

Welcome to the first edition of the new, monthly IID e-newsletter! - designed to give members insight as to the developments taking place within the Institute, our members and the industry.

IID Appoints Founding Members

A cocktail party organized by the IID to announce the appointment of our Founding Members was enthusiastically attended by over 100 existing and prospective new members.

The event was sponsored by Cobra Watertech, a new corporate member, at their showroom at the Lifestyle Design Centre in Bryanston. The showroom creates the perfect environment for Interior Architects / Designers to bring their ideas and/or clients where experts will be able to advise on the most suitable ranges and products to be used. *continued on page 2*



Above: Noel Deacon, Stephen Black & Prof. Des Laubscher
Top right: Brian Steinhobel & Callie van der Merwe
Middle right: Bianca van Wyngaard, Grant Andrews & Sharon Nicolaci



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IID Appoints Founding Members

Award-winning industrial designer, Brian Steinhobel was our guest speaker for the evening. Brian gave us insight as to how to marry creativity with the meticulous precision of Cobra's engineering to produce revolutionary and stylish products.

The Founding Member's long term financial support and commitment to the aims and objectives of the IID is seen as key to the successful establishment and sustainability of the Institute. Their support will also greatly assist us to achieve our strategic objectives and deliver more value to our members and the industry. The following companies have been appointed as Founding Members:



CN Business Furniture evolved from Cecil Nurse Business Furniture in 2005, initiating the shift from a "product only" company to that of providing complete office solutions.



Decorex SA, South Africa's leading Décor and Design exhibition, has been operating in South Africa for more than 13 years and has established itself as a respected name and industry leader in the décor exhibition market.

Founding Members continued

the design Partnership.

The Design Partnership, founded in 1991 to address the joint requirements of Architecture and Retail Design. The Design Partnership has since extended its services to include branding and advertising aka "Brandertising™"



The **Greenside Design Centre** celebrates its 20th year of excellence in design education this year as a Private Higher Education Institution offering a Bachelor of Arts Degree and Bachelor of Arts Honours Degree in Graphic, Interior and Multimedia design.



PG Bison is a fully integrated timber and panel business. It has over 45 of some of the most familiar consumer and industrial brands in the country such as Formica and Supawood.



Plascon Paints SA is ranked amongst the top 20 paint producers in the world and is the premier manufacturer and distributor of a renowned range of paints and Allied Coatings in South Africa □

Decorex Jhb Overview

Thanks to Decorex, who generously sponsored exhibition space, the IID were able to exhibit at Decorex Jhb which recently took place from 8 – 12 August.

Approximately 800 people visited our stand which furthered our objective of creating public awareness of the IID and the value of using trained professionals and preferred suppliers who are registered with the Institute.

We also received over 75 enquiries for membership which we are now eagerly following up on.

The IID would also like to sincerely thank the following members for their kind assistance:

- Deborah Garth for designing our stand
- Jeff Schaffer and Percy Lugg (Peter JA Stuart) and Noel Deacon (Persian Carpets Etc) for furnishing the stand
- Amanda Landers, Carolyn Peterson, Engela Smith, Deborah Garth, Noel Deacon, Sharon Nicolaci and Trish Terry for assisting the IID team to man the stand □



Laura Hayward at the IID stand designed by Deborah Garth at Decorex 2007

BUSINESS OPPORTUNITIES

Most potential customers source the services of members directly via the IID website. However, here's a list of business opportunities that we have been asked to distribute to members:

COMMERCIAL - BOKSBURG

LOOKING TO APPOINT AN INTERIOR DECORATOR TO DESIGN THE DÉCOR OF A NEWLY BUILT 47 ROOM HOTEL
CONTACT WESSEL ODENDAAL ON 082 454 4991 OR WNO@MWEB.CO.ZA

