

LADesign

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DESIGNERS



LOS ANGELES

Passport to Design

ASID AND IIDA JOINT FUNDRAISER FOR LEGISLATION

The goal of implementing a law allowing interior designers to stamp and seal construction drawings for non-structural and non-seismic plans was in the spotlight on Jan 16th when ASID LA joined The International Interior Design Association (IIDA) So Cal for “Passport to Design”, a fundraiser for the Interior Design Coalition of California (IDCC) by License 2 Design.



By joining forces with other professional organizations in the built environment, ASID has strategically positioned itself as the CORE of the interior design profession, as well as expanded its reach and influence for industry specific legislation.

Scott Johnson, President of IIDA, Southern California, summarized, “There’s nothing like a little adversity to bring together people united in a common cause. We had just such an occasion in support of IDCC when 150 professional designers and allied industry professionals representing both ASID and IIDA came together for an evening of office tours, and, more importantly, fund- and consciousness-raising in support of the interior design bill currently before the California legislature. It will take a united effort to ensure our profession secures the recognition it clearly deserves, and this event continues the ever-building momentum of our combined memberships.”

Kelsey Myatt, the IIDA SO Cal Government and Regulatory Affairs Chair and Cindi Burnett, ASID LA President Elect, worked together to obtain sponsorship exceeding \$2,000 to cover the cost of the reception following the tour of three notable downtown LA design firms. Beginning at Gensler, over 150 attendees broke into small groups, hosted by Chris Coldoff, IIDA,



to tour their stunning offices. The award-winning downtown office of Shlemmer Algaze Associates (SAA) was the next stop, where attendees led by principal Steven Drucker, AIA, IIDA were awed by what the firm was able to accomplish in the narrow space of City National’s north tower. “I was amazed at how they were able to create a small materials library in such a small, well organized, clean

space”, said Deborah Davis, ASID, head of ASID’s Legislative Codes and Advisory Council.

The third stop was at Interior Architects, (IA), with the high-rise offices equipped with a black light elevator and a black and white schematic of downtown LA gracing the wall. Sponsored by Haworth, Tri-Kes, Coalesse, Shaw Contract Group, Vitra, and Ridan Flooring, and raffling prizes provided by Vitra, Toto, Victoria + Albert Baths and



Momentum Textiles, the reception joined together IIDA members, students, members of ASID, and Industry Partners supporting both organizations to hear a brief presentation by Scott Johnson, IIDA President So Cal Chapter, as he discussed the need for legislation in California to protect the right of interior designers to practice our profession. “You may think you won’t need this if you are working in a firm like IA, SAA or Gensler, where there are licensed architects on staff, but if you one day decide to start a firm of your own, you will find yourself unable to practice to the extent of your training, education and ability.”

Kat Fern, ASID LA President, followed Scott by giving an update on the current legislative landscape in California.



The law on the books in California that offers the title CID is now undergoing sunset review, and the company offering Certification, has written its answers to the first questionnaire in the process. The coalition has been asked to respond and clarify our position.

“I know you are a bit overwhelmed and confused by all the I’s, D’s and C’s you are hearing...IDCC, CCIDC, IDCEC, IDEC, CLCID, CIDA ...who are all these people? What you need to know is that the Interior Design Coalition of California is the group of leaders from IIDA and ASID working to strengthen the law covering the practice of interior design. We are IDCC. IIDA and ASID represent 5800 of the professional interior designers in California, and we are the voice of the profession,” Kat said, she urged all to join IDCC, and to realize that this event is a landmark joining the two organizations in a common cause for the betterment of our profession. The legislators want to hear from us, their constituents. You have a voice, and IDCC gives you the mechanism through which your voice can be heard”.

Photography by Amy Martinson