

IIDA Georgia aims to inspire Atlantans through a thoughtful contribution to the Atlanta Beltline



The Georgia Chapter of the International Interior Design Association (IIDA Georgia), a not-for-profit organization of design professionals and associated Industry allies, is well-known for its activities that directly support and encourage thoughtful, inspiring and environmentally sensitive interiors. However, what many don't know is that the organization strives for more than sustainably designed spaces within buildings—it considers the environment surrounding buildings—and their associated spaces to live, work, play and learn—to be just as important.

Beyond the spaces inside buildings and their architectural exteriors, IIDA understands the big picture: designers have a responsibility to enrich the communities and neighborhoods in which they work.

It is with this understanding in mind that IIDA Georgia has taken on an initiative to support the Atlanta Beltline. *The Atlanta Beltline Project*, a multi-billion dollar project that hopes to shape the positive growth of the city in the coming years, will use 22-miles of unused railroad corridor, public parks, trails, affordable housing and multi-modal transportation options to connect 45 neighborhoods within the metropolitan area. The Atlanta Beltline's mission "to lead to a vibrant and livable city with an enhanced quality of life" is one passionately shared by IIDA Georgia.

IIDA GEORGIA'S BELTLINE INVOLVEMENT

While Atlanta is the sixth largest metropolitan region in the country, it is actually a city made up of smaller, neighboring communities. Residents may forget that each community directly affects the other. IIDA Georgia believes that by connecting the citizens within these distinct areas—as well as their restaurants, shopping and culturally enriching opportunities—quality of life will be improved.

Since the *Atlanta City Council*, *Atlanta Public Schools* and *Fulton County* authorized the Beltline Tax Allocation District (TAD) in 2006, IIDA Georgia has been an active participant in the project and vowed to directly contribute to the beautification of the Atlanta Beltline by participating in the public art component of the Beltline's plan, known as "Art on the Beltline"; the chapter would raise the funds necessary to donate a piece of permanent, locally-sourced art for the soon to be connected communities along the Beltline to enjoy.

Knowing that significant funding would be necessary for IIDA Georgia to contribute a lasting and meaningful piece of art, the Chapter's leadership decided to contribute by holding an art auction featuring regionally-sourced sustainable art made and donated by artists within the Atlanta regional community. After all, one man's trash is another man's treasure. Thus, Trash-2-Treasure (t2t) was born.



2010 t2t participant



2010 t2t sustainable art entries

TRASH-2-TREASURE 2011

This year, Trash-2-Treasure 2011 will be held on September 22nd at the *Atlanta Trolley Barn* near Inman Park. The auction typically consists of 40 to 60 pieces of art, all donated by artists hailing from either Georgia or the Southeast. There is no requirement on size, cost or type of art – IIDA Georgia accepts everything from handmade jewelry, scarves, sculpture, large canvas and mixed-media pieces.

Because t2t focuses on sustainability, a significant portion of donated work is created from salvaged, re-used or recycled materials; most of the donations were once or about to be, trash.

Many of the participating artists are members of the local architecture and design community, but a significant number of others are non-affiliated professionals. Donors do not receive any financial benefit from the event, as 80% of the proceeds from the sale of their donations is tagged for the eventual permanent exhibit along the Beltline.

This year, in an effort to reinforce IIDA Georgia's support of sustainable communities, the auction will also benefit two additional Atlanta organizations. *The Zaban's Couples Center* and the Atlanta Chapter of *Dress for Success* will each play a vital role in Trash-2-Treasure 2011. The Zaban's Couples Center will share testimonials from those whose lives it has improved, and garments produced from another IIDA Georgia event,



“Dressed,” will be auctioned off with those proceeds benefiting *Dress for Success-Atlanta*.

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To date, t2t has been a resounding success. Now in its sixth year, the event has raised in excess of \$16,000—all of which will be used to select, commission and install a meaningful monument along the Beltline for the enjoyment of Atlanta's residents.

IIDA Georgia endeavors to be a thoughtful steward of the environment—both interior and exterior—and believes that all involved in the architecture and design community have a responsibility to be proactive and thoughtful throughout everyday life. Pushing trash aside for tomorrow is not an option, but artistically influencing neighborhoods and cleaning up the afterthoughts of yesterday is just as important to our city as developing functionality for future use.

Visit www.iidageorgia.org for more information on the Trash-2-Treasure 2011 and www.beltline.org to learn more about the Atlanta Beltline Project.

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