

FOR IMMEDIATE RELEASE



Contact:

Debera Johnson, Chair

Industrial Design Society of America

New York City Chapter

debera@idsanyc.org

Industrial Designers Society of America

45195 Business Court, Suite 250

Dulles, VA 20166-6717

703-707-6000

www.idsa.org

Industrial Designers Society of America Announces its First Exhibit at the 18th Annual International Contemporary Furniture Fair, Jacob K. Javits Convention Center, May 20–23 2006

New York City—April 24, 2006 Under the auspices of the Industrial Designers Society of America (IDSA), the New York City chapter of IDSA (IDSA.NYC) is organizing the national Society's first-ever showing of industrial design work to be hosted at the International Contemporary Furniture Fair (ICFF) this May. The IDSA will be represented by approximately 20 designers from Brooklyn, Manhattan and Texas, who will display their innovative furniture, lighting and accessories designs.

"We saw this as an opportunity for the IDSA members, especially the younger designers who couldn't afford to exhibit their work on their own," states Debera Johnson, chairwoman of IDSA.NYC. "It is a really talented group of designers and the IDSA is glad to be putting their work in the global spotlight here at ICFF. Exhibiting at the ICFF connects you with the New York design scene more than any other event. We can't wait until May—we're especially proud to create this venue for our membership."

IDSA's member-exhibitors are excited about the unprecedented opportunity, as well. Meredith Goodwin, founder of Goodwin Design and an exhibitor at this year's Javits proceedings, had this to say: "I am thrilled that IDSA is enabling so many up-and-coming, contemporary furniture designers to exhibit their work at ICFF. It is such a wonderful opportunity for members in the industrial design community!"

Each spring, the Javits Center in New York hosts the world's premier furniture and home design event, featuring the work of 500 exhibitors—large corporations, mid-size and small design firms, entrepreneurs, and design students—representing the home design state of the art. Phil Robinson, Senior Vice President of GLM and ICFF Group Show Manager, expressed his enthusiasm for hosting IDSA at such a preeminent venue: "We are delighted to welcome the Industrial Designers Society of America as a first-time exhibitor at the International Contemporary Furniture Fair. The IDSA, which will be showing as a group, has played a critical leadership role in the development of the profession of industrial design over the last several decades. We, like the rest of the design industry, have long admired not only its contribution to the marketplace but also its commitment to serve its members."

[CONTINUED]

The Fair will be open for four days, May 20–23, to the trade and press only. The Fair is open to the general public for six hours on Tuesday May 23. **IDSA will be located in BOOTH 101 on the following dates and times:**

TRADE
Saturday, May 20–Monday, May 22
10:00 a.m.–5:00 p.m.

TRADE AND GENERAL PUBLIC
Tuesday, May 23
10:00 a.m.–4:00 p.m.

About the Industrial Designers Society of America

The Industrial Designers Society of America (IDSA) is the voice of the industrial design profession, advancing the quality and positive impact of design.

IDSA's mission is threefold:

- Lead the profession by expanding our horizons, connectivity and influence, and our service to members
- Inspire design quality and responsibility through professional development and education
- Elevate the business of design and improve our industry's value

IDSA's twenty-one Professional Interest Sections were formed to serve the interests and activities of its members, and IDSA members belong to one of the Society's twenty-eight Chapters.

More information is available at <http://www.idsa.org/>.

About the International Contemporary Furniture Fair

North America's premier event for contemporary design, the International Contemporary Furniture Fair draws the most diverse assemblage of design professionals to an extraordinary display of the latest examples of design on the cutting-edge, as well as a rigorous curriculum of programs and a complete calendar of ancillary exhibits and features.

During the Fair's four days, 145,000 net square feet (14,500 net square meters) of the Javits Center will abound with more than 21,000 interior designers, architects, retailers, facility managers, wholesalers, store design professionals, hotel and restaurant designers, manufacturers, and students.

More than 500 exhibitors will display contemporary furniture, seating, carpet and flooring, lighting, outdoor furniture, materials, wall coverings, accessories, textiles, and kitchen and bath for residential and commercial interiors. This amalgamation of domestic and international exhibitors offers the opportunity to discover the widest possible range of the world's best, most fashionable, and most avant-garde home and contract products—conveniently and enticingly shown in one location.

For information: <http://www.idsanyc.org> or
Contact: debera@idsanyc.org
Phone: 718 636 3690

#