

WHY IIDA

Benefits for Corporations, Brokers, and Design Industry Professionals



WHAT IS IIDA?
The International Interior Design Association (IIDA) is a not-for-profit organization of design professionals and associated industry allies that directly relate to, support and/or service interior designers. IIDA strives to support, educate, and further the interior design profession locally, nationally and internationally with its 29 chapters around the globe and through its various levels of membership that include: Professional, Associate, Affiliate, Student, Media and Industry.

WHY IIDA?

Joining a professional organization can prove beneficial to individuals who chose to take advantage of the limitless opportunities, and this is true for IIDA members as well. IIDA membership and involvement can further the professional credentials of design professionals that are actively engaged in the various activities that the organization hosts or takes part in. Interior design is not an easily defined profession, and there are many layers of complexity that drive a designer's career path as they navigate through professional practice within the industry. Whether a designer is associated with a large practice, a small firm or works independently; networking and continued education are essential to success and sustained growth within the profession. IIDA offers opportunities for professional education, partnership and community involvement while bolstering a sense of camaraderie amongst design professionals. IIDA membership also affords opportunities for leadership development through various executive and board positions at both the chapter and headquarters levels. IIDA encourages industry professionals to take advantage of the infinite possibilities.

IIDA GEORGIA

The organization has a strong local presence as evidenced through the efforts of the *Georgia Chapter* (IIDA Georgia) that boasts over 480 members. IIDA Georgia strives to design the roadmap for creating and sustaining education, networking, recognition and community service throughout the state of Georgia with its *Atlanta, Coastal Empire and Campus City Centers*. IIDA Georgia sponsors a variety of unique events that embody the IIDA mandate and actively engage community involvement and benefit the Georgia community at large. In addition to these events, IIDA Georgia also offers many continuing education classes throughout



Office Renovation

John Clemmer Photography

the year to ensure that membership have countless opportunities to fulfill their continued education unit (CEU) requirements to maintain state licensing and certification. Besides the customary offerings of the chapter, IIDA Georgia, in conjunction with the *Georgia Alliance of Interior Design Professionals (GAIDP)* and other entities, recently succeeded in having state legislation passed that grants registered interior designer (in the State of Georgia) the ability to sign and seal contract documents and drawings for their projects. The legislation is the strongest of its kind in any state, and it gives Georgia registered interior designers a certain professional respect and freedom to realize the full potential of responsibility for their work.

GEORGIA HAPPENINGS

There are several IIDA Georgia chapter committees currently working on activities and events that continue to highlight the strength of its membership. The chapter just completed another successful edition of its *IIDA Speaks Series* that highlighted the future of real estate in Atlanta and garnered a diverse audience that included designers, real estate brokers and agents, facility managers, manufacturers and students just to name a few. The chapter also just wrapped up its participation in a project for the *City of Atlanta Department of Parks and Recreation* that saw the combined efforts of various professional organizations develop a prototypical sustainable design solution that encompasses architecture, landscape, interior design, civil and mechanical engineering and sustainability. In addition, IIDA Georgia just held its annual recognition gala, *Best of the Best (bob) Forum Design Awards*



where it recognized excellence in interior design throughout the state. This year's ceremony was well-received and gave guests an evening filled with "love, peace and b.o.b." in the spirit of the 70's theme of the event. As the chapter prepares for its

next signature event, *Dressed* (to be held at the Atlanta Botanical Gardens on May, 12, 2011), there are plenty of other opportunities that still exist for getting involved before this term ends in July 2011.

CONSIDER IIDA

While design professionals and industry partners can choose from a plethora of professional outlets to align themselves with, here are some important reasons *Why IIDA*

should be considered: (1) IIDA members have a vast pool of resources available to them that can be leveraged for sustained growth in the industry, (2) IIDA members can give back to the communities in which they work through IIDA's various service projects and community initiatives and (3) IIDA members realize long-lasting relationships with colleagues that turn into life-long friendships.

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