

DESIGN IMPACTS LIVES



ASID is a community of designers, industry representatives, educators, and students who believes that Design Impacts Lives.

The American Society of Interior Designers (ASID) is the oldest, largest and only multi-disciplinary professional organization for interior designers, interior design students and the manufacturers and suppliers who support the profession. There are 350 chapters across the United States and Canada including student chapters. Our ASID Florida West Coast Chapter is one of three chapters in the state of Florida which covers a geographic area extending from Crystal River to Ft Myers, and from Tampa Bay to Orlando. Our coastal communities are experiencing a housing boom in both new construction and renovation, and Interior Designers are in strong demand. Our chapter represents some of the most trend setting interiors designers in the state. We have a passionate, creative, and active membership who enjoy the benefits of volunteering and networking with peers at our chapter's business and educational events, fundraisers, and social activities. Membership offers more than professional credibility. We are a connected community of peers, thought leaders, and luminaries.

Above: Janet Davidsen, Allied ASID, Teresa Hollweg, ASID and, Alice Alexander, Allied ASID.
Top Right: Pecky Interiors, Patricia Estes, Allied ASID and Alissa Sullivan, Allied ASID. Bottom Right: International Design Source

PRESIDENT'S MESSAGE



IT IS A GREAT HONOR TO serve as the ASID Florida West Coast Chapter President and to be surrounded by the accomplished, dedicated, and dynamic team of our Board of Directors and volunteers. Thank you for giving me the opportunity to serve our organization, our ASID members, including interior designers, industry partners, educators, and students. As the interior design industry is recovering from the impact of COVID-19, the ASID Chapter is looking at opportunities to face the challenges with optimism and innovative ideas to promote the value of the interior design profession, your membership in ASID, and the benefits to the client. Congratulations to the ASID FLWC Interior Designers who placed in the 2020 design awards that are featured in this issue of SRQ magazine. They approached the project as a set of problems in need of solving for their clients, and the final results are outstanding and an inspiration to others. The most gratifying reward is seeing people happy in the spaces that we design.

— **Teresa Hollweg, ASID Chapter President**

ASID FLORIDA WEST COAST CHAPTER

Teresa Hollweg holds a Bachelor of Science in Interior Design from Florida State University. She successfully completed the NCIDQ (National Council for Interior Design Qualification) Examination; and is a Florida Registered Interior Designer, #ID2400. Teresa has practiced commercial and residential interior design for 25 years. She has worked on international projects including residences for the Saudi Royal Family, and she has extensive experience in hospitality design. Teresa directed the design team on the renovation of the Amelia Island Plantation Spa & Conference Center which earned a Grand Aurora Award in the Southeast Builders Design Competition for Best Commercial Entertainment Facility. As a Lead Faculty in the Interior Design Department at the International Academy of Design & Technology in Tampa for 11 years, Teresa taught freshman through senior level studio courses, and successfully mentored students and placed them in internships and careers. Currently, Teresa is a residential Interior Design Consultant in the Tampa Bay area.

AHEAD OF THE TREND

With the overall economic outlook being positive for 2021 and 2022, spending has sustained the interior design industry overall, according to ASID research published in their Outlook and State of Interior Design for 2021. ASID sees long-lasting trends in understanding people and businesses as well as health, safety and welfare becoming top priorities. The pandemic has re-emphasized the need for interior designers to be leaders in these key trends.

How does a designer lead in the health trend when working with clients? It's more than just about choosing the right color, providing comfort with furnishings and ensuring client happiness with specifications — it's about specifying products that can keep clients healthier. Manufacturers are using low-to-no VOC's (volatile organic chemicals) in their products. Paint companies and carpet manufacturers and some furniture manufacturers have led the way to 'healthier' products that adults and children are using and breathing in their homes. Ask your ASID interior designer for more information.

How does a designer lead in the safety trend? This trend is about choosing products with safety in mind. Common sense tells us that glass coffee tables are not such a good idea with small children in the household, area rugs represent tripping hazards in a senior center. Understanding people's specific needs is the key to helping them live in a safer environment. How clients live in their homes has become more important with so much more time being spent in the house. A good designer will ask you this question.

