

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.



Announcing a world first from NEXUS. See page six for more.

Picture courtesy of Nexus

Dear Members

Greetings and welcome to a new decade! May 2010 bring happiness, good health and prosperity to you all.

Many of us were happy to see the back of 2009 and are looking forward to the New Year with great optimism. South Africa has won the greatest marketing opportunity of our time, the rights to host the 2010 FIFA Soccer World Cup. Not only is this a huge sporting event but it's also an opportunity to showcase South Africa's incredible design skills and talent to the masses of international tourists who will be visiting our airports, hotels and restaurants.

We have lots to be proud of and to celebrate about our country. Let's make 2010 an exciting and enjoyable year for all of us!

Best wishes

Laura Hayward

IID Managing Director

IID FOUNDING MEMBERS

the design Partnership (Pty) Ltd



Paint with imagination



DESIGN FUTURES: The Interiors Entity Regional Think Tank

An IFI Global Policy Initiative

By Des Laubscher – IID President

It's hard to believe we are already at the end of January and the New Year celebrations now seem light years away. However, on behalf of the National Council and our hard working office staff Laura and Bernice, I would like to wish our Members the very best for 2010. May this year be a calming one and hopefully not as frenetic as most of us found 2009 to be.

I think it is appropriate as we enter the new decade to share some insights about our profession with you. I was fortunate to attend the International Federation of Interior Architects/Designers (IFI) General Assembly and Conference in Dubai in November last year. At the General Assembly, the incoming President Shashi Caan from New York, presented a proposal which is both exciting as well as daunting. We are at a crossroads in our profession and for many years we have been trying to define ourselves. Through a series of regional think tanks the IFI is hoping to define our profession in the hope that we can finally understand who we are and how we position ourselves as a profession both regionally and globally.

Shashi's *Design Futures: The Interiors Entity* is an international think tank initiative which questions current Interior Architecture/Design issues common to many regions across the world and aspires for its outcomes to result in important consensus and applicable outcomes.

One of the most popular of design pursuits, the Interior Architecture / Design discipline has a lack of clear definition in terms of its product, which continues to range from re-styling to a gut renovation of large scale commercial interiors. With many nouns and preferred origins for its beginnings, there continues to be a general confusion around the role, purpose, responsibility and value of the Interior Architect / Designer to the student, practitioner and the general public alike. These issues were highlighted in communications from around the world as a wide spread and pervasive global problem, which often affects the sense of confidence and professionalism of those involved with the field of interiors.

Design Futures: The Interiors Entity consolidates the outcomes of the two previous IFI round table discussions - Interior Design: The State of the Art, 2006 and Thinking Into the Future, 2007 – with the intention to clearly understand the core need for the Interiors discipline and to better understand its *value, relevance, identity and responsibility*.

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DESIGN FUTURES: The Interiors Entity Regional Think Tank

THE PURPOSE

Design Futures: The Interiors Entity regional think tanks will help to determine the Interiors core and identify the greater value for the discipline to be explored in the context of design in the 21st century and the world at large.

This global IFI initiative intends to explore Interior Architecture/Design as currently positioned and understood within the fullest parameters of the discipline (including research, education and practice). This is a collaborative and consensus focused effort which will involve members, experts and generalist from around the world.

IFI proposes to help facilitate an Interiors specific dialogue which will be coordinated with 5 regional groups consisting of:

- Europe (lead coordinator BIDA / UK)
- Asia (lead coordinator HKIDA / Hong Kong)
- Oceania/India/Singapore (lead coordinator IDCS / Singapore)
- **Africa / Middle East (lead coordinator IID / South Africa)**
- N/S America (lead coordinator ASID / USA)

Each think tank will focus on an in-depth conversation which will explore the value, relevance, identity and responsibility (the intrinsic nature) of the Interiors field. Appropriate topics, questions and a meeting protocol and general guidelines will be prepared by IFI. The lead coordinators of each region will use these guidelines to convene the appropriate individuals representing the various countries from within their region and assume responsibility of the carefully orchestrated yet open dialogue. Each group will have like conversations with equality of group composition so that a genuine and 'apples to apples' conversation can be had at each regional think tank location. These regional discussions will end by October 2010 resulting with a report which will document the conversation and summarize the group/region's views on the *value, relevance, identity and responsibility* for Interiors.

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WELCOME NEW MEMBERS

If anyone has objections to any of the following new Members being appointed, please let us know before 15 February 2010. All objections must be lodged in writing.

CORPORATE – NATIONAL

FERREIRAS DÉCOR WORLD - JACO ELLIS
INTEGRATED SUPPLIER OF DÉCOR PRODUCTS
TO THE BUILDING INDUSTRY IN SA
TEL: 011 699 3500
WWW.FERREIRAS.CO.ZA

CORPORATE – GAUTENG

NORICK INTERIORS - NORMA CUI
SPECIALISTS IN CAREFULLY SELECTED OLD
CLASSICAL FURNITURE & INTERIOR DECOR
ITEMS FROM CHINA (ART AND ACCESSORIES)
TEL: 011 444 5606
EMAIL: NORICKJHB@NORICKINTERIORS.COM □

NOTICE: DATE CHANGE

IID AGM 2010

Due to requests from Members and Design Indaba which is taking place during the last week of February, the date of the upcoming AGM has been moved to:

Thurs 25 March 2010

Invites and details to follow shortly □

DO YOUR CLIENTS FIND DIFFICULTY
VISUALISING YOUR CONCEPT OF THEIR
DESIGNED INTERIOR?

