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FOR IMMEDIATE RELEASE

ASID Honors Design Industry Greats at Annual Celebration Event

ASID annual award winners announced at ASID Chapter Leadership Conference in Cincinnati

WASHINGTON, D.C. (July 17, 2009) | The American Society of Interior Designers (ASID) honors industry leaders at their annual award event, *Celebration*, July 17, 2009, in Cincinnati.

“Design has always been a hallmark of great cultural achievement,” said Bruce Brigham, FASID, ASID President, at the event. “Today, it is becoming increasingly important in our world—as a source of innovation and economic competitiveness, as a model for sustainable growth, and as a means to address pressing social and demographic issues.”

Brigham continued, “Although these are challenging times for our industry, we can be confident that the road to recovery will include more design, not less. That is certainly worth celebrating.”

Below is a snapshot of the winners. For full coverage and photos from the event, please visit the new ASID blog, www.asidlive.com.

Designer of Distinction

Darrell Schmitt, ASID

A professional member of ASID for more than 30 years, Darrell Schmitt has served as president of two ASID chapters, and has held numerous volunteer positions both with the Society and through other philanthropic endeavors that support the profession. Architects, clients and guests of the hotels he has designed are united in their praise of his work and of working with him. Recent hotel projects of note include the Inn at Pelican Hill, Montage Beverly Hills and Calistoga Ranch, an Auberge Resort.

Design for Humanity

HOK

In 2008, global architecture and design firm, HOK, launched a wide-ranging community service initiative. HOK devoted more than 2,600 employees in 26 offices across the world to participate in projects ranging from building homes in Indonesia to greening a public school in San Francisco.

Greg Mortenson

Based on a promise made to the elders of a village in the rugged mountains of Pakistan, Greg Mortenson has made it his life’s work to build schools for poor communities, and especially for girls, in Pakistan and Afghanistan. By using the built environment to provide safe havens for education and community programs, Mortenson has improved the lives of countless children.

Educator of Distinction

John Zeisel, Ph.D.





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Dr. Zeisel is president and co-founder of the Hearthstone Alzheimer's Family Foundation and Hearthstone Alzheimer Care Ltd., and author of several books, including *Inquiry by Design: Tools for Environment-Behavior Research*. His extensive research into the needs of seniors includes post-occupancy evaluations and policy research studies. Currently, he lectures internationally and teaches regularly at the business school of the University of Quebec at Montreal and the Harvard University Graduate School of Design Executive Education Program

Product Prize – Corporate

Knoll Studio

Since its founding in 1938, Knoll has worked with the world's preeminent designers to continuously re-conceive the interior environment. Knoll's commitment to design excellence is evidenced by the company's partnership with many of the biggest names in design, from Aalvar Aalto to Otto Zapf, creating some of the design world's most iconic pieces.

Product Prize – Individual

Stephanie Odegard

Industry Partner Representative for Odegard Inc.

As founder and president of Odegard Inc, Stephanie Odegard is leading the way for socially-conscious carpet manufacturing. After serving in the Peace Corps and working at the United Nations and the World Bank, she established her company, now an international leader in contemporary hand-knotted carpets, with the lofty goal of assisting developing countries to promote and preserve their traditional artisan crafts.

Patron's Prize

Haworth, Industry Partner of ASID

Through an extensive partnership with Perkins+Will, along with their internal interior design teams, Haworth has transformed its award-winning showrooms and global headquarters to create spaces that exemplify the value of interior design and reflect the company's culture, principles and values. Haworth's new headquarters and showrooms represent not only the evolution of sustainable design, but also illustrate the company's commitment to practice what they preach to their clients.

Industry Partner Merit Award

Gary Reinhardt

CMI, Inc., Industry Partner of ASID

Gary Reinhardt is CEO and owner of CMI Interiors Inc., Industry Partner of ASID, in Springfield, New Jersey. A seasoned seminar leader and recognized authority on motorized window coverings, light control and home control systems integration, Reinhardt provides CEUs and other training resources regarding all things window coverings.

Ronna Cohen

Rexel Branch Electric, Industry Partner of ASID





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Ronna Cohen has been a part of Rexel Branch Electric, Industry Partner of ASID, in Rockville, Md., since 1988 and currently oversees 12 lighting showrooms in four states.

Student Design Competition

Charlotte Bravo, Student Member ASID

George Washington University, Washington, DC

This year's competition asked entrants to custom-design a luxury skybox for the CEO of a major music recording company, incorporating sustainable products. For her winning design, Charlotte Bravo, Student Member ASID, from George Washington University in Washington, D.C., envisioned a Miami-based Latin music company, Urban Heat.

ASID 2009 Fellows

Vincent G. Carter, FASID

Judith Fosshage, FASID

Sandra Gordon, FASID

Deborah Griffin, FASID

Denise A. Guerin, Ph.D, FIDEC, FASID, IIDA

Caren S. Martin, Ph.D, CID, FASID, IDEC, IES, IIDA

Linda Sorrento, FASID, IIDA, LEED AP

Teresa Sowell, FASID

Bernadette V. Upton, FASID

ASID 2009 Honorary Fellow

James L. Brothers, Hon. FASID

About ASID: The American Society of Interior Designers (ASID) is a community of people—designers, industry representatives, educators and students—committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives. Its more than 40,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada. www.asid.org

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