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Northern California Chapter

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BEST OF 2010 NORTHERN CALIFORNIA IIDA INTERIOR DESIGN HONORED AT OAKLAND'S FOX THEATER

Oakland, CA (March 29, 2010) – Luminaries of Northern California's interior design community raised the roof of the Art Deco-era Fox Theater last Thursday for a scintillating double feature: the 2010 Honor Awards and Pioneers in Design celebration. The Northern California Chapter of the International Interior Design Association (<http://www.iida-nc.org/>) sponsored the event, honoring a select group of member firms, designers and students who have elevated the practice of interior design. The group also recognized Cameron Sinclair and Kate Stohr, the founders of [Architecture for Humanity](#) (AFH), as its 2010 Pioneers in Design.

Honor award winners—kept secret until the presentation—were chosen from a field of 74 projects submitted by designers from Northern California, Northern Nevada and Hawaii in six categories: Live, Work, Play, Shop, Serve, and Give. The “WOW!” award was presented for the best-of-show design.

Among the 19 winners this year are:

The WOW! award went to the Honolulu-based firm of Phillpotts & Associates for their respectful, careful renovation of the Royal Hawaiian Hotel. The famous pink structure received a thorough upgrading attuned to its stringent brand standards while meeting the expectations of today's luxury clientele. Marion Philpotts-Miller graciously accepted the award, citing the importance of maintaining historical context for the landmark building for now as well as future generations.

Other awards went to 13 San Francisco-based firms for their hotel, restaurant, office, residential, healthcare, museum and exhibition spaces. Gensler's San Francisco office won six awards for a variety of project types. The other 12 winners were BAMO; Aidlin Darling Design (two projects); Mark Horton/Architecture; Cary Bernstein Architect; Studio O + A; Pollack Architecture; Mark Cavagnaro Associates; Anshen + Allen; Vanderbyl Design, Bohlin, Cywinski Jackson, and Leddy Maytum Stacy Architects. A complete list of winning firms and projects is viewable at <http://www.iida-nc.org/>

Of particular note in the evening's program was Cameron Sinclair's impassioned plea—both in person as well as in a short film about his work—to designers, architects and others “to give a damn about design; become involved.” He said the inspiration for AFH came while watching television coverage of the uprising in Kosovo in 1999 and seeing innocent villagers returning home to nothing. AFH has since sponsored eight annual competitions for projects around the world and boasts some 40,000 global members, all architects and designers working as volunteers.

A national panel with expertise in sustainable, civic, hospitality, residential, commercial, and retail design selected the winning entries. The jury included Crans Baldwin, president and CEO of Dohghia, Inc., and Bergamo Fabrics in New York; Colin Brice and Caleb Mulvena, principals of Mapos LLC in New York; Steve Clem, AIA, ASID, IIDA, principal of TVS Design in Atlanta; Stacy Reed, RID, IIDA, LEEP AP project manager at the University of Texas System in Austin, TX; and Katie Weeks, editor of *Eco-Structure*, based in Washington, DC. All Honor Awards entries were submitted electronically to allow jurors from across the nation to participate and to limit the environmental impact of the event.

Collin Burry, the Northern California IIDA Chapter president for 2009-2010, and a design principal at Gensler, urged the audience to embrace change and to work together. “Community and connection are what we do best,” said

NEWSRELEASE

Burry. "This year's awards are all reflective of that theme and given the changing world, that great sense of community will be ever more important."

In addition to the professional Honor Awards, the chapter bestowed 2010 IIDA-NC Student Design Awards to five student members who best addressed the topic of user-centered, problem-solving design. The student awards, which carry a cash prize, were given to:

- First Place: Vahe Markosian, San Jose State University
- Second Place: Jinney Kho, California College of the Arts
- Third Place: Sangheeta Singh, San Jose State University
- Merit Award: Borum Song, California College of the Arts
- Merit Award: Krystyna Nitschke, University of California Berkeley Extension.

In a gesture that united the evening's theme to the honored Pioneer, first place student winner Markosian said his ideas for developing-world housing were in fact inspired by his work with AFH. "A few years ago, I was just watching ESPN and monitoring Facebook. Then I got into AFH and it changed my life." Markosian was presented a \$3,500 scholarship. The four other winners received a total of \$5,500 in varying amounts.

The Pioneers in Design program recognizes Northern California-based groups or individuals that have shown exceptional leadership in the field of design. Architecture for Humanity, now in its eleventh year, is a nonprofit design services firm that brings design, construction and development services where critically needed around the globe. To see the short film on Sinclair and Stohr that was presented at the Honor Awards and Pioneers in Design celebration, go to <http://www.vimeo.com/10473972>.

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About IIDA: The International Interior Design Association is a professional networking and educational association of 13,000 members in 10 specialty practice forums and 29 chapters around the world. For more information on the Northern California Chapter, go to www.iida-nc.org/.