And lastly, how does a designer lead in the welfare or wellness trend? Wellness in your home or business is called Biophilic Design. This design concept is our connection to our natural environment. By using sustainable earth friendly materials, the client can reduce stress and expedite healing along with improving their well-being and cognition. Some of these materials include bamboo, cork, FSC certified wood, the use of natural patterns, colors found in nature, live plants and even faux silk plants.

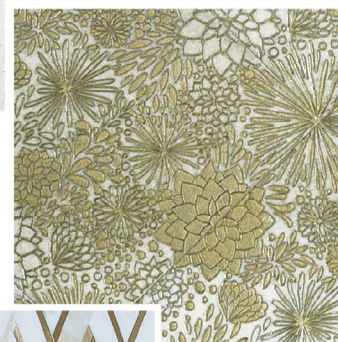
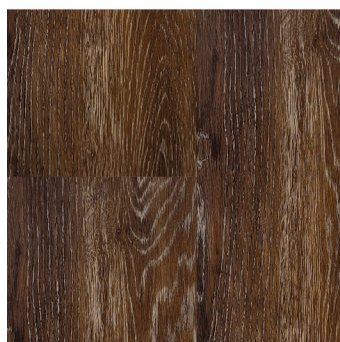
KEY HIGHLIGHTS

ASID 2021 Economic Outlook and State of Interior Design Report

The report reviews the state of interior design including: key insights for the future of the profession, summarization of the trends related to people and business with implications to design, and expands into key economic factors that impact construction and interior design services. The report concludes with diverse perspectives from professionals we partner with in the built environment on how trust is the fundamental key for propelling the profession into the future.

State of Interior Design The interior design industry, business, profession and practice show positive signs for recovery from the impact of COVID-19, emerging stronger and more adept in responding to critical issues that have emerged in 2020. **Trends and Implications** Health, wellness and safety are the critical pillars of interior design and have become top priorities for individuals and institutions. Trends in understanding people and business, in general, have significant implications for designers to empathize and implement into practice. **Economic Outlook** The U.S. economy in 2020 was tumultuous, but the overall economic outlook for 2021 and 2022 is positive despite the expected slower recovery. Spending in the residential market had sustained the industry overall, balancing the drop in the commercial sectors. **Future Insights** Unprecedented times foster increased dependence on each other and our shared resources. The pandemic has re-emphasized the need for trust in data, people and physical spaces. Interior designers have been called to serve as essential advisors, not only to respond to COVID-19, but more so to lead and activate health, safety and welfare for all.

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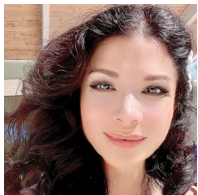
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LEADERSHIP

ASID FLWC CHAPTER LEADERSHIP 2020-2021



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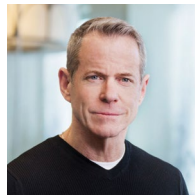
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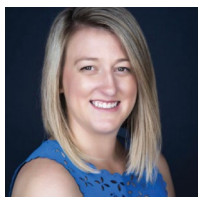
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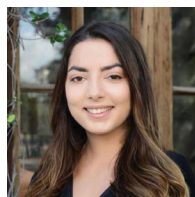
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Sarasota Design Community Chair:
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Holly Dennis,
ASID



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Design Competition Award Chair:
Janet Davidsen,
Allied ASID

INDUSTRY ADVOCACY

A LEGISLATIVE UPDATE

Ensuring interior designers maintain their right to practice.

