

iid insight



the south african institute
of the interior design professions

Volume 4 Final Edition for 2007

November 2007

Monthly e-newsletter from **The South African Institute of the Interior Design Professions (IID)** designed to give Members insight as to the developments taking place within the Institute, our Members and the Industry.



IID Team: Laura Hayward (Marketing Director), Bernice Holly (National Secretary) and Dennis Kung (Managing Director)

Year End 2007

By Laura Hayward

The old cliché of “it’s hard to believe it’s that time of the year again” seems incredibly apt as I can’t believe how quickly the past eight months have flown since I joined the IID. Whilst the increase in business overall has been substantial, 2007 has been an erratic year for our Members and the industry in general.

From an IID perspective, this year has seen the new management team focusing on setting the strategy, platform and long term vision for the Institute that will take us from 2007 to 2011. This process has made us rethink and review our current working methods, administration, costs of program delivery as well as fee structures and benefits to ensure that we are adding value to our Members.

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IID FOUNDING MEMBERS



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Year End 2007

Other key areas have been acquiring new Members in all categories whilst maintaining our current membership base. We have also focused on branding the IID, both in the industry as well as within the general public, and are confident that our awareness campaigns are starting to pay off based on the feedback and enquiries that we are receiving as well as the substantial number of people that are now visiting the IID website.

Whilst we have made inroads, we recognize that we have still have a long way to go until we are satisfied that the IID is delivering services and value that exceed our Member's expectations. I look forward to communicating our plans for 2008 early in the New Year.

For now its time for everyone to take a well deserved break, spend time with family and loved ones and hopefully get the opportunity to re-charge our batteries and gear ourselves for a wonderful 2008!

I'd like to take this opportunity to thank my colleagues, Dennis and Bernice, our National Committee, Founding Members and Members for your support and contribution to the success of the IID.

Have a great time, travel safely and take care.

Laura □



SOUTH AFRICAN
COUNCIL
for the
ARCHITECTURAL
PROFESSION

SACAP Recognises IID

Further to last month's **iid insight** the IID has now been provisionally accepted by the South African Council for the Architectural Profession (SACAP) as a Voluntary Association.

The exercise of incorporating the IID under the SACAP umbrella is an on going process and requires the IID to meet both regulatory and statutory requirements that SACAP is subject to. Our admission as a Voluntary Association will enable us to participate at committee level in the identification of work process and give input as to the work done by Members in the Interior Design industry. The Committee's function will be to ensure the development of the sector and industry and to make recommendations to the SACAP Council. The first steps towards due recognition for our Members is taking place but will be an ongoing process which will hopefully lead to generally accepted standards within the profession. The IID will keep you posted on our progress □

Material Gains

What's life without a challenge? They say change is inevitable and provides an opportunity for a complete turnaround and an exciting adventure. One company that has embraced a year of massive change is **The Fabric Library** and the IID spent time with Mariana Levitt, their Managing Director, to find out more.

Since its inception in 1965 and the advent of "cut-length" fabrics which were pioneered by The Fabric Library, the company has grown to position themselves as leaders in the distribution of middle to upper-end furnishing fabrics in South Africa. However, 2007 has seen the loss of key employees due to resignations and retrenchments and long standing staff members who took voluntary retrenchment. There were false rumours that the business was for sale and was in trouble. Customers who had long standing relationships with the staff suddenly had to deal with temporary or new staff members who were still being trained, which is tricky in a fickle business where customer service is paramount.



Sally Ives & Jenny Temple



Directors from left to right: Nigel Lardner-Burke, Mariana Levitt & Mike Foord

However, despite all of this, The Fabric Library embraced the change which has propelled the company into a newfound energy.

One area that will not change is The Fabric Library's policy and commitment to their customers by only selling to the trade.

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From left to right: Solly Moagi, Rhonda Gultig, Sandra Hutchinson & Colleen Thomas

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Material Gains

As per Mariana “the phenomenal growth of lifestyle stores has had a great impact on decorators as products are just so much easier to access. The décor industry has also been affected by the inflow of cheap goods out of the East and The Fabric Library’s long standing customers are becoming competitors. Cheap goods have forced consumers to buy cheaper product and they have had to sacrifice on quality. However, we believe that there will soon be a balance as the American market is demanding price increases out of China and really cheap goods will be of such a poor quality that the consumer will soon realize that there would be no point in utilising these inferior products. Our emerging black market is also forcing us to buy good quality at the best price possible and this could stir up the local producers.

Next year will be interesting, as we have bought beautiful fabrics and bedlinen that will definitely keep our customers inspired. We will develop more fabrics with local mills and printers to give us a point of difference”.



