

BLUEPRINT

NJ CHAPTER AMERICAN SOCIETY OF INTERIOR DESIGNERS

DESIGN IMPACTS LIVES



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DEAR ASID NJ MEMBERS,

I hope this Spring issue finds you well. These last few months have challenged us in ways we could not have anticipated. However, many of us found creative and resourceful ways to keep our personal lives and businesses moving forward. I can say for myself, my house has never been more organized and my yard and garden are in top shape. Many of us also took the time to assess our businesses and practices and look for ways to improve or transform.

At ASID NJ we are mirroring the same shift in analyzing our practices and making valuable improvements. A key initiative for this year was to focus on providing meaningful programs and quality education. In recent surveys we inquired which topics are of greatest interest. The majority of the feedback revolved around business matters—profitability, growth, and efficiency. Kicking off that effort, our March program was a packed day with interior design business guru, Julia Molloy on profit and processes specific to small firms. Our calendar was filling, thanks to our diligent volunteers on all committees, but COVID-19 forced us to put all plans on hold. Despite the setbacks, we are steadfast in our mission to deliver quality events and we will keep you posted about new events as soon as they are confirmed. However, I hope you have been utilizing our social media platforms like Facebook, Instagram and YouTube for information and education and will continue to do so for the latest information moving forward.

Blueprint has also undergone a transition. The flagship issue you are reading is due to the expertise of our new publisher, E&M, and the dedication of Linda Kitson, Allied ASID, our Director of Communications. We hope you enjoy the new content and fresh formatting.

If you like what you see, drop her a line at Communications@nj.asid.org. If you'd like to be a contributor for future issues, drop a line there too. (No heavy lifting, we promise.)

I hope with the new growth of Spring you will also see the growth of new opportunities both personally and professionally. I look forward to our next in-person event. When we see each other again – it's going to be quite a party!

Wishing you all the best,

Sandy Cabelis, Allied ASID
President ASID New Jersey Chapter 2019-2020

This is our maiden voyage with our new publisher, **E&M** based in Minnesota. From the onset, the team at E&M has been a patient and very proficient partner. Filling the shoes of our longtime publishing partner **ASPIRE**, was a tall order. **Steve and Sophia's** smiling faces are seen on page 14, and we thank them for their continued support.

This is publishing as a **digital-only edition**, due to timing and delivery precautions related to coronavirus. Our plans are to resume a paper version + digital edition for future issues. In this COVID storm comes a silver lining: the information is up-to-the-minute fresh; it hasn't been handled by strangers and will be accessible on our website in a few days.

We express sincere appreciation to these contributors:

- **Susan Barbieri, ASID**
- **Nancy Conner, IP, Nancy Conner Florals**
- **Terri Fiori, Allied ASID, President-Elect**
- **Sarah Fletcher, our PR specialist**
- **Beth Insabella Walsh, ASID**
- **Michael O'Brien, IP, PTX Painting**
- **Charles Sacks, IP, CSS Lighting**
- **Mary Sferra, ASID**

The Communications team is **looking for fun people** to join us in creating this magazine, technology, graphics, and more. If you'd like to be part of the fun, email Communications@nj.asid.org

Happy reading!

WELCOME NEW MEMBERS!

These companies and individuals
have joined our group since
last fall. **Welcome!**

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Lisa Isaac - Arhaus Furniture
Michelle Sapp - Arhaus Furniture
Lauren Bensen - Boll & Branch
George Karamallis - British Home Emporium
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**2020 DESIGN EXCELLENCE AWARDS****ENTRY DEADLINE EXTENDED**

Complete your entry by July 13th, 2020

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Commercial Single Space
Commercial several spaces - 10,000 SF or less
Commercial several spaces - 10,001 SF or more
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Hospitality Space, Hotel, Restaurant, Clubs
Healthcare Spaces - 3,000 SF or less
Healthcare Spaces - 3,001 SF or more
Government/Institutional Space(s)
Specialty and Unique Spaces
Historic Preservation Project

RESIDENTIAL CATEGORIES

Residential Single Space
Residential Two or More Spaces - 2,500 SF or less
Residential Two or More Spaces - between 2,501-5,000 SF
Residential Two or More Spaces - more than 5,000 SF
Residential Apartment, Condo, Townhouse or Loft
Residential Small Bathroom - 55 SF or less
Residential Large Bathroom - 56 SF or more
Residential Small Kitchen - 150 SF or less
Residential Large Kitchen - 151 SF or more
Residential Show House Space
Design for People with Special or Specific Needs
Specialty and Unique Spaces
Historic Preservation Project

NEW CATEGORIES

Student Space(s)
Industry Partner Product

REGISTRATION, RULES & DETAILS AT:

<https://cpjam.com/asid/new-jersey/contests/2020-Design-Excellence-Awards>





Webinar

Presented by Nicolas Terzani
 unveiling the newest Terzani products.
 April 30th at 11am | again on May 7th at 2pm
 Link | <https://www.gotomeet.me/terzani> | Password: cmgo
 Hosted by Charles Sacks of
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ON THE WORLD STAGE

KBIS/IBS 2020 Vegas, by Terri Fiori, Allied ASID, President-Elect



After attending KBIS/IBS (January 21-23, Las Vegas) people asked me what the biggest discovery was at this year's National Kitchen and Bath Show. I would say that it wasn't found at the KBIS show at all. Of course, we could talk about the straighter, more sleek edges on countertops and door profiles. Or the latest in smart appliances. My most interesting take-away was discovered at the tail end of our trip where we intended to quickly run through the "other half" of the venue - the International Builder's Show. (IBS)

It's at the IBS where we came upon a booth showcasing the Japanese Sekisui House Concept Home.

