



American Society of Interior Designers (ASID) Foundation
Request for Proposal (RFP) Guidelines

TRANSFORM INTERIOR DESIGN RESEARCH GRANT PROGRAM

The ASID Foundation¹ is pleased to announce its request for proposals for the fourth annual Transform Interior Design Research Grant Program, which awards grants to design-related initiatives that address critical gaps in industry knowledge.

Interior design transforms environments in ways that improve human outcomes. Interior designers are ethically, socially and environmentally responsible professionals who design, renovate, and provide design services that transform built environments. These grants seek to provide critical funding for research topics that advance design knowledge and inform the practice of interior design for the benefit of the public.

Award Description

Up to \$100,000 annually may be awarded to single or multiple studies. Grants may be used for research studies and/or as seed/start-up funds for larger research initiatives. No more than nine percent of the Foundation’s total grant may be used for administrative expenses, including “indirect” or “overhead” costs.

Eligibility

Design professionals, clients, scientists and educators are encouraged to apply. Interdisciplinary collaborations are welcome.

Timeline

Announcement date:	Oct. 20, 2014
Due date:	Dec. 15, 2014
Announcement of grant recipients:	Feb. 23, 2015

¹ Created in 1975, the ASID Foundation’s mission is to support endeavors that capture and disseminate knowledge, encourage innovation and benefit the health, safety and welfare of the public through interior design research, scholarships and education.

The Foundation’s current initiatives include the National Building Museum Capital Council; The 1% project with Public Architecture; REGREEN; research grants with The Center for Health Design, Texas Tech University, Drexel University, Michigan State, Cornell University, as well as several scholarships. Previous initiatives include the Council for Interior Design Accreditation’s Collaborative Strategies Session and Accreditation Process Review; Rebuilding Together; the Pre-Professional (PRE-PAC) Certification for Interior Design Fundamentals in conjunction with American Association of Family and Consumer Sciences (AAFCS); and research grants including Cross-Currents in Contemporary Design: Evidence from Practice, Evidence-Based Design for Residential Environments, and Materials Research Collaborative.

Research Topic: Impact of Interior Design on Individual and Community Well-Being

The ASID Foundation believes that the interior design profession has a great need for research into how to demonstrate the value and impact of interior design. The role and influence of interior designers is at risk of becoming marginalized as the building disciplines increasingly converge, and the specific contributions of interior designers remain poorly understood by, as well as poorly articulated to, the client. Therefore, the profession must develop a persuasive business case for interior design by demonstrating to decision-makers its transformative investment as a driver of improved human behavior and outcomes.

The fourth annual Transform grants specifically will fund evidence-based research on the impact of interior design on physical and psychological health and wellness. The ASID Foundation defines health as a state of complete physical, mental and social well-being.

Historically, “wellness” and interior design have been connected primarily through healthcare and health-related entities; however, recent societal trends have broadened its scope and brought “well-being” into relevance in workplace, hospitality, institutions, residential and all areas of interior design practice. In today’s world of increasing globalization, urbanization and advanced technology, built environments have the power to enhance the quality of life for individuals and communities by influencing health, orientation, mobility, mood, sense of privacy and/or sense of self-expression. The confluence of the physical space along with social and cultural uses of the space can clearly impact performance, satisfaction and well-being.

The Foundation seeks creative and innovative proposals that address outcomes that have practical applications for design practitioners and their clients. While applications may propose topics and a rigor of methodology geared toward and ultimately appearing in refereed journals, proposed research also must be directly relevant, easily translatable and of keen interest to publications that serve a professional business audience (e.g., *Wall Street Journal*, *Fast Company*, and the like). The Foundation is not seeking proposals for basic research, historical research or literature reviews.

Because research on this topic will fill an urgent need within the profession, the ASID Foundation is looking for projects that can be started and completed within nine months from the award date.

Submission Guidelines

To be considered, please submit a five-to-seven page proposal (including cover sheet). Cover sheet should include:

- Date of application
- Name of applicant or organization (*exact legal name*)
- Name of contact person and title
- Address of applicant or organization
- Telephone number
- Study name
- Purpose of study (*one sentence*)
- Grant request total
- Total study budget
- Dates covered by study budget (*mm/dd/yyyy – mm/dd/yyyy*)

Proposals should include the following sections:

- I. Introduction — Briefly detail baseline knowledge and/or relevant research conducted in past five years.
- II. Research Objective and Hypothesis — Discuss how the proposed research addresses the Foundation's mission.
- III. Methodology — Explain overall approach, and provide details about setting, sample size, participant screening criteria, data collection, research instruments and analysis plan (i.e., assessment/evaluation method).
- IV. Budget — Include other funding sources and approximate expenses for administrative costs.
- V. Timeline
- VI. Dissemination Plan — Discuss potential audiences and targeted media outlets.
- VII. Primary Study Staff Bios — Limit bios to 100 words per staff member.

Evaluation Process and Criteria

The RFP process will include a three-stage review process:

1. All submissions will be vetted for alignment/compliance with the ASID Foundation's mission.
2. The top five studies will be prioritized by a jury of industry experts and design researchers.
3. The Foundation's Board of Trustees will make the final funding decisions.

Note: Criteria for evaluating proposals include the following: potential impact on the interior design profession, innovation/creativity of plan, strength and quality of proposed study, strength of budget and cost effectiveness, quality of evaluation (assessment) plan, and relevance to the Foundation's goals. Proposals with matching funds and/or in-kind resources will receive additional consideration.



Application Process

To apply, send two electronic copies of the proposal by Dec. 15, 2014. Please submit one original proposal and one made blind (i.e., excluding all references to your organization's name, staff names and study staff bios) for the review process.

Submit applications to:

foundation@asid.org

OR

ASID Foundation
Attn: Transform
718 7th St. NW, 4th Floor
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