



ASID

Spring Newsletter

ALASKA

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Annual Members Meeting

The 2010 annual members dinner was held on the Quarter Deck of the Captain Cook hotel this past November. The turnout was great with over 40 of our members attending. The strategic plan for 2011 was announced at the dinner, along with introductions of the new 2011 board of directors.

This upcoming year the chapter will focus on CEU experiences for chapter members and volunteer opportunities. ASID Alaska is hoping to put together an entire day of CEU learning for chapter members this spring. The all day event would include several CEU seminars and a social event. The chapter is also focusing more on community service and volunteer opportunities for members including Salvation Army Adopt-a-family and local Habitat for Humanity houses. This season ASID supported a Large family for the Salvation Army. Thank you everyone for your support.

Two members of the chapter were honored for their work with the chapter at the dinner. Janell Bullock, recent past president, was honored with a presidential citation, and Laura Hays a former communications director for the board was honored with a distinguished member award.

Advertise yourself at ASID Alaska!

Your local ASID chapter offers advertising to local members on the chapter website. Annual cost is \$125 and includes you company name and contact information. Contact ASID AK at asid.alask.47@gmail.com

Current economy effects 'green' furniture buying

The Editor At Large

Posted on Tuesday, November 16, 2010.

According to the Sustainable Furnishings Council's third annual 2010 Green Home Furnishings Consumer Study, the current economy is impacting eco-friendly furnishings purchases. The survey measured consumer awareness, interest and behavior in issues related to sustainable furnishings with the support of World Market Center Las Vegas.

Overall, findings were strongly influenced by consumer concerns about the economy or their own financial well being. There were fewer respondents who had spent at least \$500 on home furnishings in the past year than in previous years. This may reflect a plateau of consumer interest and motivation—or a sense of exhaustion with economic worries.

As in the prior studies, about one in four consumers are extremely aware and concerned about a range of environmental issues from toxic pollution to using up natural resources to deforestation with no clear winner. Another one in four claim to be very aware or concerned, meaning the "engaged" population is holding at about 50%. Many are taking action in a variety of ways from recycling at home to switching to CFL light bulbs, and over half purchased green products but purchasing of green home furnishings remains very low at 4%.

The leading influences on purchase decisions were long-lasting quality, affordable price and style with environmental concerns. The main obstacle continues to be a lack of awareness/availability; the top reason given for not purchasing and confirmed by low awareness (under 25%) of specific green options such as certified wood, rapid renewables or bio hybrid foams. This suggests a

supply and marketing problem more than concept or product dissatisfaction. Additionally, there is an expectation that green products will or do cost more affecting their buying.

"Environmentally safe" is the preferred term for green products, suggesting health & wellness or safety claims may be most compelling. For purchasers of children's furniture, results showed a projected interest of about 40%, rising to nearly 45% among moms with kids at home. Sustainability does not appear to be a factor in buying gifts.

Interest for green home furnishings is high at 37%, qualified as a style they would like and priced about the same as other options. People are interested but unwilling to pay much if anything for the difference.

Complete results of the survey can be purchased for \$49 by contacting SFC Executive Director Susan Ingalls at susan@sustainablefurnishings.org.

Smaller Floor Plans Demand Creativity With Space, Design

January 20, 2010

Katy Tomasulo

Ecohome 2010

Smaller homes are increasingly in demand by home buyers. Here's how to design spaces that sell.

Jan. 19, Las Vegas--As lifestyle choices, demographics, and economic realities shift home buyer preferences, more and more buyers are turning their backs on the McMansion and demanding smaller homes. But no matter the reason, smaller does not—and cannot—mean sacrificing style, amenities, and, ironically enough, space.

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DELIVERING SPACES THAT INSPIRE

because that's where the market is and where it's going to be for some time," Boyce Thompson, editorial director for *Builder* magazine, told attendees at a workshop during the International Builders' Show. While Thompson couldn't rule out that McMansions may someday make a comeback, the reasons for their current passé status are hard to ignore: too much unused space, a shift to smaller families, lending constraints, baby boomers trading down instead of up, and echo boomers in need of space-efficient entry-level housing.

Simply put, American homeowners no longer want so much "house."

In addition, attitudes have changed. A *Builder* magazine survey of new-home shoppers found that two out of three fear job loss; at the same time, spending quality time with family has become more important and more homeowners are opting to stay in. "People aren't look-

ing to the house as an investment anymore," Thompson said. "They're looking at it to create the lifestyle they want to live."

Indeed, meeting new footprint constraints shouldn't mean sacrificing the comfort, warmth, or livability of the home (such as dropping ceiling heights below 8 feet, a tactic tried by some a few years ago), explained architects William Devereaux of Devereaux and Associates in McLean, Va., and David Kosco of Newport Beach, Calif.-based Bassenian Lagoni Architects.