Sekisui House's wholly owned US building enterprise Woodside Homes and architecture firm KTG Architecture + Planning, constructed a 5400 sf home in Las Vegas (a 20 minute bus trip from the show). The home was dubbed "Chowa", an ancient Japanese term that refers to the spirit of balance, well-being, harmony and connectedness to nature.

Chowa showcases construction systems and techniques that are proven to be more resistant to natural disasters than traditional building methods. Built with the latest innovations in thermal insulation, air quality management, solar energy materials for net zero consumption and technology integration to create a health and wellness focused living environment.

Eight twenty-foot long shipping containers of engineered materials were shipped from Japan to the US. While this overall project took ten months from breaking ground to completion, the framing was assembled in eight days with a 5 mm accuracy. (Interesting fact: no circular saws were used on the site.)

To date Sekisui House has delivered more than 2.4 million homes - more than any other company in the world. But there is so much more behind the Sekisui House's fundamental philosophy of love of humanity. They strive to create safe, secure housing that will be handed down from generation to generation. The foundation of their thinking is "realizing customer happiness in a society where people will have a 100-year lifespan". Their R&D Institute is Japan's first-ever corporate research institute to specialize in happiness.

And I can't think of a better subject in which to specialize.

A top-down view of an open paint can filled with a vibrant coral-colored paint. The can is surrounded by a variety of succulents, including green and reddish-brown varieties, creating a lush, natural background. The lighting is soft, highlighting the texture of the paint and the leaves of the plants.

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NATURAL BEAUTY + TECH

This global greeting card company requested a new facelift for their conference room with updated technology to be used solely for client meetings and presentations. The room comprises of an LED-lit artwork niche, conference area, large projection screen, coffee bar, and server area for catered lunches. The unique conference table was combined with high tech integrated technology, with all wire management hidden to give a constant clean look. The table provides IT/AV friendly conferencing with integrated

cable management through a series of hidden drawers for plug-in power connections. This table design allows the drawers to fully shut with the data wire concealed in the metal reveal on the sides of the table. The Asian inspired dark wood table base houses the AV/IT equipment on interior shelves in the cavity with a hidden, easy access door. The only equipment visible in the room is the rear screen projector, which is mounted on the ceiling and displays on the 130" projection screen. A double layer of window shades, allow for a complete blackout experience when

Interiors by INSABELLADESIGN
Mike Van Tassel Photography



needed. The tabletop is a subtly patterned quartz, used for easy cleanability, and complements the bold, large-scaled, plaid carpet tiles, in a natural color palette.

The conference seating has faux leather seats, which gives a rich look of leather and is low maintenance. The sleek backs, made of grey seatbelt material, allows ultimate ergonomic sling back support and clean European styling. An additional custom bench was added to accommodate overflow seating

at the meetings, without bringing in additional chairs. This 8' long bench is upholstered in a sustainable, high-performance velvet, and was made with a steel construction on the underside to support the weight with 6 wooden legs. It does not obstruct the greenery view from the outside.

The large rock crystal geode, which is displayed in the art niche, glistens from the LED lighting above. The custom wood base mimics the shape and color of the conference table base for continuity. Fluorescent lighting was changed to LED lighting throughout, which reflects off the shimmery vinyl wallcovering.

The coffee bar area was reconfigured with stain-resistant quartz countertops, sustainable scratch resistant and impact resistant cabinets and doors, which resemble rustic wood. The acrylic backsplash is made of scratch-resistant acrylic, which emulates a subtle snakeskin pattern. The

custom millwork recycled leather cabinet and door fronts, made from pulverized leather of car interiors mixed with vinyl, are made to create a hard laminate surface. All doors and drawers, including all appliances that are panel-ready fronts, are accented with handcrafted horn and brass pulls, which are all one of a kind.

The long server area has a large scale, croc-embossed pattern of the same recycled leather laminate material as the drawer fronts. This wall is the dramatic backdrop to display the company's distinguished glass awards on floating wood shelves. This long counter also has a built-in hot/cold plate to accommodate the temperature of the food served at the meetings. It is accessed with one dummy door to look like a set of drawers, to access the controls. This conference room, with concealed technology, mixed with many elements of natural details creates an impactful, impressive conference room for their global clients.



INTERIOR DESIGN BUSINESS GURU
JULIAMOLLOY
 PRESENTS HER
BUSINESS OF LUXURY DESIGN
 HALF-DAY WORKSHOP

It was a bright morning in early March, when Julia Molloy presented her: Business of Luxury Design, half-day workshop sponsored by Sherwin-Williams and Michelangelo Designs.

Having worked with a variety of interior brand and design icons through the years, Julia brought her A-game to ASID NJ members and guests. If anyone was thinking they would be getting a

canned presentation from this interior design business expert, they were very much mistaken. Julia began by asking what people were interested in learning about and pivoted when necessary.

The audience represented typical companies of one to three people. At the start was how to attract the luxury client and present a dream. She discussed the importance of knowing yourself and your company's key characteristics then translating them into consistent branding at all levels,

beyond your logo and website. Create a signature experience. Pay attention to the intangibles as well as the tangible needs of the client.

