



I | I D | A
 INTERNATIONAL
 INTERIOR DESIGN
 ASSOCIATION
WISCONSIN CHAPTER

reflections

IIDA Wisconsin Design Awards 2008

Madison, WI-The Wisconsin Chapter of the International Interior Design Association is pleased to announce the winners of the 2008 IIDA Wisconsin Interior Design Competition. The awards were presented at Celebrate 2008 In Design, which was held at the Madison Club on May 1, 2008. The winners received an engraved crystal globe and stand.



Best of Competition, Ramsey County Library. Photo by Albert Vecerka/Esto.

The purpose of the competition is to recognize and reward outstanding interior design and to encourage new ideas in the design of interior elements and spaces. The winners were selected from thirty projects submitted by IIDA members and their firms in the following categories: office/corporate-under 5,000sf, office/corporate-over 25,000sf, hospitality, healthcare, educational/institutional, liturgical, and custom/non-building. The submissions were judged by the IIDA Alabama Chapter.

Congratulations to Jane Dederer, IIDA. Her outstanding work on the Ramsey County Library was selected as Best of Competition. This project will be submitted to the 2009 International Interior Design Association Interior Design Competition. Jane is with the Milwaukee office of HGA Architects & Engineers.

Thank you to all of the IIDA members who submitted their work. The projects represent outstanding examples of the design work that is being done by professional interior designers.



Best of Competition, Ramsey County Library. Photo by Albert Vecerka/Esto.

Thank you to Rachel Rogness, Associate IIDA, for her dedicated work to make the submission process run smoothly.

See complete list of winners on page 6.

July 08

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tpugh3@wi.rr.com

President's Message

The 2007-2008 IIDA year has come to a close. At our Annual Meeting on June 25, 2008, we said goodbye to good friends and great board members: Lu Cagin, IIDA, Janet Hirsch, IIDA, and David Laabs, Associate IIDA. They will all be missed!

I have always felt that IIDA WI is more of a family than a Board of Directors. We all have common goals to improve, grow, and promote IIDA. We each have our special tasks and committees, but we are all working toward our shared vision. This year, the board and committees outdid themselves. We raised record money for the Susan Wohltz Memorial Fund through the Great Bag Bash event. We had another successful IIDA/ ASID Career Day for the interior design students of Wisconsin. For Interior Perspectives, we brought in unique speakers and had our eleventh successful partnership with AIA WI at their annual convention at Monona Terrace in Madison. Thank you to all individuals who came together to make these and many other events successful!

I would like to extend a warm welcome to the five new board members joining us this year. I know that Amy Bartz, Affiliate IIDA, Sarah Jenne, IIDA, Ashley Phelps-Wagner, Associate IIDA, Tracy Pugh, Associate IIDA and Teri Wilson- Ruggles, IIDA, will be wonderful new additions to our board. They bring lots of new energy. I look forward to working with all of them and wish them the best in their new roles.

Enjoy your summer!

Koreen Liepitz, IIDA



2008 IIDA Wisconsin Annual Sponsors

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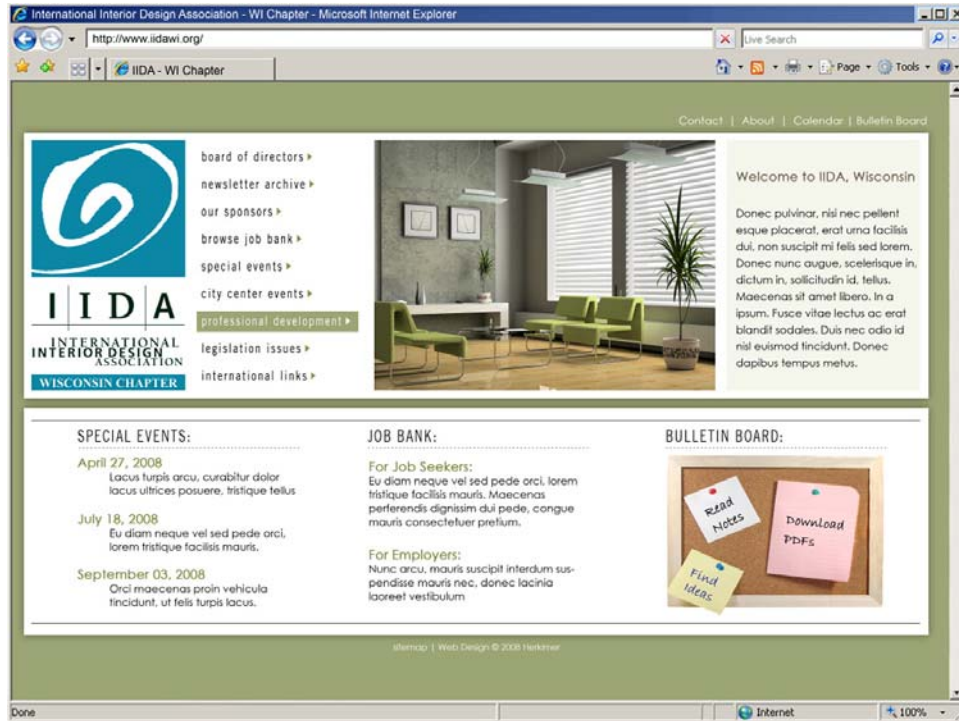
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Koroseal Mid-West - Koreen Liepitz, IIDA
Masland Contract - Renee Primeau, Industry IIDA
RK Witt & Associates/Integra - Kurt Witt
Schroeder Solutions - Scott Gierhahn

