



AMERICAN SOCIETY OF
INTERIOR DESIGNERS

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FOR IMMEDIATE RELEASE

ASID Launches Informative ASIDatNeoCon.com

New website features everything interior designers need to know about the ASID at NeoCon conference experience

WASHINGTON, D.C. (March 17, 2010) | The American Society of Interior Designers (ASID) launched www.asidatneocon.com today to provide the design community with information on the ASID at NeoCon experience. ASID at NeoCon is ASID's national conference that takes place at NeoCon World's Trade Fair in Chicago June 14 to 16. It includes:

Keynote Speaker – June 15, 8 - 9 a.m.

Presented by ASID and MMPI and sponsored by PAOLI, one of America's preeminent architects, designer and educator Michael Graves discusses his life as a "figurative" icon. Graves has a diverse and prolific background and a firm with whom he has designed more than 350 buildings worldwide. This intimate biographical history focuses on key influences to Graves' career.

Experiential Learning Tours – June 14 and 15

A different take on traditional seminars, four off-site experiential learning tours take attendees out of the classroom and into design-filled Chicago venues for behind the scenes, hands-on learning experiences. Attendees can choose from the Prentice Women's Hospital by VOA Associates, theWit hotel by Koo and Associates, The Clare at Water Tower by Interior Design Associates and the Wrigley Global Innovation Center by HOK and TRANSWESTERN Realty.

Forums – June 14 and 15, 1 - 3 p.m.

ASID hosts in-depth educational forums focused squarely on the future. Michela O'Conner Abrams, president and publisher of *Dwell*, presents *The New Face of Affluence*, a revealing workshop that explores traits of the new consumer mindset. The following day, Emily Pilloton, founder and executive director of Project H Design, facilitates a panel discussion called *Design If Forward*, a revealing look at top emerging professionals with a different mindset as "generation next" design professionals.

Student Lounge – June 14 to 16

Design it Forward, the ASID student lounge, provides a haven for the newest designers and offers a chance to have casual conversations with peers, experienced designers and representatives from leading architecture and design firms. It's the perfect environment to explore paths to professionalism and learn where others find their inspiration.

Celebration | The ASID Awards – June 14, 5:30 - 7 p.m.

An exciting annual awards program that includes speakers, live entertainment and a chance to network with the industry's top professionals, Celebration will reveal 2010 ASID Awards winners, including Designer of Distinction, Design for Humanity and the ASID Student Design Competition. It will also feature new inductions to the ASID College of Fellows.





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FIRSTnight | ASID Toasts Design – June 14, 7 - 10 p.m.

The premier ASID social event, ASID FIRSTnight unites industry VIPs at Chicago's exclusive LaSalle Power Company. Attendees will eat, dance and unwind as they network with friends rub elbows with 2010 ASID award winners.

ASIDatNeoCon.com continues to be updated with new information, including a live component that will launch June 14. This live coverage will include pictures and videos from ASID at NeoCon as events take place.

ASID would like to thank their generous ASID at NeoCon sponsors: Sherwin-Williams (Platinum Sponsor), Allermuir, Closet Factory, Luxo, Metropolis, Viking. Limited sponsorship opportunities currently available.

About ASID: The American Society of Interior Designers (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 36,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada. www.asid.org ASID is the Founding Sponsor of InformedDesign (www.informedesign.umn.edu), a searchable database that enables designers to engage in evidence-based design by using Research Summaries focused on design and human behavior, created and operated by the University of Minnesota.

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