Julia covered staffing and keys to an efficient work process. She stressed the importance of a 'Master Task List' to keep everyone's weekly assignments defined and on track. (Julia recommended Smartsheet). The slide that got the most mobile phone captures from the audience was her recommended typical

work week. She stressed the all-important Monday team meeting and a dedicated 3-hour time block for design development the following morning. Molloy also planned for procurement and recommended Fridays for reviewing projects with status updates, using bullet-points for clients rather than paragraphs.

The session transitioned to finances where questions about fees, product mark-ups, percentages and profit margins were plentiful. Julia's vast real-world experience and more than 15 years with private clients became evident. She shared a unique tool she has developed to help designers price their projects. Inspired to learn more, most enthusiastically stayed for extended time before applause, raffle winners and photos.

It's safe to say, in keeping with Julia's signature style, everyone left the workshop with notes in their workbooks, 'a-ha moments' and personal action items. The group loved the energy in the room, as well as Julia's candid and passionate speaking style and high-caliber content. Members and guests commented that it was an extremely relevant and fun time of learning and sharing.



PHOTOS:
MIKE VAN TASSELL
INTERIOR & ARCHITECTURAL
PHOTOGRAPHY



INNOVATION IN ACTION

2019 DESIGN SYMPOSIUM & TRADE SHOW

Bell Works in Holmdel, formerly Bell Labs, one of the last buildings of acclaimed architect Eero Saarinen's career set the stage for the 2019 Design Symposium & Trade Show: Innovation in Action last September. Saarinen pushed the boundaries of design with this iconic structure, which opened in 1962, and the daylong event let attendees do the same.

Morning CEUs included "Florence Knoll – Defining Modern" presented by Knoll and "Luxury Kitchen Specifications for Aging in Place" from Sub-Zero Wolf. They were followed by a keynote luncheon and CEU with Alexander Gorlin, FAIA, architect of the Bell Works restoration.

He told the inside story of how he was selected for the project and the various challenges and accomplishments involved. He cited the biggest challenge as figuring out how to transform what had been windowless laboratories into modern, cheerful, rentable office space while still adhering to landmarks restrictions. The solution was finding an original drawing that did not specify a material for the laboratory walls, so he substituted glass instead. How to differentiate the three atriums that span the length of the 2-million-square foot complex was another challenge which he overcame, in part, by using a painting by Joseph Albers and transforming it into floor tile for a room-within-a-room effect.

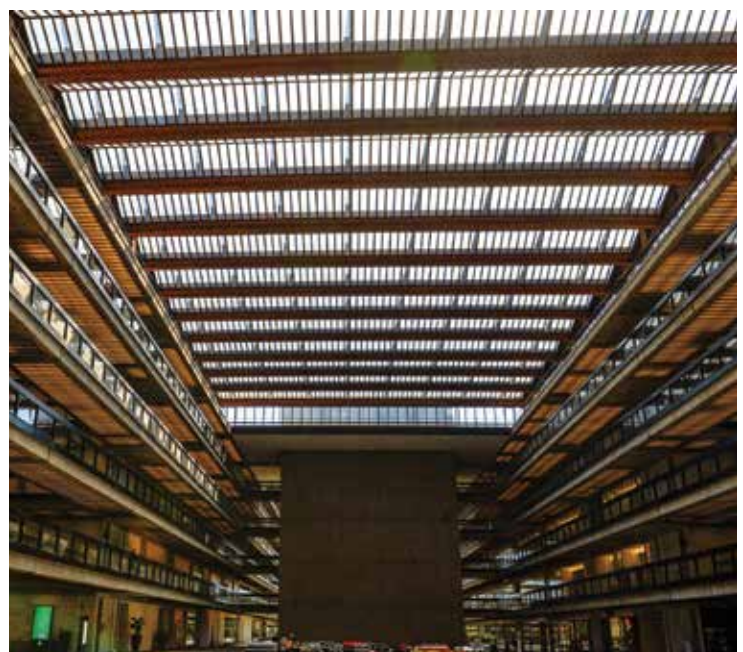
Photo Credit: Frank Parisi





The afternoon trade show ran from 1:00 to 5:00 and was situated in a beautiful area with floor-to-ceiling windows overlooking a lagoon. Fifty-plus exhibitors shared their products, services and insights with attendees.

Complementary tours of Bell Works were held throughout the day. Charles Sacks, IP from CSS Lighting and Linda Wagner, ASID, CID, were organizers of the show. "The size of the building is awe-inspiring, but it's the living energy that draws you in."







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PLANTS

Garden on the Wall LLC / gardenonthewall.com
 Nancy Conner Design / nancyconnerdesign.com

PLUMBING SUPPLY

Delta Faucet / deltafaucet.com
 Elkay Manufacturing Co. / elkay.com/us/en.html
 Ferguson / ferguson.com
 General Plumbing Supply / generalplumbingsupply.net
 Kohler Kitchen & Bath / us.kohler.com/us
 Madeli-USA LLC / madeli.com
 ROHL llc / rohllhome.com
 TOTO USA, Inc. / totousa.com

POOL TABLES/BILLIARDS

Blatt Billiards / blattbilliards.com
 Pool Tables Plus / pooltablesplus.com

TABLETOP

Orrefors Kosta Boda / orrefors.us

TILE/STONE/MARBLE

Artistic Marble & Granite / artisticmarble.net
 Complete Tile Collection / completetile.com
 Cosentino USA / cosentino.com/usa
 Lunada Bay Tile / lunadabaytile.com
 New Jersey Tile and Stone / newjerseytileandstone.net
 Pental Surfaces / pentalquartz.com
 Porcelanosa / porcelanosa-usa.com
 Quartz Master LLC / quartzmasters.com
 The Tile Shop / tileshop.com
 Walker Zanger, Inc. / walkerzanger.com
 Wayne Tile Company, Inc. / waynetile.com

