

NEWS



FOR IMMEDIATE RELEASE

Contact:

Lauren Searl, Public Relations Mgr.
(202) 546-3480 or lsearl@asid.org
Lauria Graham, Dir., Strategic Marketing/Communications
(202) 675-2349 or lgraham@asid.org

ASID EXTENDS OUTREACH TO GLOBAL DESIGN COMMUNITY

Nation's Largest Interior Design Association Keynotes at Swedish Design Event

Washington, D.C., November 10, 2006 – As part of an initiative to encourage international design exchange, the American Society of Interior Designers (ASID) participated in a major program on Swedish Architecture and Design. The event presented prominent speakers from both the United States and Sweden, and showcased the best and trendiest of Swedish and U.S. interior design. ASID President Suzan Globus, FASID, a keynote speaker, discussed the role of ASID in the U.S. interior design community and the influence of Swedish design on American designers. Penny Bonda, FASID, and Eco Editor of *INTERIOR DESIGN* magazine, also a featured speaker, discussed the critical importance of sustainable design to the global community.

The event, "Stars and Stripes Mixed with Yellow and Blue," is part of a touring program organized by the Swedish-American Chamber of Commerce to promote Swedish interior design in the U.S. market, and encourage an exchange with the best of American design and designers. The event was held in conjunction with the grand opening of House of Sweden, the innovative new Swedish Embassy located on the Georgetown waterfront in Washington, D.C.

###

Pictured:

(Left to right) Caroline Vicini, Minister, Deputy Chief of Mission, Embassy of Sweden; and Suzan Globus, FASID, ASID President, at the House of Sweden on Nov. 6, 2006.

About ASID

ASID is a community of people—designers, industry representatives, educators and students—committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people’s lives. Its more than 38,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada. To learn more about ASID, visit www.asid.org.

ASID 1-11.10.06