

NEWS



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ASID Members Participate in For New Orleans Service Project
INTERIORS 08 attendees spend a day with aspiring designers and artists

WASHINGTON, D.C. (March 10, 2008) – Members of the American Society of Interior Designers (ASID) will travel to New Orleans March 13 – 16 for **INTERIORS 08: The ASID Conference Design**. In addition to educational sessions and other conference programming, ASID members will give back to the community by conducting an all-day youth workshop. Participating area students range in age from 14 – 24. Youth focused non-profits and schools invited to participate include groups like YA/YA: Young Artists Young Aspirations and Rethink: Kids Rethink New Orleans Schools.

Design professionals will expose participants to the design process and career paths for careers in interior design as they coach teams participating in a hands-on one day design competition. Called a charette, the young aspiring designers and artists will work in teams to design several spaces including a dorm room and an art classroom. ASID member designers will work with the students on the design concepts, space planning and building of the large models. In the process, students will see design has the power to inspire, transform, and protect and is ever present in our daily lives. Professional interior designers from ASID will give teams feedback and prizes will be awarded based on specific criteria.

“Given the right tools and a fertile environment, motivated young people can do extraordinary things” says Timeka Junius, Program Manager of YA/YA Inc.

For information on how interested students in the New Orleans area can sign up or to speak to someone about donating materials, contact Rick McCosh at (202) 281-4540 or rmccosh@asid.org. Interested media should contact kcline@asid.org.

“To experience the conference in New Orleans exciting in and of itself, but to interact with the young aspiring designers in the community is absolutely invaluable,” says Rita Carton Guest, FASID, ASID President. “As a designer, one of the most rewarding opportunities is to mentor. We are so lucky to end the conference with such an empowering and fun event.”

Students will also be invited to the keynote session scheduled for the conference Sunday morning, Bran Ferren, former president of Walt Disney Imagineering. Ferren is co-chairman and chief creative officer of Applied Minds, an “invention” company that combines art, design, science, technology and business strategies to help leading companies and government agencies innovate.

To learn more about INTERIORS 08, visit ww.asid.org/interiors08. Media and design professionals interested in attending the event can register onsite at the New Orleans Marriott. Contact kcline@asid.org with any questions.

For New Orleans: ASID Service Project

Sunday, March 16, 2008
Sheraton New Orleans
500 Canal Street
New Orleans, LA 70130
11 a.m. – 3:30 p.m.

Bran Ferren Keynote Speaker: Co-Chairman, Chief Creative Officer, Applied Minds

Sunday, March 16, 2008
New Orleans Marriott
555 Canal Street
New Orleans, Louisiana 70130
9 – 10:15 a.m.

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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