organic materials.

Featured Artwork

Design MMoCA participants will be randomly assigned a number representing the order in which they schedule a time slot to pick a featured artwork. Works will be chosen from a pre-determined selection of works from MMoCA's permanent collection. Works should be used as the inspiration for room designs, and designs should prominently incorporate the featured artwork. Works will remain on MMoCA premises at all times, however a photograph of the work will be provided to designers. Works will be hung by the museum's technical staff in consultation with designers and will be used in a safe and respectful manner. Works will be two-dimensional and will generally include prints, drawings, and photographs from the museum's modern and contemporary collection. They will be framed by MMoCA staff in the museum's standard frames.

Room Designation

Design MMoCA will feature living, eating, working, and sleeping spaces.

An equal number of each room type will be available to designers. Room type will be assigned prior to artwork selection based on designer preferences.

Fees and Materials

Design MMoCA participants will be charged a \$150 technical services fee for painting, load-in and load-out assistance, and gallery maintenance. This fee will be due at time of acceptance. Designers will be responsible for supplying all materials to create their individual room spaces.

Load-in and Load-out

Design MMoCA participants will schedule 2-hour time slots to load materials in and out of the main galleries via MMoCA's loading dock and ample freight elevator. Museum staff will be on hand to help load in and load out, however designers should make special arrangements to move any heavy, fragile, or extremely valuable materials and furnishings. Museum staff cannot be held liable for damage to display materials during any part of Design MMoCA.

Photography and Availability

On Thursday, April 24, all Design MMoCA rooms will be professionally photographed. Participating designers agree to let MMoCA use photography

of their rooms for future publicity and commercial purposes related to the event. Participating Design MMoCA designers should plan to be present at the event on Sunday, April 27 for a public "Meet the Designer" session.

Designer Benefits

Participating designers will benefit from the prominent display of their work in Madison's most sophisticated exhibition space and a large audience of home design enthusiasts. Designers will be recognized on wall text in the galleries and in a 4-color program widely distributed both before and during the event. These materials can also be used to acknowledge team members, suppliers, employers, or designers' personal businesses. Designers will also be featured in pre-event publicity, including the event press release, event invitations, and on the museum's web site. Designers will be provided with 2 complimentary tickets to the champagne preview and 8 complimentary tickets to the showcase event. Designers will also be provided with photography documenting their showcase rooms. The museum looks forward to working with the design community to present a high quality event that reflects its own artistic standard through the display of innovative interior designs.

Design MMoCA organizers:

MMoCA