**A PICTURE IS WORTH A THOUSAND
WORDS!**

HAND RENDERED PERSPECTIVES

BY

ENRICO FERRARETTO
(IID PROFESSIONAL MEMBER)



EMAIL: ENRICOFERRARETTO@GMAIL.COM

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DESIGN FUTURES: The Interiors Entity Regional Think Tank

Desired outcomes include:

- Overview of the comprehensive nature of Interior Design which outlines the core values & core content
- Regional white paper which outlines and discusses the intrinsic and unique nature and societal contribution of Interior Design
- Large collective gathering (approx 230 people) in the context of a symposium or conference where all participants will meet face to face for a collective detailed discussion and summation
- A comprehensive report compiled by IFI consisting of all the white papers which will be globally disseminated by IFI and used to help shape policy for both government and the public's understanding
- Discussion for and a possible outline of a strategy for a global repositioning of the field
- Help to inform the International Interiors Biennale currently under independent development
- The provision of a clarity of Interiors specific knowledge for a more relevant Interiors education
- Help to provide and support a more unique point of view for the legislation and legitimisation of interiors

In an ideal scenario the regional white papers, IFI DESIGN FUTURES: IETT symposium and report would be completed and published by September 2011. After this, continuing to build upon the project, a global repositioning campaign would be orchestrated to be completed by no later than September or 2013. One reason for this deadline is that IFI will celebrate its 50th anniversary, which in fact signifies 50 years of robust and global Interiors community across the world. **If any Members are willing to give up some time to join in these discussions and regional think tank please email or call me and I will supply you with the full text from Shashi.**

Best wishes

Des Laubscher - IID President

Tel: 011 646 1984 Email: des@designcenter.co.za □

Outside by Tessa Sonik



In October 2009 the Tessa Sonik Fabric Collection launched their **OUTSIDE COLLECTION**. Not only is this collection produced in green manufacturing plants that use sophisticated recycling technology but, most importantly, they are proud to announce that 95% of this collection is produced locally.

Consisting of 38 Skus, the finishes on these fabrics include anti-stain, anti-bacterial, anti-mildew and Teflon coatings. They also contain water, soil and dirt repellent and are suited to our local outdoor environment.

Colours range from traditional navy and white, co-ordinated with linen tones and punches of violet, moving into contemporary shades of grey splashed with citrus greens followed by a patina of chocolate and finally moving into the timeless black and white with a surprise of yellow.

In addition, with every meter of this product you purchase, a percentage of your invoice will be donated to the African Wildlife Foundation in aid of the African Gorilla.

Tessa Sonik Fabric Collection

Tel: 011 883 0580

Email: info@tessasonik.co.za

www.tessasonik.com □



Earning Stripes in Design

Revolutionary new carpet range - ZigZag - from Nexus is the world's first unique new "non-woven graphics velour" carpet, named after its distinctive V-shaped herringbone pattern.

The striking 3-D optical illusion created by ZigZag's graphic "hi-lo" construction guarantees that this range is destined to become a designer favourite in future.

ZigZag's unique relief look offers architects and decorators creative freedom to design either formal, uniform patterns or striking geometric contrasts in ten traditional colourways.

Combining all the comfort of a velour with the hardwearing performance and graphic versatility usually found only in needlepunch ranges, ZigZag opens a whole new era of sophisticated geometric design in softer, luxurious finishes.

The range is suitable for commercial, hospitality and corporate installations in either broadloom or ResinBac or NexBac modular tiles, and is made from hi-tech Stainproof Miracle Fibre, representing the very latest in design and yarn technology.

"We experimented with the production capabilities of a machine usually utilised in the automotive industry for three years," says designer Marius Jansen van Vuuren. The result produced the world's first non-woven graphics velour carpet tile, which is currently awaiting patent registration.



"Technical marketing has always lead our product development," said Frank Moffat, marketing director at Belgotex Floorcoverings, "but ZigZag is probably our most exciting development undertaken yet."

All product names and logos are registered trademarks of Belgotex Floorcoverings.

For more information or samples contact **Nexus:**

Tel: 033 897 7500

Email: nexus@carpet.co.za

www.nexuscarpets.co.za □

SA Council for the Architectural Profession (SACAP) Launches CPD Online Tool

On Friday 29th January, SACAP announced the launch of the eagerly awaited Continuing Professional Development (CPD) Records Online Tool to assist Professionals with the submission of CPD claims. SACAP Registered Professionals are now able to complete their CPD portfolio submission online by clicking www.sacaponline.co.za or accessing the link via the SACAP website homepage – making CPD portfolio submissions quick, easy and accurate. It will also significantly reduce the processing time for registration renewals □

A Call for Creativity!