Other

Larry Fehrm & Associates - Larry Fehrm

www.iidawi.org

We are excited to announce that the new IIDA Wisconsin Chapter website will be live in mid-August! Come visit and learn about IIDA Wisconsin, our events, our sponsors, professional development, legislation, student activities and much more!!!



PO BOX 7068

Do you want to communicate with the chapter via snail mail? Use our new PO Box at:
IIDA Wisconsin Chapter
 PO Box 7068, Madison, WI 53707-7068

IIDA Webinar Going Beyond GREEN

Sponsored by **InterfaceFLOR**, this program will feature the 2008 Smart Environments Award Winners. This 90 minute session will explore what lessons the award winners can teach about contextual sustainable design. 0.1 CEU.

Holley Henderson, IIDA, LEED AP, Sustainability Forum Advisor, will moderate the conversation with representatives from the award-winning design firms **CORE architecture + design**, **NBBJ** and **richard+bauer**.

The live webinar is scheduled for August 20, 2008 from 11:30am-1:00pm. Strang, Inc. on Madison's west side and Interior Investments, LLC on Madison's east side will host the event. There is a \$10 fee per person and a 15 person limit at each location. Feel free to bring a bag lunch. Payment must be received by August 15th. To RSVP, questions and payment, contact your Madison City Center Director:

Mary Chapman, Industry IIDA
 4001 Felland Road
 Madison, WI 53562

(608) 469.1505 mchapman@interiorinvestments.com.



A focus on modern design for over 60 years.

IIDA Wisconsin invites you to a
Fox Valley City Center CEU Event
“Designing for a Healthy Environment”

The program includes presentations by:

Betty Hase, IIDA, ASID, Herman Miller

***“Phylogenetic Design: Lessons from Nature”* CEU/CES 1 hr.**

This presentation is focused on preferred natural habitat research and theories. Clues to look at designing space differently and perhaps from our own inherent knowledge that have been passed along genetically. Phylogenetic Design explains the attributes of a preferred natural habitat and suggests how to interpret those features and implement them in a built environment. Research in healing environments suggests being surrounded by nature or images replicating nature and fractal geometry reduce recovery time during the healing process. The presentation will include examples of phylogenetic environments that can be incorporated into your own projects.

John Joyce, Herman Miller Convia;

***“Giving Control through Infrastructure”* LEED advantages**

Steve Jende, InterfaceFLOR;

***“How Carpet Contributes to LEED”* CEU/CES 1 hr.**

Tuesday, September 16, 2008

4:30 – 8:00PM

Trolley Square Banquets and Catering Hall

619 S. Olde Onieda Street

Appleton, WI 54915

\$15.00 IIDA members / \$20 Non-members / \$5.00 Students

Heavy hors d'oeuvres and dessert included. Cash bar.

The CEU presentations will fulfill continuing education requirements for IIDA, AIA, ASID and Wisconsin Registered Interior Designers.

RSVP by 9/11/2008 to:

Audrey Olson-Adams, IIDA

2698 Co. Rd. Zz, DePere, WI 54115

(920)737-5714 or email adesignsstudio@msn.com

This program is co-sponsored by Herman Miller, Interface/FLOR and Building Service.

Welcome...