COMMERCIAL - RANDBURG

AN INTERIOR ARCHITECT / DESIGNER REQUIRED FOR THE INTERIOR DESIGN AND FURNISHING OF A CHURCH'S 12 ADMINISTRATIVE OFFICES AND LOUNGE AREA.
CONTACT PASTOR TOLU ON 011 326 2467 OR 083 708 0703

RESIDENTIAL – BENONI

CLIENT LOOKING FOR ADVICE ON THE LAYOUT, COLOUR SCHEME AND FURNISHING FOR HER LIVING AREA. ALSO DOING SOME MINOR REMODELLING
CONTACT GORETTE ON 011 849 2009 OR 083 327 0095

COMMERCIAL – SOUTH AFRICA

NIKE SA IS LOOKING FOR INTERIOR DESIGNERS THAT HAVE WORKED ON SPORTS RETAIL OUTLETS IN SOUTH AFRICA OR BEYOND

CONTACT NADARAJAN MOODLEY (SPACE PROJECT MANAGER) ON 011 256 0803 OR 082 565 3250

COMMERCIAL – MEYERTON / HEIDELBERG

LOOKING FOR A INTERIOR DESIGNER TO DO THE INTERIOR DESIGN / DECORATION FOR THE RENNOVATION OF A FARM HOUSE INTO A GAME LODGE - SITUATED BETWEEN MEYERTON & HEIDELBERG

CONTACT NORMAN JACKSON – AGE TECHNOLOGIES JHB (PTY) LTD SOUTH AFRICA ON 083 2689764 OR 011 869 3925

Are You Losing Business?

The www.iidprofessions.com website is the main marketing tool to promote members to potential clients. Most of the general public that visited our stand at Decorex have been referred to the IID website to select an Interior Architect, Designer, Decorator or Supplier that is registered with the Institute.

By not having a webpage on the IID website you are losing a valuable marketing opportunity!

Special offer launched on 11 June 07 - Members who have paid a web fee and have an existing webpage:

- R150.00 inc. VAT will be levied to transfer and update your content & photos to the new IID web site. Special offer valid until 31 August 2007

Creation of a brand new webpage

- R750.00 inc. VAT to create a new webpage on the IID website. Applies to members who have not previously paid a web fee and did not have a webpage on the www.sagid.co.za or www.dsa.org.za web sites

Are You Losing Business continued

Please note the fee differs for corporate members with multiple branches to create a webpage

IID website requirements

- Maximum 30 word description of your services
- All contact details with email & web links
- A total of 5 photographs consisting of:
 - 1 portrait photograph of yourself (or your company logo)
 - 4 x photographs of room settings representing your style of work (or your product/s)
 - Logos and photos are required in jpeg format

For further details please contact the IID ☐

CN Furnishes IID Offices

CN Business Furniture has generously furnished the IID national office, in the Design Quarter, with brand new office furniture to accommodate the new management team. A very big thank to Angela and Robbie Bergh – your support of the Institute is greatly valued ☐

Events & Showcase Opportunities

Tell us about a new event, project, product or service that you are hosting or launching and we'll post your information in the **iid insight**.

To submit your event or project, please send an email to mktd@iidprofessions.com ☐

NEW MEMBERS

If anyone has objections to any of the following new members being appointed, please let us know before 31 August 2007. All objections must be lodged in writing.

CORPORATE - GAUTENG

COBRA WATERTECH

BARRY KIRBY - REGIONAL DIRECTOR (CENTRAL REGION)
THE COBRA BRAND IS BEST KNOWN FOR ITS POPULAR RANGE OF STYLISH TAPS AND MIXERS, SHOWERS, ACCESSORIES AND RETICULATION DESIGN SYSTEMS.
CONTACT: 011 875 7425 OR WWW.COBRA.CO.ZA