First and foremost is to know what your buyers truly need and what they aren't willing to sacrifice. "Instead of a one-size-fits-all arrangement, you need to go into your market and see what works," Devereaux said. In some of his East Coast markets, for example, buyers are more than willing to forgo formal living and dining rooms.

Save the Date

Spring into ASID's

CEU Day and Spring Fling

ASID's 1st Annual **CEU Day** will be held April 8th at the BP Energy Center, followed by our **Spring Fling** Mini Trade Show at the Quarter Deck in the Captain Cook Hotel.

DSS Speaker : 11:30am - 1:30pm

CEU Event : 2:00pm - 3:00pm

CEU Event : 3:30pm - 4:30pm

Spring Fling

Mini-Trade Show : 5:30pm - 8:00pm

More Details soon to follow...



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Devereaux and Kosco offered a number of other tips for maximizing space without sacrificing design:

- * Think about fewer walls and less compartmentalization: Focus on great rooms and eliminate the formal living room and dining room spaces.
- * Create flex rooms that are multifunctional. These can be utilized in a variety of ways—such as a formal space or as a den—depending on styling and furniture. Kosco includes “respite” space in his designs—one room outside of the great room that allows for alone time.
- * Don’t waste space for circulation.
- * Don’t sacrifice warmth-inducing touches, such as built-ins and fireplaces.
- * Expanses of glass and natural lighting can create the illusion of space. Think both horizontally as well as vertically. In one plan in California, for example, Kosco specified floor-to-ceiling windows, with transoms on top of traditional 6-foot-8-inch units. Multiple-panel patio

doors and interior French doors also can contribute daylighting.

* Kosco also utilizes visually interesting ceiling treatments—such as a barrel vault ceiling in the kitchen or bath and wood beams in bedrooms—to broaden the visual space and create interest.

* Embrace storage opportunities. Utilize wasted space, such as under the stairs, for storage. Kosco also stretches kitchen cabinets to the ceiling, with smaller units at the top for rarely used items.

* Don’t neglect outdoor areas, from the porch to the patio. “You have to look at those spaces as a way to expand [the living area],” Devereaux said.

* Rather than a passé U-shaped kitchen, remove cabinets from one side and add a center island, which is a higher-value item in buyers’ eyes.

* Use color: White walls don’t inspire and make small spaces feel dull.

* At the entry, don’t just pour visitors into the living room, Kosco said; give them some sort of arrival.

* Think about “memory links”—those touches that stick in a shopper’s mind, such as a special detail like a window seat.

Above all, don’t be boring or cookie cutter. The footprint of the home may be smaller, but there is always room for amenities and luxurious touches. “We have to keep some design in our housing or we’re not going to have anything to sell,” said Devereaux.

Katy Tomasulo is deputy editor for EcoHome.

Can Architecture Help Prevent Obesity?

October 8, 2010

By C. J. Hughes

archrecord.construction.com

For two years, AIA NY and city officials have studied and discussed how design can encourage physical activity and good health. Their findings are presented in the new book, *Active Design Guidelines*, which serves up practical advice to architects in NYC and beyond.

Top: Urban Movement Design, a New York-based firm, designed bus shelters for the 2010 Winter Olympics in Vancouver. The structure was designed to be easily accessible and to encourage proper body alignment, says Robyne Kassen, firm co-founder.

To combat obesity and related illnesses, New York City rolled out a first-of-its-kind guide this year to help designers create buildings and public spaces that encourage exercise.

Called “Active Design Guidelines: Promoting Physical Activity and Health in Design,” the 135-page document details how to get people walking more by encouraging the use of stairs or by adding parks outside buildings.

Though the guidelines are only advisory, they could still “really help us become healthier, to make sure that are cities are more livable, beautiful and sustainable,” said New York-based architect George Miller, president of the American Institute of Architects (AIA).

The result of a two-year collaboration between seven city agencies, in addition to the AIA, the guidelines were officially released on January 27. The book is \$35 for a hard copy or free online.


As of late September, more than 4,500 copies had been downloaded to places as diverse as Afghanistan, Norway, and Uruguay, according to the city’s Department of Design and Construction (DDC). Meanwhile, about 850 hard copies have been distributed.

Area of Interest

Promoting activity seems to be an area of interest for

New York architects. It was standing room only at the fifth “Fit City” conference, a four-hour event held in May at the Center for Architecture. The event drew about 350 attendees, including designers, city officials, developers, and doctors.

A similar event is planned for this spring, though organizers may broaden its focus to include suburban design, too. Obesity



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Save The Date!