WALLCOVERING

MDC wallcoverings / mdcwall.com/
 Wolf-Gordon, Inc. / wolfgordon.com/

WINDOW COVERINGS/WINDOW FILMS

Budget Blinds of Westfield / budgetblinds.com/westfield
 CMI Interiors, Inc. / cmiinteriorsinc.com
 Hunter Douglas, Inc. / hunterdouglas.com
 Huper Optik / huperoptikusa.com
 Madico Window Films / madico.com
 Metropolitan Window Fashions / windowfashions.com
 Smith & Noble / smithandnoble.com
 Sunburst Shutters & Windows / sunburstshutters.com
 The Shade Store / theshadestore.com
 Tristate Sun Control / tristatesuncontrol.com
 Window Treatment Installation / (no website listed)
 Window Treats Inc / customdraperyandshades.com
 Window Works / windowworks-nj.com

WINDOW TREATMENT WORKROOMS

Steve's Custom Drapery Shop / scdrapery.com
 The Custom Curtain / thecustomcurtain.com
 Window 25 / window25.com
 Stose Inc. / (no website listed)



Student Day

Kean University hosted our New Jersey chapter's Student Day this past October. Over 100 students attended this six hour event which featured Jamie Drake of Drake/Anderson NYC as our keynote speaker. There was a panel discussion plus finalists and prize winners for the student design competition were awarded from the competition sponsor, Samuelson/IPF Furniture.

Reported by Charles Sacks, ASID-Industry Partner, CSS Lighting & Design Resource

The day was organized by Katy Arredondo-Angeles, Allied ASID, Student Affairs committee Chair, Nada Alzoubi, Allied ASID, Emerging Professionals committee Chair, and Jeffrey McCullough, Allied ASID and Adjunct Professor for Berkeley College and Parsons school of design. Helping hands from chapter volunteers, past Presidents and Board members assured everything was tended to with precision and ease. The students were passionate and engaged, soaking up all

the information they could get from sponsors and speakers alike.

Our program sponsors, Metropolitan Window Fashions, General Plumbing Supply, Boll & Branch, Zacksons, J & S Flooring, CSS Lighting and Robert Allen Duralee showcased their products and information to the students during a casual breakfast buffet.

The students took their seats and I was tasked to introduce our first

speaker. I froze. You see, give me a phone and I can explain every detail, but put me in front of a crowd and I freeze. Thankfully, I was introducing Diane Gote, FASID, who presented a compelling narrative for why the NCIDQ process and exam are both critical to your career and easiest to master just after completing your schooling. Thankfully, positive energy filled the room and the show went on.

A panel discussion followed addressing: Changes in the Design profession. Blanche Garcia, ASID, of B.Garcia Designs, Nada Alzoubi, Allied ASID, of AK architecture, Karla Trincanella, Allied ASID, of Interior Decisions and Brian Maffia, Director of Showrooms for General Plumbing Supply responded to a variety of planned and impromptu questions from the student audience.

Jamie Drake, FASID, addressed the crowd after lunch, sharing his journey from pioneer of modernism in the 80's, to A-List designer to stars like Madonna and the world's elite. Jamie held everyone's attention for more than an hour with stunning photos of some of his most dynamic projects, complete with personal anecdotes.

The event closed with presentations from David and Laurie Chalfin of Samuelson/IPF Furniture giving scholarship awards to 3 finalists for their furniture designs as part of the Samuel and Rhoda Chalfin Memorial competition. Students at Kean University, NJIT, Brookdale and Berkeley College were invited to design a piece of furniture that solved a problem for the end-user, complete with a narrative and illustrations.



Dept Head at Berkeley college, Jeffrey McCullough, with David & Laurie Chalfin at the ASID Kean Univ Student day, accepting the Grand-Prize for Reem Beck, also of Berkeley College.



2nd Place - Nicole Sacco of Brookdale



3rd Place - Allison Lamar of Kean University

ASID Society Honors NJ Chapter Industry Partner

This past spring, the ASID NJ Chapter was honored to have one of our own, **Baki Ildiz of Creative Touch Rugs** receive the National Industry Partner Merit Award. **The IP Merit Award** is the highest award bestowed by the Society. We are so proud of Baki's accomplishment and of his generous support that he has provided to our chapter and to the design community.

"The Industry Partner (IP) Merit Award is a national award that honors those who have shown outstanding and significant service to their chapters of the Society, have made contributions that have enhanced the chapter or society, or who have enriched the human experience. The IP Merit Award is the highest Industry Partner Award bestowed by the society."

This award has been received by only five other Industry Partners in our Chapter's history.

Over the years, Baki has demonstrated his personal integrity and commitment to the Interior Design profession and our chapter by his support and participation in committee work; his support of programs; as a sponsor of the Trade Show and DEA. He served on the Board of Directors as the Finance Director in 2015- 2017.

Baki has shared his showroom - Creative Touch Rugs - for committee meetings and events, such as educational seminars and IP Steering networking events to connect industry partners with designers.

In 2011, Baki launched a marketing initiative to provide greater awareness of the design community to the public, by including a designer section on his website.