MAINTAINING the title "registered interior designer"

MAINTAINING the interior design document stamp

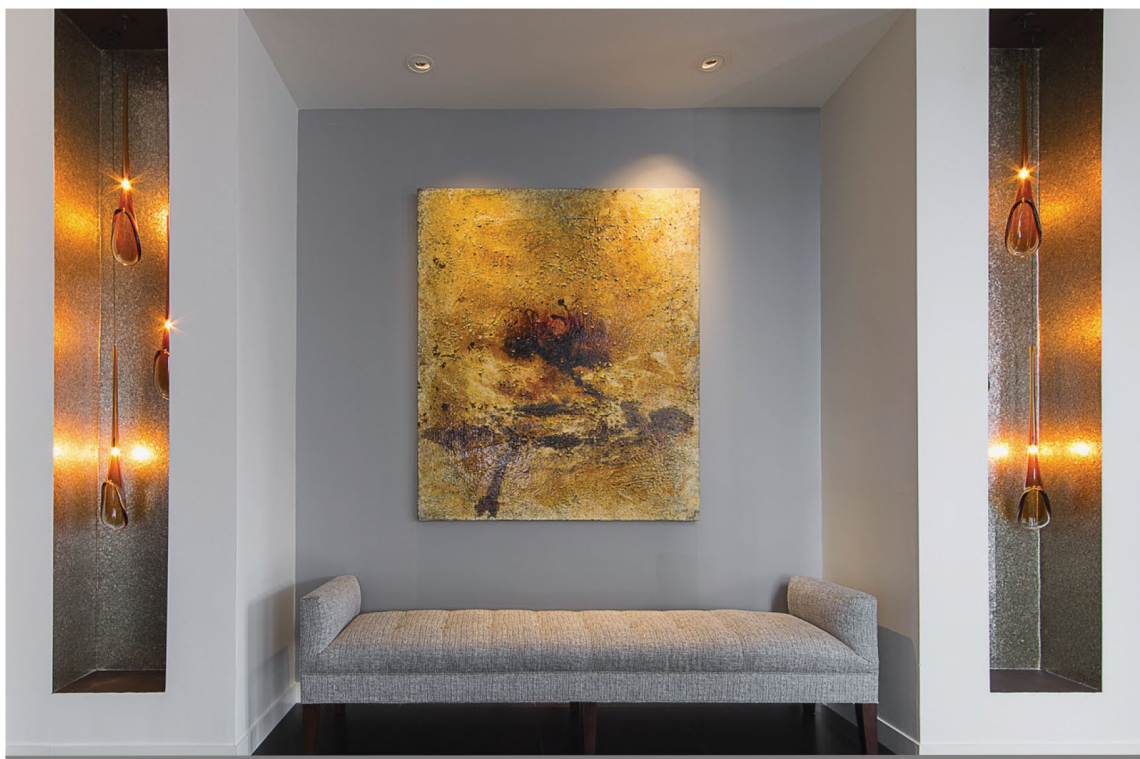
MAINTAINING of the Board of Architecture and Interior Design, replacing it with a solo Board of Architecture.

MAINTAINING the inclusion of "interior designers" as registered design professionals in Florida Statute Chapter 481.

ON JULY 1, 2020, a new Florida State Interior Design Registry took effect to govern regulated interior designers in the state of Florida. ASID and IIDA (International Interior Design Association) worked jointly on ensuring that the practice of interior design largely stayed intact while the industry did support streamlined and more efficient regulation of the profession.

Since his election in 2018, Governor Ron DeSantis has made deregulation of various professions and occupations a priority of his administration and has worked closely with legislative leaders to support and pass deregulation legislation. Faced with near-certain full-scale deregulation, the professional associations worked with members, chapters, legislators, legislative consultants, and trade groups to successfully find an equitable solution that would protect the core tenets of interior design practice rights in Florida for commercial projects including the items highlighted on the left.

Since the interior design licensing law's passage in 1994, the Act has been targeted for elimination several times, coming close to complete deregulation more than once. In the past two years, bills were introduced to eliminate ALL licensure, regulation, and practice rights of interior designers. The newly signage law streamlines the process for becoming a Florida Registered Interior Designer, reduces the fees, and eliminates the need of a separate business license. New applicants require only proof of passage of the NCIDQ Exam when applying with the Florida Department of Business and Professional Regulation, making registration less burdensome for those entering the profession and moving to Florida from out of State. ASID is in support of the new regulations and feels that it is a win for practitioners who engage in commercial work and Governor DeSantis.