From left to right - Mariana Levitt, Sally Ives, Phina Msibi, Anya Zander & Lauren Rubin



Nicky Sidley & Talia Kinkel

Mariana’s Vision for the Company

“The Fabric Library needed new energy and more diverse product. We reinvented our organisation by aligning our people to embrace the change with passion and commitment and created a team spirit where we are all working towards the same goal, providing great product and superior service. In order to do this we have had to change many of the ‘old ways’ and we are focusing on a customer driven culture that will ensure that our strong brand’s good reputation will improve to a great reputation. We can see improvements in all aspects of our enterprise” □

**IT’S NOT THE STRONGEST
SPECIES THAT SURVIVE, NOR
THE MOST INTELLIGENT, BUT
THE MOST RESPONSIVE TO
CHANGE”**

CHARLES DARWIN



Building Your Dream

New and exciting developments in home and décor title, **Home Paige's** magazine offering, are set to put this publication at the top of its game. Termed as one of the biggest home giveaway projects in South Africa, Home Paige will be running the “**Building Your Dream**” promotion over the next few months. Industry leaders including two of our own members, Lynne Blumberg and Sharon Nicolaci, have been invited to work with the developer, Calgro M3, and various suppliers to create a fully fitted and furnished home in Craigavon worth a whopping R2.5 million! Entry is simple - refer to the attached document for further details ☐

October Record Month

The good news is that the www.iidprofessions.com website, which forms part of our PR and communications strategy to grow the IID brand and create public awareness of the value of employing the services and/or products of IID members, has proven to be a successful initiative with our website receiving over 10 000 hits in October!

Please note that in the first quarter of 2008 the old www.sagid.co.za and www.dsa.org.za websites will be closed. We are therefore appealing to members to get their web pages created on the IID website as soon as possible so as not to lose out on potential business.

Please view the latest Member's Pages that have been added to the IID website - Ame Gehle, Kubik Imagineered Spaces, Limelight, The Plantation Shutter Co, Soluzioni and Transworld ☐

PROPOSED NEW MEMBERS

If anyone has objections to any of the following new members being appointed, please let us know before 10 November 2007. All objections must be lodged in writing.

CORPORATE – GAUTENG

ILED (PTY) LTD - MALCOM POTTER

IMPORTERS & DISTRIBUTORS, VIA A NATIONAL DEALERSHIP NETWORK, OF DISTRIBUTED AUDIO AND VIDEO EQUIPMENT AND OTHER HOME AUTOMATION PRODUCTS.

TEL: 011 462 3238 OR [//ILED.CO.ZA](http://ILED.CO.ZA)

FURSYS SYSTEM OFFICE FURNITURE - EBEN BIPPERT

INTERNATIONAL MARKET LEADERS IN OFFICE SYSTEMS AND OFFICE FURNITURE. FURSYS SUPPLY A RANGE OF HIGH QUALITY OFFICE AND EDUCATIONAL FURNITURE FOR SCHOOLS, LIBRARIES & LABORATORIES AS WELL AS SPACE PLANNING SERVICES.

TEL: 011 234 3676 OR WWW.FURSYS.COM

RHOMS TIMBERWORLD - RICHARD BENTLEY

SUPPLIERS OF TIMBER AND ASSOCIATED PRODUCTS - FLOORING, DECKING, DESIGNER FURNITURE TOGETHER WITH A WIDE RANGE OF WOODEN ACCESSORIES.

TEL: 011 499 1282 OR WWW.RHOMSTIMBERLAND.CO.ZA

MEMBERSHIP RENEWALS

CORPORATE – GAUTENG

LEONARDO DESIGN - FRANK BRAND

PROF. CORPORATE - GAUTENG

BLACKSMITH AFRICA INTERIOR DESIGN

- HELEN FARISH
- PETER-JOHN DE KOCK
- RYAN ILLGNER
- STEPHEN LYDALL
- MONICA NEWMAN

Interiors Birmingham - Special Offer

INTERIORS BIRMINGHAM 20 - 23 JANUARY 2008

INTERIORS BIRMINGHAM IS THE UK'S LARGEST INTERIORS EVENT FOR THE TRADE. BOASTING OVER 1,200 EXHIBITORS AND A RANGE OF PIONEERING SHOW FEATURES, INTERIORS BIRMINGHAM UK IS A UNIQUE EVENT OFFERING A WORLD OF BRITISH DESIGN AS WELL AS A HANDPICKED SELECTION OF THE BEST INTERIOR SUPPLIERS FROM AROUND THE WORLD. EACH YEAR THE EVENT ATTRACTS A BUYING AUDIENCE OF OVER 38,000 FROM THE UK AND REST OF WORLD. VISIT WWW.INTERIORSBIRMINGHAM.COM FOR FURTHER INFORMATION.

NEC BIRMINGHAM AND INTERIORS UAE, ABU DHABI 30 MARCH - 2 APRIL 2008

INTERIORS UAE, WILL LAUNCH IN 2008 AND IS SET TO DELIVER A WORLD OF NEW DESIGN TO THIS EXCITING DEVELOPING REGION. PRESENTING A HANDPICKED SELECTION OF THE LOCAL MANUFACTURES AND ICONIC INTERNATIONAL, RENOWNED MANUFACTURES AND DESIGNS, INTERIORS UAE WILL BE A SOPHISTICATED INTERIORS EVENT FOR THE TRADE AND HIGH NET WORTH INDIVIDUALS. AS WELL AS PRESENTING A FORUM OF THE WORLD'S BEST IN INTERIOR DESIGN, THE EVENT WILL ALSO OFFER A RANGE OF ADDITIONAL FEATURES AND UNIQUE OPPORTUNITIES FOR VISITORS. VISIT WWW.INTERIORSBIRMINGHAM.COM FOR FURTHER INFORMATION.