Also, in 2011 Baki created a three year international program offering French Interior Design Students the opportunity to work and participate in the design community within Creative Touch and in ASID NJ community events.



In 2014 he held a fundraising event for a designer member's team who were running a 5K race for breast cancer awareness. The showroom was dressed in pink and included products to raffle with all proceeds to benefit Susan B. Komen charity.

Baki continues to collaborate with design professionals by providing opportunity and a pathway to create new lines of carpet designs and textiles and pillows. In addition, he helps to promote and bring some of these designs to the marketplace.

Creative Touch more recently has taken the initiative to expand collections to include the label "Good Weave", which indicates a product is produced by Fair Trade and is socially responsible without any child labor.

Creative Touch Rugs participates in multiple national and international trade shows. Creative Touch Rugs are now found in Canada and in South America.

Baki and Creative Touch Rugs continues to innovate and receive awards for their designs.

I would like to once again thank Baki Ildiz of Creative Touch Rugs, our colleague and friend for his tireless enthusiasm, his generous spirit support and vision. We are so proud of you! Congratulations on receiving the IP Merit Award!

Mary Sferra, ASID, CID
Chapter Awards Chair

20 YEARS OF EXCELLENCE

Year	President	Song of the year - Grammy	Best movie - Oscar
2019-20	Sandy Cabelis	Billie Eilish - "Bad guy"	Parasite
2018-19	Holly George	Bruno Mars - "That's what I like"	Green Book
2017	Joan Ravasy	Adele - "Hello"	The Shape of Water
2016	Anna Maria Mannarino	Ed Sheeran - "Think out Loud"	Moonlight
2015	Jana Manning	Sam Smith - "Stay with Me"	Spotlight
2014	Michael Mariotti	Lorde - "Royals"	Birdman
2013	Donna Domincalli	Janelle Mon��e - "We were young"	12 Years a Slave
2012	Sharon Sherman	Adelle - "Rolling in the Deep"	Argo
2011	Sharon Draznin	Lady Antebellum - "Need you now"	The Artist
2010	Diane Evans	Beyonce - "Single ladies"	The King's speech
2009	Mary Brennan	Coldplay - "Viva la Vida"	The Hurt Locker
2008	Karen Topjian	Amy Winehouse - "Rehab"	Slumdog Millionaire
2007	Linda Porter	Dixie Chicks - "Not ready to play nice"	No Country for Old men
2006	Mary Sferra	U2 - "Sometimes you can't make it on your own"	The Departed
2005	Diane Durocher	John Mayer - "Daughters"	Crash
2004	Pat Valentine Ziv	Luther Vandeross - "Dance with my Father"	Million Dollar Baby
2003	Gale Youngworth	Nora Jones - "Don't know why"	Lord of the Rings
2002	Steven Levy	Alicia Keys - "Fallen"	Chicago
2001	Ria Gulian	U2 - "Beautiful Day"	A Beautiful Mind
2000	Judy Fossahage	Santana - "Smooth"	Gladiator
1999	Nancy McNeilly	Celine Dion - "My heart will go on"	American Beauty

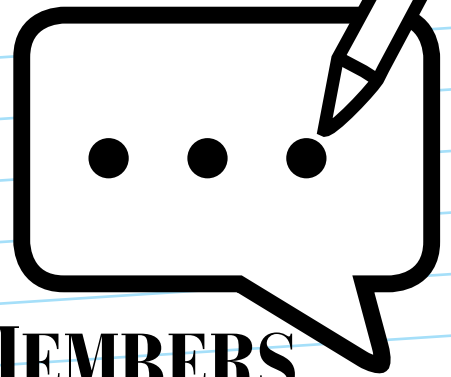
"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work"

— Vince Lombardi.

Do you have a favorite quote? Nominate your favorite quote by sending it to communications@nj.asid.org with titleline: fav quote. **Thanks!**



FROM ASID MEMBERS



Members & Friends share these Books (on tape), Apps, Productivity Tools & more!

BOOKS

JULIA MOLLOY, INTERIOR DESIGN BUSINESS AUTHORITY ON LUXURY DESIGN RECOMMENDS

Never Split the Difference, by Chris Voss

the e-Myth revisited, by Michael Gerber

PRESIDENT-ELECT, TERRI FIORI, ALLED ASID, FIORI INTERIOR DESIGN, RECOMMENDS

The Win Without Pitching Manifesto, by Blair Enns



MELISSA GARRA, IP OF SHERWIN WILLIAMS RECOMMENDS

Colorsnap Match Tool - accurate color matching for paint, textiles, carpet, tile, apparel, accessories and more.

COMMUNICATIONS DIRECTOR, LINDA KITSON, ALLIED ASID OF MARKETPLACE DESIGNS RECOMMENDS

Simon Sinek, in all forms - videos, podcasts, FaceBook posts, TED talks... on Life, on Business, on Leadership, on Courage – the WHY?



Did you know MASTERCLASS is offering 2 for 1 membership? For a limited time, two people can access hundreds of video classes, for \$180, on Business, Leadership, History, Entrepreneurship, Writing, Negotiating, BBQ and more. Masterclass.com. We can thank Julia Molloy for this tip!

If you have a favorite you'd like to contribute, please post it on our social media platforms, or email it to Communications@nj.asid.org. Thanks!

