

# I | I D | A Pays It Forward

**W**hile the current economic climate has left many design professionals wondering how they will ride the wave of uncertainty, the Georgia Chapter of the *International Interior Design Association* (IIDA) is steadfast in its mission: “IIDA works to enhance the quality of life through excellence in interior design and to advance interior design through knowledge, value and community”. During this final quarter of the year, IIDA Georgia is embracing its mission by “paying it forward”, and the organization is encouraging its membership to repay the chapter’s good fortune through community philanthropy and collaboration.

## REFLECTION

According to John Gaul, chapter president, IIDA Georgia “occasionally stops to contemplate the broader impact of our combined efforts and evaluate the full effect of what we accomplish together as a group of individuals who share a mutual vision for life enhanced through design.” IIDA Georgia is recognizing its positive contributions and local community influence through a variety of chosen commitments and causes that include but are not limited to: continuing education events that benefit its membership, an annual sustainable art auction, a dynamic fashion show that forces designers to use building materials to create high fashion, a student portfolio review and a variety of other community centered initiatives.

## SIGNATURE EVENTS

This past fall, IIDA Georgia hosted one of its signature events, *Trash to Treasure*, which resulted in the event’s most successful showing. The event showcased individual artistic talent from a broad range of professionals representing various design and art related fields, and it raised funds to help enhance the *Atlanta BeltLine Project* with art created by local artisans. *Trash to Treasure* gives IIDA Georgia the chance to stake a small claim



Trash to Treasure Event



Designing for the Future Participants

on a large effort that has the potential to revive neighborhoods, revitalize communities and make Atlanta better by speaking to the heart and spirit of those who call the city home.

In addition, planning has started for another one of the chapter’s signature events, *Dressed*, which is a fashion show that showcases the creativity of the Atlanta Architectural and Design community by asking entrants to design wearable fashions using building materials in a unique way. The event will be held in May 2011, and proceeds from the event go to benefit a selected Georgia charity as determined by the event’s committee. The first presentation of this event last spring was a major success, which led to the organization penning it as one of its signature events to be produced each year. *Dressed* is an innovative event that marries fashion, designers, community involvement and global outreach in a way that truly enhances Atlanta.

## EDUCATION

IIDA Georgia also “pays it forward” through education initiatives that benefit its membership and local design students.

Each year, the chapter participates in the “*Designing for the Future Campaign*” through IIDA headquarters. The campaign provides financial support that reimburses design professionals for costs associated with licensing as it relates to nationally recognized interior design qualification.

Additionally, IIDA Georgia, through its campus centers, reaches out to design students attending local universities. The chapter recently held a student portfolio day in November at the Atlanta campus of the *Savannah College of Art & Design*. The event paired Georgia design professionals with students, and it gave the students the opportunity to access professional critique on their work while exposing them to real world analysis of complex design problems. The student portfolio review is a great way to usher the next generation of designers into a challenging job market upon graduation.

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There is no greater contribution than to help the weak.  
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– Walter Reuther



## COLLABORATION

Once again, IIDA Georgia joined with other design-related organizations in Georgia to host the *Red & Green Scene* party, which is a massive holiday party that brings together over 800 design professionals under one roof. While the party is a great networking opportunity, this year saw the participating organizations come together and collaborate on a large community-based project. All nine participating associations will join forces to assist the City of Atlanta in creating and developing sustainable prototype ideas for *City*



Red & Green Scene party

*of Atlanta* parks and recreations. The chapter is excited to participate in this design effort that will serve a greater good to the citizens of Atlanta.

## MOVING FORWARD

IIDA Georgia is creating and nurturing a culture of giving that benefit its local community in a way that reaches beyond the sometimes narrowed confines of the design industry. The organization sees beyond the here and now to a possibility that far exceeds what community outreach can achieve. As Walter Reuther famously proclaimed, “*There is no greater calling than to serve your fellow men. There is no greater contribution than to help the weak. There is no greater satisfaction than to have done it well.*”

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