...New Members

Paula Plotkin, Affiliate IIDA

Kathryn Pertzsch-Cottrell, IIDA

Heather McCombs, Assoc. IIDA

Monica Birkholz, IIDA

Andrea Tolzman, Assoc. IIDA

Karen Soni, IIDA

...Industry Members

Todd Jahnz, Industry IIDA

Gina Coel, Industry IIDA

Tony Barzycki, Industry IIDA

Kevin Shannon, Industry IIDA

Annette Johnston, Industry IIDA

Javier Villarreal, Industry IIDA

Wim Dericks, Industry IIDA

Mark Brunelle, Industry IIDA

Patty Banwart, Industry IIDA

Dave Pierce, Industry IIDA

Kevin Murphy, Industry IIDA

Kim Fuhmann, Industry IIDA

...Student Members

Danielle East, Student IIDA

Jennifer De Young, Student IIDA

Ella Engelkes, Student IIDA

Susan VerPlank, Student IIDA

Jessica Leach, Student IIDA

Jean Lichtenberg, Student IIDA

Congratulations for advancing to professional membership

Kim Modrynski, IIDA

Wanted Newsletter Volunteers

We are looking for volunteers to be part of the Newsletter Committee. We need writers, editors, photographers. Minimal meeting time is involved. Most of the work will be done by e-mail. Interested? Contact IIDA WI Newsletter Chair: Sarah Jenne, IIDA at 608.662.8344 or jenne@raymondteam.com.



Interior Perspectives

By Emily Rowe, Associate IIDA

IIDA Wisconsin's **Interior Perspectives 2008** event was a great success this year. The speakers were interesting and informative and spoke on a variety of subjects.

The educational seminars, which complimented and corresponded with AIA Wisconsin's convention schedule, were a great way for interior design professionals to earn CEUs and become versed in several topics. The seminars were held at Monona Terrace in Madison. Ken Wilson, IIDA, AIA, LEED AP, was a hit, especially with the architects in the group. He spoke on "Designing Responsibly", a sustainable design presentation that included photos from the new offices of IIDA Headquarters in the Merchandise Mart. Kelly Bauer, FIIDA, presented a seminar featuring several case studies showing her design process. "Design Innovations for Aging" was the topic that Betsy Brawley, IIDA, AAHID, CID, covered in her talk. We also had great feedback on Lighting Affects/Transformation in Commercial and Healthcare Environments presented by Steve Klein, IALD, LC. He touched on lighting ergonomics and the way that lighting can change attitudes and increase productivity. Thank you to all those who sponsored the speakers and the venue.



Cheryl, our Master of Ceremonies, at Celebrate 2008 In Design

Celebrate 2008 IN DESIGN, the reception and gala portion of our event, was an evening devoted to the recognition of great design. The night began at the Madison Club with a cocktail reception. Fun was had by all at the silent and live auctions.

Auctioneer Steve Kuehl from Henricksen's helped the organization raise funds by urging eager bidders to support our various City Center, charitable, and student causes. Thanks to our gracious sponsors, \$6,015 was raised to further our chapter's initiatives.

Our sincere apologies go to Sergenian's, who donated a rug to the silent auction but did not receive recognition at the event due to a clerical mix-up.

After the auctions were complete, we heard from Cheryl Durst, Honorary IIDA, LEED AP, IIDA Executive Vice President/CEO, who

moved us into the awards ceremony. The **2008 IIDA WI Design Competition** allowed us to get a glimpse of the best designs of the year created by leading designers in the area and to recognize these talented professionals for their work. We also presented student awards to aspiring designers who entered the **IIDA WI Student Design Competition**. Winners of the awards received scholarships given by our chapter to continue their education. Thank you to our various donors of the evening, to those who bid on the items, and to those who shared their hard work and creativity with us.



Steve Kuehl of Henricksen's, our celebrity auctioneer at the live auction.

Planning is already starting for next year's event. As we look toward the future of Interior Perspectives, as well as the future of our profession, we will look for exciting changes and continued excellence in our work. Once again, we would like to thank all of those who gave of their time and resources to make this event a success as well as attendees, speakers, and those who submitted their projects for an award. Without this synergy, we would not have an educational, inspiring, and successful Interior Perspectives event like that which was produced this year. All in all, our event was a momentous occasion.



Sponsor Janet Quamme, Associate IIDA, of Lees, speaker Ken Wilson, IIDA, AIA, LEED AP, and IIDA WI President Korean Liepitz, IIDA, at Interior Perspectives 2008.

Winners of the IIDA Wisconsin 2008 Design Competition

Congratulations to the winners of the chapter design competition. These projects show the outstanding work that is being done by IIDA members and their teams.