TECH

MICHAEL O'BRIEN, IP OF PTX PAINTING, RECOMMENDS

FaceTime - when workers or designers have questions, issues or ideas to convey to their clients, or suppliers while living thru stay-at-home mandates, they can communicate to connect quickly.

iPad - a tool that goes with Michael wherever he goes. It holds all of his required business tools: proprietary job management software, camera, internet, etc.



Public Relations Report

March 8, 2020

By Sarah P. Fletcher, ASID NJ PR/Marketing Consultant

The following media outlets recently highlighted interior designers from our chapter. Many of the placements came as a result of the chapter PR Alerts, which are emailed to professional, allied and associate members.

Magazines



(201) MAGAZINE

October 2019 issue:

- “Bergen Beauty”
Vanessa Deleon, Allied ASID



BERGEN MAGAZINE

January 2020 issue:

- “Father Knows Best: The Owner of a New Construction Home in Mahwah Was Clear on What He Wanted – Including an Interior Designer’s Touch”
Jennifer Pacca, Allied ASID



October 2019 issue:

- “Space Time: When a Family Decided to Expand their 1950s Split-Level, a Bergen Designer Created an Open Floor Plan with a Seamless Flow and a “Modern California Feel.””
Danielle Palmadessa, Allied ASID



(201) HOME

Fall 2019 issue:

- “Great Escapes: When Your Home Away from Home is Your Own Property”
Sharon L. Sherman, ASID
Sandy Cabelis, Allied ASID
Geraldyn Neumann, Allied ASID
- “Setting the Scene: Dramatic and Well-Lit Edgewater Townhouse Doubles as Home and Showcase”
Vanessa Deleon, Allied ASID



December 2019 issue:

- “A Flat Gets Festive: The Verdict When a Designer Dressed Up an Edgewater Apartment for the Holiday Season: Sold!”
Anna Maria Mannarino, Allied ASID



September 2019 issue:

- “Mint Condition: In Franklin Lakes, A Good-Enough Master Bedroom Suite Becomes an Enchanting Sanctuary in Green and Cream.”
Jennifer Pacca, Allied ASID



August 2019 issue:

- *"All in the Family: A New Franklin Lakes House Draws Upon the Husband's Childhood Home – And a Savvy Holmdel Designer's Touch"*
Yelena Gerts, Allied ASID



DESIGN NJ: NEW JERSEY'S HOME & DESIGN MAGAZINE

Dec/Jan2020 issue:

- *"Point of View: What is the Best Way to Warm Up a Room for the Colder Months?"*
Ruth Richards, Allied ASID
- *"Everyday Elegance: Meeting the Demands of A Modern Family – In High Style"*
Yelena Gerts, Allied ASID
- *"Sound Stage: In Morristown a Home Theater is Easy on the Eyes and Ears"*
Karla Trincanella, Allied ASID



October/November 2019 issue:

- *"Designers' Favorite: What is Your Favorite Countertop?"*
Tracey Stephens, Allied ASID
Sharon L. Sherman, ASID

- *"Neutral Territory: In Demarest, Distinct Dashes of Color Bring Warmth to a Pale Palette"*
Jennifer Pacca, Allied ASID
- *"Relaxed Drama: Rich Colors and Lush Furnishings Bring Contemporary Style to an Essex County Townhome"*
Judi Schwarz, Associate ASID
- *"Lifestyle Evolution: Designer Hope Sferra Leaves Behind Her Big Family Home — And Its Demands, In Favor of a New Condo in Summit"*
Hope Sferra, Allied ASID
- *"Between the Lines: In Edgewater, Open Spaces and Bold Accents Complement a Linear Motif"*
Vanessa Deleon, Allied ASID



FURNITURE, LIGHTING & DÉCOR

August 2019 issue

- *"Making a Statement: With Bold Patterns & Striking Colors, These Pillows Don't Shy Away from Attention"*
Anna Maria Mannarino, Allied ASID



MONMOUTH HEALTH & LIFE

December 2019 issue:

- *"A Flat Gets Festive: The Verdict When a Holmdel Designer Dressed Up an Apartment for the Holiday Season: Sold!"*
Anna Maria Mannarino, Allied ASID



October 2019 issue:

- *"Future Perfect: A Designer Helps Out-of-State Empty Nesters Turn a Red Bank Condo into the Retirement Residence of their Dreams."*
Sheila Rich, Allied ASID



August/September 2019 issue:

- *"All in the Family: A New Jersey Couple Draws Upon the Husband's Childhood Home – And a Savvy Holmdel Designer's Touch"*
Yelena Gerts, Allied ASID



MORRIS/ESSEX HEALTH & LIFE

October/November 2019 issue:

- *"Space Time: Needing Expanded Room to Accommodate Their Teenaged Children, Homeowners Did a Huge Addition to their 1950s Livingston Split Level – and a Major Design Overhaul Too."*
Danielle Palmadessa, Allied ASID
- *"Let There Be Light! Brightening a Dark, Outdated Master Bathroom was the Key to Making a Montville Mansion Move-In Ready"*
Karla Trincanella, Allied ASID



NJ HOME

Winter 2019 issue:

- *"The Art of Urban Living: A Growing Family Proves that a Charming In-Town Home Can Be Gracious and Spacious."*
Yelena Gerts, Allied ASID
- *"Hotel-Style Home: A Family of Jetsetters with Several Abodes Finds that a Brand-New Paramus House Best Reflects Their Cosmopolitan Chic."*
Elizabeth Akgur, Allied ASID



Fall 2019 issue:

- *"Setting for a Second Act: A New Retiree Forges a Fresh Start in an Elegant, Urban Apartment."*
Diane Durocher, ASID
- *"Morristown on the Aegean: With Layered Lighting and Lush Detail, A Designer Turns a Mansion Bedroom into an Enticing Seaside Dreamscape."*
Maria K. Beville, Associate ASID
- *"Delighting Dad: A Single Father Gets the Bright, Modern Bathroom He Craves Thanks to a Designer with a Penchant for Pattern."*
Danielle Palmadessa, Allied ASID
- *"Deco Dazzler: A Newark Hotel Renovation Honors the Building's Early 20th-Century Roots by Adding a Modern Spin to Art Deco Style."*
Blanche Garcia, ASID



PRINCETON MAGAZINE

February 2020 issue:

- *"Interior Designers at Home"*
Freda Howard, Allied ASID



RUG NEWS AND DESIGN

December 2019 issue:

- *"Designer's Notebook"*
Anna Maria Mannarino, Allied ASID



VERO BEACH MAGAZINE

September 2019 issue:

- *"The House Found Us: At This Ocean Lane Residence, Mediterranean Sophistication Meets Beachside Bliss"*
Deborah Leamann, Allied ASID

Newspapers

app.

The Asbury Park Press

- August 15, 2019: *"Mannarino Designs in Holmdel Makes Money by Making Beauty"*
Anna Maria Mannarino, Allied ASID

Record Herald

The Record & Herald News Homescape Section

- March 5: *"Mastering a Sizeable Master Suite"*
Diane Durocher, ASID
- February 6: *"Global Décor Rules in a New Jersey Home"*
Susan Barbieri, ASID
- January 2: *"Sports Theme Rules in Family Entertainment Space"*
Amy Greenberg, Allied ASID
- December 5: *"Holiday Décor with Staying Power"*
Julie Liepold, Allied ASID
- November 7: *"Bringing a Family Room to Scale and Warming Up the Classics"*
Jo Ann Stephens Alston, Allied ASID
- *"On Location at High Point Market"*
Kingsley Knauss, ASID
- Anna Maria Mannarino, Allied ASID
Sharon L. Sherman, ASID
- *"My Home Project: Interior Design Creates Harvest 'Tablescape'"*
Amanda Arditti, Allied ASID
- October 3: *"Bedroom is a Suite Retreat"*
Gail Whiting, ASID
- September 5: *"Family Comes First"*
Kathryn Cook, Allied ASID



Rio Grande Sun

- November 4: *"How to Bring Warmth and Texture to Your Kitchen"*
Ivee Fromkin, Allied ASID

Websites



deringhall.com

- February 18: "Sophisticated Foyers with Benches & Chairs"
- February 18: "Stylish Spaces with Parquetry Flooring"
- February 4: "Chic Interiors with Checkered Floor Patterns"
- January 16: "Beautifully Wallpapered Foyers"
- December 20: "Decorating with Throws"
- December 18: "Elegant Dining with Skirted Chairs"
- December 12: "22 Standout Rooms with Layered Rug Designs"
- October 29: "30 Spaces with Deep Red Accents"
- October 8: "Bright Bathrooms with Striking Views"
- September 17: "Designing Around Spiral Staircases"
- September 13: "Designing with Jute & Sisal Rugs"
- September 3: "Designing for Kitchens with High Ceilings"
Deborah Leamann, Allied ASID



Design NJ online

- January 21: "5 NJ-Based Designers Share Their Favorite Trends from High Point Market"
Karen B. Wolf, Associate ASID



ElleDecor.com

- September 10: "23 Eye-Catching Dining Rooms with Floral Wallpaper"
Jo Ann Alston, Allied ASID



Home Textiles Today

Furniture Today Home Textiles Today Rug News

- October issues:
High Point Market Events
Anna Maria Mannarino, Allied ASID



Realtor.com

MySanAntonio.com

- February 10: "Is Temporary Wallpaper as Easy as It Seems? A Temporary Reality Check"
Sandy Cabelis, Allied ASID
Tammy C. Bolden, Allied ASID



The Edge

- October 11: *Real Estate Section*
Robin Schultz, Allied ASID

Broadcast



"House Smarts with Lou Manfredini" on NBC

- November 2019: "Latest Tile Trends"
Jo Ann Stephens Alston, Allied ASID

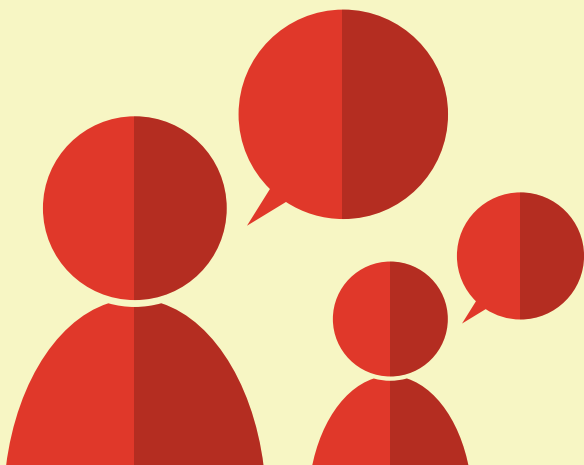
Additional

*ASID NJ Hosts BOLD: Business of Luxury Design Half-Day Workshop, with Julia Molloy"