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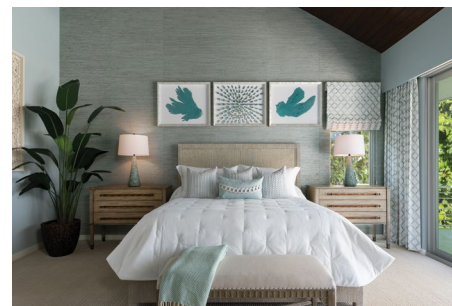
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Duffy Design Group | Modern Single Family Residence PHOTO BY RICKIE AGAPITO



Pecky Interiors, Candayce Shaw
PHOTO BY CANDAYCE SHAW



Distinctive Interiors, Stephanie Nolan
PHOTO BY JIMMY WHITE

Residential Contemporary Design Under 3,000 sq.ft.

1ST PLACE

Duffy Design Group, Inc.
Dennis Duffy, ASID

This modern, 2800 square foot home was a true collaboration between the clients, relocating from an urban center, the builder and the interior designer. The home was customized throughout in finishes, lighting and window placement. The clients wanted a home that was comfortable for the two of them, but allowed for entertaining. Aesthetically, the goal was to create a space that felt at home in Florida and the environment, but also felt cosmopolitan and comfortable. **Tampa, FL**

2ND PLACE

Holly Dennis Interiors
Holly Dennis, ASID

This center city condominium has an urban feel with a color scheme that reflects its Southwest Florida coastal environment. A color palette range of watery blues, creams, taupe and gray, is chic, yet for this urban domicile, has a sense of place. Fresh white walls allow the furnishings to command their own presence. **Sarasota, FL**

HONORABLE MENTION

Holly Dennis Interiors
Holly Dennis, ASID

This 3 Bedroom, 3-1/2 Bath 2 story condominium unit has 2,223 s/f of "Urban Loft" appeal in Downtown Sarasota's Rosemary District, one of the fastest growing areas of downtown Sarasota. I wanted the design aesthetic to be an extension of the modern architecture. I chose furniture and art with a modern, urban sensibility, yet casual enough for someone with a busy lifestyle who enjoys immediate access to city, marina, and Bayfront amenities. The furnishings have an edgy sophistication but were carefully chosen to be easy to maintain their good looks.

Sarasota, FL

Residential Outdoor Design/Patio

2ND PLACE

Pecky Interiors
Candayce Shaw, Allied ASID

As part of revitalizing their home, a long-term client engaged us to transform the unrealized potential of their courtyard pool area into an active entertaining space. It was determined

quickly that installing an outdoor kitchen in an unused shower area would be the focal point of efficiently re-creating the space. Together, we enhanced the courtyard pool area for family gatherings and al fresco dining. **Longboat Key, FL**

Residential Renovation Design

2ND PLACE

Distinctive Interiors
Stephanie Nolan, ASID

Distinctive Interiors designed this Residential Master Bedroom for a private residence located on Longboat Key. The client requested a design solution that provided an airy, soft, coastal style and solved the issue of an awkward/asymmetrical window placement on the headboard wall. The client asked for minimal renovations rather than heavy construction (removing windows) and work within budget constraints. Our goal was to provide a sense of symmetry and elevate the styling so that this room was in alignment with the rest of the home design. **Longboat Key, FL**

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Pecky Interiors, Patricia Estes and Alissa Sullivan | PHOTO BY RYAN GAMMA



JMA Interior Design, Jackie Armour
PHOTO BY BRANTLEY PHOTOGRAPHY



Pecky Interiors, Alissa Sullivan
PHOTO BY ALISSA SULLIVAN

Residential Transitional Design Over 3,000 sq.ft.