DÉCOR WALL COVERINGS

LEONIE CONNOLLY - MARKETING MANAGER
SUPPLIERS AND INSTALLERS OF WALLCOVERINGS
CONTACT: 011 402 1960 OR WWW.DECORWP.CO.ZA

PERSIAN HOUSE INTERNATIONAL

WEITZMAN SOUMEKH – MANAGING DIRECTOR
ANTIQUE, CONTEMPORARY AND MODERN CARPETS, TAPESTRIES AS WELL AS CUSTOM MADE CARPETS
CONTACT: 783 0701 OR WWW.PERSIANRUGS.CO.ZA

CORPORATE - KZN

AFROMOSIA

WENDY BAXTER - SALES CO-ORDINATOR
MANUFACTURER OF CLASSICAL AND CONTEMPORARY AS WELL AS CUSTOM MADE (DESIGNER) FURNITURE
CONTACT: 031 709 6770 OR WWW.AFROMOSIA.CO.ZA

CORPORATE – JHB, PTA & W/CAPE

CORICRAFT GROUP

CRAIG SCHNEEBERGER – MARKETING DIRECTOR
MANUFACTURERS, IMPORTERS AND RETAILERS OF FURNITURE AND ALLIED PRODUCTS
CONTACT: 011 555 0000 OR WWW.CORICRAFT.CO.ZA

CORPORATE – JHB & KZN

FLOWCRETE SA

CHARLEEN ROBBERTZE – SPECIFICATIONS CONSULTANT
FLOWCRETE IS THE WORLD'S LEADING SPECIALIST FLOORING AND DECKING BUSINESS OFFERING RESIN FLOOR FINISHES, SEAMLESS TERRAZZO, INDUSTRIAL FLOORING, FLOOR SCREEDS AND CAR PARK DECKING
CONTACT: 011 394 1980 OR WWW.FLOWCRETE.COM

PROF. INTERIOR ARCHITECT - GAUTENG

LAURA DOLGNER - GEOMETRICS

PROF. INTERIOR ARCHITECT - FRANCE

SIMON BLACK - SJB INTERIOR ARCHITECTURE

PROF. INTERIOR DESIGNERS - GAUTENG

HELEN FARISH - BLACKSMITH AFRICA INTERIOR DESIGN
RYAN ILLGNER - BLACKSMITH AFRICA INTERIOR DESIGN
PETER JOHN DE KOCK - BLACKSMITH AFRICA INTERIOR DESIGN
AMANDA ELLIOT - WILSON & ASSOCIATES
CATHERINE JONES - ISCOPE INTERIOR ARCHITECTS

PROF. INTERIOR DECORATOR – CAPE TOWN

ALISON REHBOK-REYNOLDS - THE PAINTED DOOR DESIGN CO

UPGRADES - GAUTENG

CANDIDATE TO PROF. INTERIOR DESIGNER

MIKA COMBE - MIKA COMBE CONTRASTES DESIGN

CANDIDATE TO PROF. INTERIOR DECORATOR

MAUREEN VAN JAARSVELDT - BRIGHTEN UP DESIGNS CC

UPGRADE - KZN

CANDIDATE TO PROF. INTERIOR DESIGNER

ILSA VAN NIEKERK – IVK INTERIORS

CALENDAR OF EVENTS

Please send your event details to mktd@iidprofessions.com

CORICRAFT LAUNCH

To celebrate the launch of an exciting new fabric range, the Coricraft team invites IID professional members to indulge your senses and explore your sense of touch. Join them for champagne and cocktails in:

CAPE TOWN

DATE 22 AUGUST 2007
PLACE CORICRAFT STORE, SHOP 255, CANAL WALK
TIME 15H30 FOR 16H00

JOHANNESBURG

DATE 30 AUGUST 2007
PLACE CORICRAFT STORE, DESIGN QUARTER, LESLEY AVE, FOURWAYS
TIME 15H30 FOR 16H00

RSVP JO GILES ON 083 225 6206 OR FRONTPAGE@TELKOMSA.NET

IID CONTACT DETAILS

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