



March 12, 2012

FOR IMMEDIATE RELEASE

Contact: Heather Thagard
404.401.2434
pr@iidageorgia.org

DRESSED 2012 - ATLANTA'S INTERIOR DESIGN & ARCHITECTURE COMMUNITY'S FASHION SHOW EVENT OF THE YEAR!

ATLANTA - The Georgia Chapter of the International Interior Design Association (IIDA Georgia) is proud to announce its 3rd Annual **Dressed** Fashion Show to be held on Thursday, May 10, 2012 at the **Atlanta History Center**. The **International Interior Design Association (IIDA)** is a not-for-profit professional networking and educational association that “works to enhance quality of life through excellence in interior design and to advance interior design through knowledge, value and community. *Dressed* is one of three signature events held by IIDA Georgia. The 2012 *Dressed* is chaired by Derek Rusch (derek.rusch@teknion.com) of **Teknion** (<http://www.teknion.com/>), Co-Chair Bry Ayers (bayers@idea-span.com) of **Idea|Span** (<http://idea-span.com/>) and Michael Talbot of **Heery International** (<http://www.heery.com/>) is the Jr. Co-chair.

Dressed is the chapter's largest annual event and pairs Atlanta's most talented interior designers and architects with the architectural and design (A&D) industry manufacturers to create one of a kind and wearable garments out of non-traditional materials for a runway extravaganza like no other. Teams of 2-6 designers are 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 more. The sky is the limit as these designers test their imagination to create articles of clothing from materials traditionally used to create buildings.

The theme for this year's event is: **Dressed in Architectural Styling**, teams are given a time period to use for inspiration for their garment and partners up with a manufacturer's representative. Garments have to feature 60% of the manufacturer's product and are judged on Construction, Creativity, Detailing, Use of Materials, Originality and Wearability. Teams have already been assigned periods ranging from Prehistoric to 20th Century. This year's event will be held at, the very fitting venue, The Atlanta History Center. The initial sponsorship drive is underway but sponsorship opportunities are still available. If interested in becoming a *Dressed 2012* sponsor, please contact Hilarie Robbins at hrobbins@ceofga.com.

With the anticipation of over 500 designers and manufacturers participating and attending, *Dressed* is one of the largest industry events of the year, and this year's committee aims to share the extravaganza with the local community in an effort to bridge the gap between the A&D Community and the general population in Georgia. Come out and support design excellence while enjoying a fabulous evening. **Early-bird tickets go on sale Thursday, March 15, 2012.** Please visit IIDA Georgia's website (www.iidageorgia.org) for more information and contact us at dressed@iidageorgia.org.

###