Free invitations are available to IID Members to attend both events. You will need to pre-register on the above website to benefit from pre-show info and free entry. Contact Kali Nicholson from the Interiors Group at CMP Information Ltd at KNicholson@cmpi.biz for further info □

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**. Submit your info to mktd@iidprofessions.com □

NEWS & VIEWS



20 YEARS OF DESIGN EXCELLENCE

GREENSIDE DESIGN CENTER (GDC) CELEBRATED 20 YEARS OF DESIGN EXCELLENCE WITH THEIR END OF YEAR STUDENT'S EXHIBITION HELD FROM 13 – 15TH NOVEMBER. FOUNDED BY PROF DES LAUBSCHER AND INGRID TEMPLER, WHO REMAIN THE DIRECTORS, THE GDC OFFERS BA AND BA HONOURS DEGREES IN GRAPHIC, INTERIOR AND MULTIMEDIA DESIGN.

CONTACT DETAILS:

TEL: +27 11 646 1984

EMAIL: CONTACT@DESIGNCENTER.CO.ZA

WEBSITE: WWW.DESIGN-CENTER.CO.ZA □

SA COLOUR EXPERT - SOLE AFRICAN MEMBER OF COLOUR MARKETING GROUP

SOUTH AFRICAN COLOUR EXPERT **LISA TAYLOR** IS THE ONLY AFRICAN MEMBER OF THE COLOUR MARKETING GROUP (CMG) - THE INTERNATIONAL ASSOCIATION OF 1,100 COLOUR DESIGNERS INVOLVED IN THE USE OF COLOUR WHEN APPLIED TO THE MARKETING OF PRODUCTS AND SERVICES. THIS PRESTIGIOUS MEMBERSHIP IS BASED ON AN INDIVIDUAL'S EXPERIENCE AND EXPERTISE AND NOT BY VIRTUE OF THE COMPANY THAT THEY WORK FOR.

CONTACT LISA AT THE **NCS COLOUR CENTRE** ON 011 486 3190 OR VISIT WWW.NCS.COLOUR.CO.ZA □



Lisa Taylor (on the left) with her counterpart from Sweden

AFFORDABLE FRENCH COUNTRY FURNITURE

VISIT **RED ROSE INTERIOR DESIGN'S** DURBAN WAREHOUSE TO VIEW THEIR STUNNING RANGE OF FRENCH COUNTRY FURNITURE, INCLUDING A VARIETY OF CLOCKS (HUGE) AND SELECTION OF SYLISH MIRRORS. THEY ARE BUSY UNPACKING A NEW CONSIGNMENT FROM FRANCE OF FABULOUS ARMOIRES, CONTEMPORARY AND COUNTRY FURNITURE AT FANTASTIC PRICES!

SHOWROOM & CONTACT DETAILS:

UNIT 14, THYNK INDUSTRIAL PARK (OFF NORTH COAST RD), CNR QUEEN NANDI DIVE AND BRICKWORKS WAY

WEBSITE: WWW.REDROSEDESIGN.CO.ZA

EMAIL: CELESTE MCARTHUR @ CELESTE@REDROSEDESIGN.CO.ZA

TEL: 031 563 0977 □



DAWN - COBRA WINS BUSINESS TIMES TOP 100 AWARD

CONGRATULATIONS TO **DISTRIBUTION AND WAREHOUSING NETWORK LIMITED (DAWN)**, OF WHICH COBRA WATERTECH IS ONE OF THE GROUP COMPANIES, ON WINNING THE BUSINESS TIMES TOP 100 BUSINESS SURVEY AWARD FOR 2007. HOSTED BY THE SUNDAY TIMES, THE AWARD HONOURS THOSE THAT HAVE EXCELLED IN THE CORPORATE WORLD. THE TOP 100 COMPANIES ARE RANKED BY SHARE-PERFORMANCE AND HOW MUCH WEALTH THEY EARNED FOR THEIR SHAREHOLDERS OVER THE LAST FINANCIAL YEAR □

IID CONTACT DETAILS

PHYSICAL ADDRESS

SUITE 124, FIRST FLOOR, DESIGN QUARTER
LESLIE AVENUE, FOURWAYS

POSTAL ADDRESS

P.O. BOX 10642, FOURWAYS CROSSING CENTRE,
2055

TEL: +27 11 465 9732

FAX: +27 11 465 9802

GENERAL ENQUIRIES:

national@iidprofessions.com

MARKETING ENQUIRIES:

mktd@iidprofessions.com