Once again the [Eskom Energy Efficient Lighting Design Competition](#) for 2010 will showcase local lighting designs and creativity. The goal of the competition is to demonstrate that efficient lighting technologies, such as discharge, fluorescent and LED technologies, can be used in very contemporary and attractive luminaires and lighting design systems intended for residential lighting. Anyone with a passion for designing luminaires or for efficient lighting is invited to enter.



The closing date for entries is 30 July 2010.

The prizes will be awarded at the eta Awards function to be hosted by Eskom in October 2010. *eta* is the Greek symbol for efficiency, hence the name of the eta Awards. The purpose of the eta Awards is to reward exceptional effort in the more efficient use of energy by individuals, students, companies or other institutions.

For more info call 012 997 1334 or visit www.lighting-design.co.za □

Prizes:

CATEGORY A: STUDENTS - Residential Luminaire
1st prize R30 000, 2nd prize R20 000, 3rd prize: R10 000

Prize for winner's educational institution R10 000

Ten most promising previously disadvantaged designers R1 000 each

CATEGORY B: PROFESSIONAL

Innovative energy efficient lighting design R30 000

Top finalists (18) from both categories R5 000 each

IID Website records highest number of hits in January

The IID website recorded the highest traffic ever in January 2010! We had a total of 2291 unique visitors and 74694 hits (total number of pages and images viewed). 169 Professional and 33 Corporate (Supplier) Membership Applications were downloaded.

The Top Twenty most viewed Member's web pages for January were:

Stephen Falcke (167), Krysia Back (120), Gi Alston (115), Design School of Southern Africa (115), Lynne Blumberg (114), Reney Otto (106), Driekie Thomas (103), Deborah Garth (103), Jeanne Botef (92), Tanja Tomaz (91), Ame Gehle (89), Amanda Landers (86), Deborah Witkin (85), Leigh-Anne Shillaw (85), Laura Dolgner (85), Greenside Design Center (81), Sharon Nicolaci (80), Callie van der Merwe (78), Carlos Mota (78) and Laura Matzner (76) □

Do you have a webpage on the IID Website?

Post your portfolio / product line and showcase your product/s and/or services (with text and images) on our website. When people browse the IID website it is often to find an interior decorator / designer or it's a designer searching for a supplier or product. The IID receives such requests all the time which are all referred to our website. All Member's names are listed on the website however we also encourage you to have a webpage to showcase your products and services – it's a proven and very economical way to market yourselves all year round.

As per Deborah Garth, IID Professional Member, "I don't get asked to forward my portfolio anymore by prospective clients who've seen my webpage on the IID website. They get a good idea from my webpage photos and feel like they have already met me. It saves me a lot of time and I personally think it's a necessary and vital tool for all Members".

For more info on how to set up your webpage contact the IID National Office □

Correction to Member's Profile in Nov / Dec 2009 edition

Please note the following correction that should have been stated in the profile on Premier Design Studio that was featured in last month's newsletter:

The Rosebank Hotel project that was mentioned relates to their involvement in the partial refurbishment that was headed up by Simon Black and Paul Smith approximately fifteen years ago. The subsequent re-design of the Rosebank Hotel (other than a restaurant and a retail outlet within the complex) and final phase of this project that was completed towards the end of 2009, were done by LLP Design.

www.llpdesign.co.za □

"I'VE LEARNED THAT PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL."

MAYA ANGELOU

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 md@iidprofessions.com □

CALENDAR OF EVENTS

DECOREX DURBAN AND THE KSA KITCHEN & BATHROOM FAIRE 2010

DATES: 19 - 22 MARCH 2010

TIME: 10H00 – 20H00 DAILY

CLOSES AT 18H00 ON 22ND

VENUE: ICC, DURBAN

TRADE DAY 19 MARCH. VISIT WWW.DECOREX.CO.ZA TO APPLY FOR YOUR COMPLIMENTARY ACCESS

IID ALSO INVITES YOU TO VISIT THE 'IID PAVILION' AT DECOREX DURBAN

DECOREX DURBAN – CONVERSATIONS ON ARCHITECTURE

DATE: 19 MARCH 2010

TIME: 09H00 – 13H00

VENUE: ICC, DURBAN

COST: R450 EXC VAT PER PERSON

FOR BOOKINGS AND TO VIEW THE SPEAKER LINE-UP VISIT

WWW.DECOREX.CO.ZA

IID ANNUAL GENERAL MEETING - GAUTENG

DATE: 25 MARCH 2010

TIME: 18H00

INVITE AND FULL DETAILS TO FOLLOW SHORTLY □

IID CONTACT DETAILS

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This newsletter provides a forum for Members to post comments and articles. The IID cannot take responsibility for content supplied by Members. In addition the views expressed in articles in this newsletter do not necessarily reflect the views of the South African Institute of the Interior Design Professions (IID)