Office/ Corporate – Under 5,000 sf

- First Place *Project:* La Bri Group
Theiss Interior Design
 Gregory Theiss, IIDA
- Award of Excellence *Project:* Venture Investors, LLC, Madison, WI
Strang, Inc.
 Ashley Wagner, Associate IIDA,
 Peter Tan, Jennifer Davel

Office/ Corporate – Over 25,000 sf

- First Place *Project:* Promega Offices at the Agora
Strang, Inc.
 Ashley Wagner, Associate IIDA,
 Lois Braun-Oddo, Peter Tan,
 Dale Volkening
- Award of Excellence *Project:* Tri-North Builders Headquarters, Fitchburg, WI
Plunkett Raysich Architects
 Michael Sobczak, Associate IIDA

Hospitality

- First Place *Project:* Crossings Medical & Well-being Center by Medical Associates, Menomonee Falls, WI
HGA Architects & Engineers
 Kelly Brainerd, IIDA,
 Paul Widlarz, Paula Verboomen,
 Cathy Hall
- Award of Excellence *Project:* Samba Brazilian Grill, Madison, WI
Destree Design Architects
 Melissa Destree, IIDA,
 Jeremy Cynkar,
 Alyssa McDonald, Jon Jallings

Healthcare

- First Place *Project:* American Family Children's Hospital, Madison, WI
HDR Architects
 Robert Holm, Christi Doney,
 Aneetha McLellan, Associate IIDA
- Award of Excellence *Project:* Meriter Hospital NICU, Madison, WI
Plunkett Raysich Architects
 Paulette Billington, Associate IIDA,
 Mary Spriggs

Residential

- First Place *Project:* NorthPointe Terrace Health & Wellness
Plunkett Raysich Architects
 Rebecca Marrara, IIDA, Linda Moses
- Award of Excellence *Project:* Marine Terminal Building, Unit 319, Milwaukee, WI
HGA Architects & Engineers
 Kelly Brainerd, IIDA

Educational/ Institutional

- First Place *Project:* Discovery World at Pier Wisconsin, Milwaukee, WI
HGA Architects & Engineers
 Jane Dederling, IIDA
- Award of Excellence *Project:* Sun Prairie Community Service Building, Sun Prairie, WI
Plunkett Raysich Architects
 Paulette Billington, Associate IIDA,
 John Holz

Liturgical

- First Place *Project:* Holy Family Catholic Church, Woodruff, WI
Plunkett Raysich Architects
 Michael Sobczak, Associate IIDA,
 Daniel Effenheim, John Holz
- Award of Excellence *Project:* First United Methodist Church, Madison, WI
Strang, Inc.
 Ashley Wagner, Associate IIDA,
 Lois Braun-Oddo, T.C. Lin,
 Jon Sandeman, Larry Barton

Custom/ Non-building

- First Place *Project:* Kittleson Orthodontics – Reception Desk
Theiss Interior Design
 Gregory Theiss, IIDA
- Award of Excellence *Project:* American Family Children's Hospital – Conference Table, Madison, WI
UW Hospital & Clinics Facilities
 Ardis Hutchins, IIDA

Best of Competition

- Project:* Ramsey County Library at Maplewood, MN
HGA Architects & Engineers
 Jane Dederling, IIDA

IIDA WI Student Design Competition

Submitted by Becky Brown, Associate IIDA, Director of Student Members



"The mission and purpose of the Susan Wohlitz Memorial Fund will be to fund and support activities directly related to the advancement of students pursuing degrees in interior design in the state of Wisconsin."

This spring, the Susan Wohlitz Memorial Fund provided \$3,725 to the winners of the IIDA Wisconsin Student Design Competition. Interior design students from across the state had the opportunity to submit design entries in the categories of Corporate, Hospitality/Retail, and Residential design. Winners were announced at the "Celebrate in Design" event held at The Madison Club on May 1st.

Thank you to all the students who participated, and congratulations to the winners!

Best of Competition Hospitality/Retail (\$1,575)

Cindy Peters, Student IIDA - UW Madison, project title: *Culebras*

First Place Residential (\$1,000)

Matt Lathrum, Student IIDA - Waukesha County Technical College, project title: *Collins Kitchen*

Award of Excellence Residential (\$575)

Matt Lathrum, Student IIDA - Waukesha County Technical College, project title: *Mullholland Sunroom*

Award of Excellence Hospitality/Retail (\$575)

Mary Ellen Griffin, Student IIDA, Kristi Farabakhsh, Amanda Wilde & Jessica Bertrand - Mount Mary College
project title: *Reedz*

Your gifts to the Susan Wohlitz Memorial Fund (SWMF) allow us to fund these awards. Thank you for the individual and corporate donations. Be part of the excitement and join us next winter for the Great Bag Bash fund-raiser.
www.iidawi.org/swmf/

To make a donation directly to the SWMF, [click here](#).