1ST PLACE

Pecky Interiors

Patricia Estes, Allied ASID and
Allissa Sullivan, Allied ASID

We worked with our client to create a luxurious transitional coastal home that serves both as a tribute to his late wife's desire to create a gathering space for family and friends — and as an example of thoughtful application in design concepts. **Longboat Key, FL**

2ND PLACE

JMA Interior Design

Jackie Armour, ASID

This home in a Florida golf community embraces the open concept layout to create a casual, yet sophisticated space ideal for entertaining. A soft color palette with pops of color throughout the home create a timeless aesthetic with a contemporary twist. **Jupiter, FL**

HONORABLE MENTION

Distinctive Interiors

Stephanie Nolan, ASID

Distinctive Interiors designed this 4,432 sq ft. home for a client that would be utilizing the house as their relaxing vacation home where they could escape and recharge from the rigors of running their business in NJ. Clients asked for a home based on the color palette of grays and blues and wanted a Floridian feel without being too coastal. Distinctive designed interior areas in soft grays and blues with comfortable furnishings catering to the client's entertaining lifestyle and the outdoor areas with a resort-type feel. **Lakewood Ranch, FL**

Transitional Bathroom Design

2ND PLACE

Pecky Interiors

Alissa Sullivan, Allied ASID

By introducing expanded storage, brighter neutrals all over, reflective surfaces and framed art we were able to delight our client and transform a small, dark, cramped powder

room into an elegant room you might want to spend time in. **Sarasota, FL**

Transitional Kitchen Design

1ST PLACE

Pecky Interiors

Alissa Sullivan, Patricia Estes,
Allied ASID

By designing a modern kitchen renovation which remained sympathetic to the gracious c. 1920s colonial home, we were able to deliver our clients crisp, modern functionality that cements the kitchen's role as the heart of the home and sets the stage for further modernization as their family grows. **Sarasota, FL**

Industry Partner Trade Showroom

2ND PLACE

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Megan Morandi | Praxis Office Design



Dayanara Hofmann | A&A Learning Center



The angle is slightly different on my chair for the footrest but all in all I feel my design was very successful!



12 | Design Basics 3D | Assignment: Inspiration and Actualization of My Design

Went

Lisa Blackwell | Cardboard Chair Project

Student Commercial Design

1ST PLACE

Megan Morandi, Student ASID
Praxis Office Design

Through the application of Activity Manipulation, Preference Model, and Threshold Theory, this office design presents a forward thinking and sustainable solution for an experimental Graphic Design company looking for a clean and modern aesthetic. The use of privacy strategies with ambient and aesthetic elements come together for an engaging and motivating design that give occupants the controllability to regulate themselves and adapt their environment to best fit their needs. **New York City, NY**

2ND PLACE

Dayanara Hofmann, Student ASID
A & A Learning Center

To design a meaningful and enriched learning environment for the toddler to include sensory places, where the early memories of childhood are positively established. The space is designed not to hinder a single child. The space is also designed for engaging and meaningful play. The goal for this project is to incorporate multiple and varied objects in a space that stimulates brain activity, for a productive learning environment. To incorporate

shapes and arrangements that attract attention and engage the children's mind. The design incorporates spaces where kids can concentrate and participate in activities defined by the different nodes. **Tampa, FL**

HONORABLE MENTION

Rhodie Llaguno, Student ASID
Praxis Office Design

To design for the new headquarters in a high-rise that incorporates the client's progressive and experimental ideology. The goals are to design a space that fits the client's criteria while incorporating complexity, connection, and attention restoration theory. These are achieved by creating a space that stimulates the mind and promotes creative and inventive thinking while also providing a sense of connection, refuge, and controllability between the users in this open space. Biophilic elements are implemented to create a rejuvenating yet stimulating work environment that will promote innovative thinking. **New York City, NY**

Jessica Diklich, Student ASID
Early Childhood Development:
Learning Environment

Design a learning environment for the toddler, not a warehouse but a meaningful and enriching place. Provide active spaces that are

open and inviting: Spaces expressing a sense of awe and wonder through the use of color, scale, texture, and most importantly light: Spaces that nurture and support.

Student Product Design

1ST PLACE

Lisa M. Blackwell, Student ASID
Cardboard Chair Project

The objective of this project was to design and construct a full-size chair prototype using corrugated cardboard, a natural renewable resource, and adhesive. My goal was to design a chair that would provide a comfortable place for rest while holding at least a 200-pound person. While accomplishing the research phase of the project, I was inspired by the Le Corbusier LC4 Chaise Lounge. Although my prototype is slightly different than the original logistically, the LC4 having two parts compared to the prototype's one unit, the essence of the original was successfully captured. **Tampa, FL**

For more information about the
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