- March 1: *Office Insight*
- February 26: *Home Furnishings Business*
- February 26: *designnj.com*
- February 25: *Designers Today*
"Decorating On Trend: Even When It Seems Impossible"
- February 6: *kbb.com*
- February 2: *FurnitureToday.com*
Marina Umali, ASID
Ivee Fromkin, Allied ASID
Karen Topjian, ASID
Mary Catherine McCarthy, Associate ASID

Design Excellence Awards Dinner and Gala

- Fall 2019 issue: *NJ Home*
- Oct./Nov. 2019 issue: *Design NJ*
- September 17, 2019: *New Jersey Hills*
- September 11, 2019: *TAPinto Morristown*
- August 2019 issue: *(201) Magazine*



ASID NEW JERSEY MEMBERSHIP SURVEY

[CLICK HERE TO ANSWER](#)



Click here to complete your ASID membership survey. In these changing times, we consider it especially important to build programs with value and benefits to you, or chapter members. Kindly take a moment to complete this 7 question survey.

If you'd like to start a conversation email Terri Fiori, president-elect@nj.asid.org or call 201.484.9797.

Thank you in advance for your feedback!

NCIDQ TEST PREP

The NCIDQ certification meets interior design profession's legal and regulatory standards in NJ and over 25 states. Funded by our chapter, these 5 designers have enrolled in 'Qpractice' to prep for the NCIDQ exam.

We wish Nada Alzoubi, Holly George, Maria Oses, Isabelle Ramirez and Laura Zea great success!



Coordinated by Diane Gote, FASID and the NJ Coalition for Interior Design Legislation

Community Service News:

CALL FOR VOLUNTEERS

Our ASID NJ Chapter members have been working on some wonderful community service projects that will greatly impact many people in our neighborhoods.

Here is a closer look at two ongoing projects:

Veterans Memorial Nursing Home-Paramus, New Jersey

The Veterans Memorial Nursing Home is a state-operated facility that provides housing for our military veterans, their spouses, and also Gold Star Parents, whose children have been killed in action during a period of war. The residents are offered 24 hour medical and nursing care, rehabilitative series, and also everyday conveniences such as a dining facility, beauty and barber shops, social lounges, and a chapel for religious services for all faiths.

Christine Piscani, Allied ASID member, has devoted a substantial amount of her time with helping to obtain grants for this facility, which is in dire need of renovation. At this point, the project is on hold, and will resume once the grants are obtained.

After many years of dedication, Christine would like to step down. We are currently looking for new volunteers to chair, co-chair and assist with the work that will need to be done once the grants are received. This work will include organizing a plan of action, designing and selecting appropriate and aesthetically pleasing furnishings, organizing volunteers that might offer their services, including painting contractors, electricians, carpet installers, and over-seeing the renovation to its completion.

The New Hope Foundation-Marlboro, New Jersey

The New Hope Foundation provides “a full array of services for substance use and co-occurring mental health disorders to include compulsive gambling. In addition to offering inpatient, residential halfway house and outpatient services, New Hope is also involved in research initiatives that aim to enhance the overall effectiveness of treatment.”

“Dedicated to providing exceptional quality, state-of-the-art care, The New Hope Foundation is operated under New Jersey license with the ongoing accreditation of the Commission on the

Accreditation of Rehabilitation Facilities (CARF). Today, New Hope ranks among the nation’s leading organizations of its’ type, constantly striving to advance the quality of addiction treatment through ongoing professional education and participation in select research projects.”

Ria Gulian, ASID, NJCID, is the chairperson on this important project. Her work includes plans to update the facility for better function, energy efficiency, and appearance, and also coordinate and oversee volunteers who might offer their labor, services or goods toward the project.

We are looking for volunteers to assist with the work described in both projects. This is a rewarding opportunity for our members to get involved and make a difference in the lives of so many of our New Jersey families.

At the same time, both projects will shed a positive light on ASID NJ, and benefit all of us as members.

We ask that members interested in volunteering please contact Susan Barbieri ASID, CID at the email: At-Large@nj.asid.org.



Save these Dates September 22 + 23

**To all Designers, IP Members and Students -
Please save the dates of September 22 & 23.**

Our "Plan A" is to gather, celebrate and share these 2 days with Business experts, Trade show, and present our 2020 Design Excellence Awards! As events in our world are changing daily, we are working to remain optimistic and adapt with these changes. Please mark your calendars and hold these dates... we hope to celebrate our resiliency together!

Holiday Party at Boll & Branch



In early December, we had quite a gathering for our annual ASID Holiday party which was held at the ASID NJ Industry Partner Boll & Branch retail store located in the gorgeous Short Hills Mall. The phrases organic, sustainable and fair trade are becoming more and more common, as businesses embrace environmental concerns and the ethics of labor. These tenets are what drove the makers of Boll & Branch to develop their company. Once only online, they have brick and mortar locations now.



Beautifully styled vignettes in the store invited us to plop down on the beds and feel wonderful products that they sell in-store and online. Adult beverages, pizzas and salads were offered for a buffet. As we handed in our bingo sheets, door prizes were handed out. I won a soft and chunky throw, which I absolutely adore! Thank you Boll & Branch! Networking, lots of laughs and good cheer were in abundance.



We also facilitated another successful Pajama Program collection, one of the best ever, so thank you to our generous members for your contributions. A request for teen sized pajamas was heard and ASID NJ delivered! 51 sets of pajamas were collected, 28 books and a generous monetary donation were forwarded to the organizers. Community Service committee, you should be proud! Thank you to all members, students and Industry Partners who gave so generously!