Surfaces Alaska 2011

When: **May 10, Tuesday**

Where: **Crown Plaza Hotel, 109 West International Airport Road**

Time: **9 am until 9 pm**

Food –**Refreshments and yes a hosted bar starting at 3PM**

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“needs to be addressed in all sorts of built environments, not just in urban ones,” says Victoria Milne, director of creative services at the DDC. She adds that a nonprofit center dedicated to promoting fitness is in the works as well.

The Active Design Guidelines book covers a range of topics. It dedicates nine pages on ways to make staircases more inviting, including better signage, lighting, and glass enclosures. Other sections, in a bid to encourage less driving, suggest how bus shelters might gain more seats than their current four.

Though constantly on-the-go New York might not immediately be associated with overweight people, 23 percent of the population is obese, according to the city, which can lead to diabetes, cancer, and heart disease.

Truly Effective?

Some worry that until the guidelines become embedded in building codes, they won't have much bite.

“I've been around the block too many times to pin my hopes on good intentions,” says Thomas Balsley, FASLA, who has designed 75 New York parks, like Riverside Park South in Manhattan and Gantry Plaza State Park, which aided in the transformation of an industrial section in Long Island City, Queens. Many of those places, Balsley pointed out, prod their visitors to stretch their legs through strategically placed inclines.

Nevertheless, in a world increasingly focused on health-care costs, adding any of these improvements voluntarily, particularly to apartment buildings, could become a valuable sales pitch for residents.

“It could be an amenity, like kitchen finishes,” says Robyne Kassen, co-founder of Urban Movement Design. At Fit City, she presented slides of bus shelters created for the 2010 Winter Olympics that substitute dimpled boulder-like forms for benches, to let athletes

recline while propping up their backs. “The guidelines act as a point of awareness,” Kassen said, “but it is just the beginning.”

ASID CEU Policy

ASID bylaws and policies require all practitioner members (professional and allied members) to earn a minimum of 0.6 approved CEUs every two years. This is a required condition of membership. The current reporting period began Jan. 1, 2010 and will end Dec. 31, 2011. Paying your dues indicates that you agree to remain in compliance. If you need help finding CEUs in your area please contact your chapter and request information on upcoming events in your area. You can also take online courses for credit at anytime at ASID UNi.

This member requirement strengthens the interior design profession by improving individual attitudes, competencies, knowledge and skills in subject areas essential to the growth and success of the industry.

6 Hours Every Two Years

Practitioner members (professional and allied members) of the Society are required to complete six contact hours of continuing education coursework (equal to 0.6 CEUs) every two years. To qualify, coursework must be taken from an approved provider such as:

- IDCEC

Chapter Announcements

Congratulations to Lynn Barrett on welcoming her first grandchild into the world! Ellie Lynn weighed 7'-1oz. Mom and baby are doing very well.

- State Regulatory Board
- CIDA-accredited college/university

Reporting Period

The last reporting period has ended (Dec. 31, 2009) and the current reporting period for all practitioner members (professional and allied members) began Jan. 1 2010 and will end Dec. 31, 2011. (Only CEUs earned between Jan. 1, 2010, and Dec. 31, 2011, will fulfill the requirement.)

Reporting Compliance

During the last reporting period we asked members to report their compliance through an online mechanism. ASID wants to make reporting as easy as possible for members therefore we have slightly changed this process. Now when you pay your dues it indicates that you agree to remain in compliance with the CEU requirement because it is a required condition of membership. You do not have to submit any information about the courses you have attended and you do not have to report anything online. The only exception will be in the event you are one of the members selected for an audit, in which case more detailed records will be requested.

Automatic Extension from Last Reporting Period

If for some reason, you did not earned .6 CEUs for the last reporting period ending Dec 31, 2009, you will be granted an automatic extension to remedy the deficiency. In this case, you would be required to show that you've earned a total 1.2 CEUs or more by the end of the current reporting cycle, ending Dec. 31, 2012. (0.6 CEUs for last reporting period and 0.6 CEUs for the current reporting period= 1.2 CEUs)

Random Audits

A percentage of members will be randomly selected for audit during each reporting period. If you are selected

for an audit, you must present ASID with the certificate of completion, or a summary report provided by NCIDQ or your state's regulatory board.

Failure to Comply

Any member who fails to comply with the continuing education requirement may eventually be subject to a termination of Society membership in accordance with the requirements of the policy.

Remember to Vote!

Voting ballots for the incoming ASID Chapter board will soon be in the mail. Please mark your ballot and send it in as soon as possible.



President Elect: Megan Lierman

Finance Director: Judy Ashley

Director at Large: Chanelle Banghart

Director at Large: Ashley Killian

Communications Director: Melissa Grieve

IP Rep: Lonnie Hawkins