Thank you to our judges:
Randy Schmitgen, IIDA
Flad Architects
Sharon Godding
Architecture CSG
Melissa Destree, IIDA
Destree Design Architects



Becky Brown, Associate IIDA, Director of Student Members and Cindy Peters, Student IIDA, at the Celebrate in Design awards ceremony.

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Chapter President-elect, Laura Quinn, IIDA, Cheryl Durst, Honorary IIDA, LEED AP, and Chapter President, Koreen Liepitz, IIDA.

Feed Your Soul

Friday, November 7, 2008

7:00-11:00 PM

Flux Design, Milwaukee

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 and original works of art. The bowls and artwork are highlighted at an auction and celebration called Feed Your Soul.

Since 2004, when the event began, FYS has been able to donate over \$150,000.00 to America's Second Harvest of WI. Last year, the attendance was over 600 people. The goal is to increase both attendance and monetary totals each year.

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

As a Founding Sponsor, IIDA Wisconsin encourages you to participate. Information about artwork submissions, tickets or sponsorship is available on the website:

www.feedyoursoul.us

2008 IIDA Wisconsin Event Sponsors

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Armstrong	Jaeckle Distributors
Atlas	Johnsonite
AVI Midwest	Judith Ann Contract Furnishings
Bain Company	KI
Bentley Prince Street	Knoll Textiles
Bigelow	Knoll
Black Button Studio	Koroseal Mid-West
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The Future of Design

New Berlin, WI-The Annual Meeting of IIDA WI was held on Wednesday, June 25, 2008. Koreen Liepitz, IIDA, chapter president, highlighted some of the accomplishments of the last year... *Career Day for Wisconsin Interior Design Students, The Great Bag Bash fund-raiser for the Susan Wohlitz Memorial Fund, Design MMoCA, Interior Perspectives 2008, the new website which will be live in the next few weeks...*and that is just the start. The time and effort of lots of volunteers enabled us to create exciting opportunities for our members.

We're ready to continue the momentum in the coming year as we welcome the new board to their positions for the 2008-2009 term. Special guest, Cheryl Durst, Honorary IIDA, LEED AP, provided an exciting overview IIDA (with a growing membership of over 14,000) and confirmed the fact that we have the power to make Design Matter!

Cheryl's presentation, "The Future of Design", provided a view of design that is all-encompassing and ever-expanding. She reminded us that what we do as interior designers is valuable. Design is becoming more important as an emissary, as an advocate, and as a universal language in a diverse world. With a common vision for the growth of our profession, IIDA and the Wisconsin chapter will continue to support and celebrate the work of interior designers.

Our thanks to Jane Phillips and AVI Midwest, an IIDA WI Silver Sponsor, for the use of their conference space.

Auction Proceeds Benefit Interior Design and Wisconsin

This year, IIDA WI raised \$6,015 in the silent and live auctions at Celebrate 2008 In Design. The first distributions of these funds has been designated:

-to fulfill the chapter goal for the IIDA "Designing for the Future Campaign". This is an annual campaign of the IIDA Foundation. The funds from the 2008 Campaign will be designated toward ongoing support of the IIDA-branded NCIDQ Study Course. The course is currently being trialed in New York. Our chapter donation for 2008 is \$740.

-to provide \$500 each to the Fox Valley, Madison and Milwaukee City Centers to be used for charitable or community service projects. These projects will involve the skills of IIDA members and increase the visibility of IIDA and the interior design profession. Past projects have included the interior design of the Dane County Humane Society facility which was completed by the Madison City Center and the annual Feed Your Soul art/auction in Milwaukee.

The funding of these initiatives are the direct result of your participation and generosity. Thank you, all.

Calendar of Events '08-'09

July 2008

- 30 (Wednesday)
IIDA WI Board of Directors Meeting
- 31 End of CEU compliance period for Wisconsin Registered Interior Designers.

August 2008

- 20 IIDA Webinar Live Broadcast, "Going Beyond GREEN"

September 2008

- 16 (Tuesday)
Fox Valley City Center Program
"Designing for a Healthy Environment"

October 2008

- 3-4 NCIDQ Exam
- 8 (Tentative)
Interior Design Coalition of Wisconsin
CEU Event, Milwaukee Area

November 2008

- 7 (Friday)
Feed Your Soul, Milwaukee, WI

February 2009

- 2-6 IIDA Student Mentorship Week
- TBA SWMF Great Bag Bash Fundraiser
- 5-8 CLC (Chapter Leadership Council), Guadalajara, Mexico
- 20 Wisconsin Interior Design Student Career Day

May 2009

- 20-21 Interior Perspectives 2009, Madison, WI
- 21 Celebrate 2009 in Design, Madison, WI

December 2009

- 31 End of IIDA Continuing Education compliance period.

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