

I | I | D | A

DRESSED for Success



Whether a corporate executive, fashion mogul, philanthropist or design professional, DRESSED had something to offer all. On May 12, 2011, the Georgia Chapter of the *International Interior Design Association* (IIDA Georgia) presented its 2nd annual DRESSED fashion show at the *Atlanta Botanical Gardens* (ABG). ABG provided the perfect backdrop for this year's theme of "Dressed in the Garden of Eden". DRESSED is the chapter's largest annual event that pairs Atlanta's most talented

interior design professionals with architectural and design (A&D) industry manufacturers to create one-of-a-kind wearable garments out of non-traditional materials for a runway extravaganza like no other. DRESSED garment teams were challenged to construct a highly unique garment made almost entirely from their sponsoring manufacturer's products including: wall coverings, flooring materials, deconstructed contract furniture, paint and much more.

This year's DRESSED had a lot of early buzz because of the previous year's unexpected success. The early attention placed a huge amount of pressure on the event's committee to put on a show that was unlike any other event by comparable not-for-profit professional associations

local to Atlanta. The DRESSED committee was chaired by Atlanta's own Derek Rusch of *Dekalb Office* and Marcus Jackson of *CALIBER Enterprises*. IIDA Georgia's VP of Forum, Lisa Lowe, brought Derek on board for this year's event because of his experience with comparable events in Chicago. Marcus returned to the event as a co-Chair, and his network and

connections throughout the Atlanta area were invaluable in engaging IIDA Georgia with the Atlanta community at large.

The committee's major goals for this year's event were to (1) creating an outlet for interior design professionals to express their creativity through a medium other than interior design, (2) promote community engagement by partnering with local businesses through sponsorship and (3) promoting IIDA Georgia's mission that "works to enhance quality of life through excellence in interior design and to advance interior design through knowledge, value and community." A fashion show serves as the perfect opportunity to heighten IIDA Georgia's interest with community members (outside of the world of interior design) that might not otherwise be exposed to the organization.

The celebrity mistress of ceremony was supermodel, Cynthia Bailey, of *Real Housewives of Atlanta* fame, and the esteemed panel of judges included: Cheryl Durst – Executive Vice-President & CEO of the *International Interior Design Association*, David Goodrowe – Associate Dean of the School of Design at *SCAD Atlanta*, Juan Hernandez – Noted Fashion Designer and CEO of *Moo Moo Designs*, Jonathan Shapiro – Celebrity Jeweler & CEO of *Jonathan Buckhead*, Stephanie Davis Smith – Editor-in-chief of *The Atlantian* and Contributing Editor to *Jezebel* and *Men's Book Atlanta*, Chris Van Duyne – Publisher of *Modern Luxury*, Jill Vantosh – CEO of *Vantosh and Associates*, Dr. Walter Young – CEO of *Young International Beverage*.

Design teams were comprised of interior designers who worked with models exclusively provided by Atlanta-based *CALIBER Models* in developing their extravagant garments. The sky was the limit as these designers stretched their imagination to create articles of clothing from materials traditionally used to create buildings. Each of this year's 20 garment teams had to create a female and male outfit along with a miniature garment for a doll to be displayed prior to



1ST PLACE DESIGN
"Flora Melange" modeled by
CALIBER Model, Mo designed by
The Design Altier/ Maharam Team



2ND PLACE DESIGN
 "Muse of the Garden of Creation"
 modeled by CALIBER Model, Marina;
 designed by MillerZell /Patcraft Team

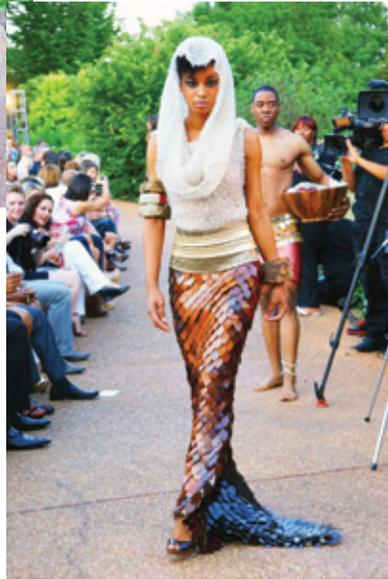


Photo Credit: Photographs provided by Kenneth Hines Jr. for CALIBER Enterprises
 (www.caliberconsulting.com & www.calibermodels.com)



3RD PLACE DESIGN
 "Consumption of Evil" modeled by
 CALIBER Model, Akeria; designed by
 ASD/ TurnerBoone Contract Team

4TH PLACE DESIGN
 "Leaf Us Not Into Temptation" modeled
 by CALIBER Modes, Kelly; designed by
 IHG/ Peacock Partnership/ ArcCom/
 Amtico International Inc. Team

the event. All teams created fabulous fashions, and they definitely made it hard for the judges to select winners among all the entries. It's safe to say that there were no losers, but ultimately the judges' choices for the top 4 designs were as follows:

1ST PLACE

The Design Atelier/ Maharam
 "Flora Melange"

2ND PLACE

Miller Zell/ Patcraft "Muse of the
 Garden of Creation"

3RD PLACE

ASD/ Turnerboone Contract
 "Consumption of Evil"

4TH PLACE

IHG/ Peacock Partnership/ ArcCom/

Amtico International Inc. "Leaf Us
 Not into Temptation"

With more than 600 in attendance, *DRESSED in the Garden of Eden* was a huge success. The event helped raise awareness of IIDA Georgia in the local community along with funds to help finance the not-for-profit organization's operating budget. In addition, a portion of the proceeds were donated to MC, Cynthia Bailey's charity of choice: *Sophie's Voice Foundation*. IIDA Georgia along with the design community as a whole should be proud of their sensational presentation of this year's *DRESSED*; one can only imagine how they will outdo themselves next year.

RONNIE BELIZAIRE

Atlanta's Premier Cleaning Company



- Commercial Cleaning and Janitorial Services
- Daily Porter
- Window Washing
- Carpet Cleaning
- Tile and Grout Cleaning
- Parking Deck Sweeping and Pressure Washing
- Post Construction Cleaning

MAINTENANCE CONTRACTS FOR:

- Office Buildings
- Condo Associations
- Waiting Rooms
- Construction Sites
- Retail Stores and much more

*Winner of the Atlanta Journal –
 Constitution and Buckhead
 Business Association's
 "Entrepreneur of the Year" Award*



404-419-7855
www.buckheadcleaning.com