Design plays an unparalleled role in making the world a better place, and “placemaking” is the most human and humane pursuit of an evolved and civilized society.

In the last two years, what we thought we knew about culture, tradition, circumstance, and the status quo were all challenged and perhaps most importantly, questioned. Personally, professionally and as an industry, we contemplated and reassessed the places where work, life, purpose and meaning happened. “Agility” ceased being a buzzword and became necessary to survival, to relevance, and to endurance. IIDA robustly embraced adaptability and resourcefulness with one thing in mind: to stay optimistic and keep our members and our community informed and connected.

With a renewed focus on culture, connection, stability, and delivering service, value, and continuity, we have prioritized outreach, equity, and a deeper crafting of the member experience. Despite the challenges that we all faced as the world contended with shifting priorities, supply chain issues, and a decided lack of constancy, IIDA sought out information and guidance to help steer the design community toward a promising future. Amid considerable change, IIDA deepened its understanding of what our members craved, required, and actively sought: community, clarity, kinship—and content. We focused on providing just that—powerful, relevant content set to inform, educate, and inspire—with a distinct goal in mind: to design better life experiences.

Our steadfast adherence to purpose, relevancy, and continued support of the interior design profession allowed us to meaningfully endure during a pandemic. This combined Annual Report reflects the apt stewardship of Association assets and attendant fiduciary responsibility as evergreen core values. Even with an ever-shifting global economy, IIDA demonstrated that “belonging” always matters.

Most importantly, we have proven that together, we can find our way to a better version of ourselves, to better design for all—and that your “place” will always matter at IIDA.

Wishing you good health, peace, and continued optimism,

Cheryl S. Durst, Hon. FIIDA
Executive Vice President and CEO
IIDA

Sascha Wagner, FIIDA, AIA
President and CEO
Huntsman Architectural Group
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MEMBERSHIP OVERVIEW

INCLUDED AT IIDA
IIDA shapes, influences, and supports the design industry through a global network of designers, leaders, and educators.

15K+ MEMBERS REPRESENTING
35 CHAPTERS
86 CITY CENTERS
130 CAMPUS CENTERS
58 COUNTRIES

MEMBER TYPES

20% STUDENTS
22% INDUSTRY PROFESSIONALS
58% DESIGNERS

IIDA’S COMMUNITY INCLUDES A WIDE SPECTRUM OF DESIGNERS AND PROFESSIONALS

12% OF MEMBERS ARE PRINCIPALS, OWNERS, OR EXECUTIVES
51% ARE NCIDQ CERTIFIED
14% ARE EMERGING PROFESSIONALS WHO HAVE BEEN IN THE INDUSTRY LESS THAN FIVE YEARS
92% REPORT HOLDING A BACHELOR’S DEGREE OR HIGHER
33% HOLD LEED AND/OR WELL CERTIFICATIONS

Over the past five years IIDA designer membership has increased 24%.

1. As of December 31, 2021
2. Starting in 2018 the industry segment includes manufacturers and other industry affiliates such as marketing professionals, lighting designers, etc.
ASSOCIATION OVERVIEW

As the global authority and steward of the commercial interior design community, IIDA provides meaningful and relevant programming, events, information, and data to better serve the business needs of design professionals, firms, and industry affiliates while supporting and connecting educators and students. Standing alongside our network of 15,000+ members across 58 countries, we advocate for advancements in equity, diversity, and inclusion, education, design excellence, legislation, leadership, accreditation, and community outreach to achieve broad recognition and understanding of the value of interior design as a profession that enhances business outcomes and positively impacts the health and well-being of our daily lives.

In this report, we have highlighted a few of our achievements and activities from 2020 and 2021. While not an exhaustive list, it does provide a sampling of the priorities and programming the Association will continue to pursue in 2022 and beyond.
IIDA INTERNATIONAL BOARD OF DIRECTORS

2020-2021

PRESIDENT
Sascha Wagner, FIIDA, AIA
President and CEO
Huntsman Architectural Group
Northern California Chapter

PRESIDENT-ELECT
Angie Lee, FIIDA, AIA
Vice President, Head of Interior Design
Pembroke
New York Chapter

VICE PRESIDENTS
George Bandy, Ind. IIDA
Chief Sustainability Officer
Fiber Industries LLC
Georgia Chapter

Ronnie Belizaire, FIIDA
Vice President
Jones Lang LaSalle
Georgia Chapter

Gabrielle Bullock, IIDA, FAIA, NOMAC
Principal and Director of Global Diversity
Perkins&Will
Southern California Chapter

Susana Covarrubias, IIDA
Studio Director and Design Principal
Gensler
Northern Pacific Chapter

Cheryl S. Durst, Hon. FIIDA
Executive Vice President and CEO
IIDA Headquarters

Diana Farmer-Gonzalez, IIDA
Principal and Managing Director
Gensler
South Florida Chapter

Fiona Grandowski, IIDA, AIA
Principal
Collins Cooper Carusi Architects
Georgia Chapter

Erika Moody, IIDA
Principal and Shareholder
Helix Architecture + Design
Mid-America Chapter

Jon Otis, IIDA
Principal and Creative Director
Object Agency (O|A)
New York Chapter

Amy Storek, Ind. IIDA
CEO of the Americas
Arper
Northern California Chapter

IIDA FOUNDATION BOARD OF TRUSTEES

2020-2021

CHAIR
Tara Headley, IIDA
Senior Interior Designer
IA Interior Architects
Georgia Chapter

TRUSTEES
Ronnie Belizaire, FIIDA
Vice President
Jones Lang LaSalle
Georgia Chapter

Gilbert Broco, IIDA
Chief Operating Officer
CI Group
Florida Central Chapter

Jennifer Busch, Hon. IIDA
Director, Client Partnerships
Eventscape
New York Chapter

James Kerrigan, FIIDA
Design Principal
Jacobs
Texas/Oklahoma Chapter

Jon Otis, IIDA
Principal and Creative Director
Object Agency (O|A)
New York Chapter
CREATING CONNECTION
INDUSTRY EXPERTISE AND PROGRAMS

IIDA has deepened its commitment to providing innovative, educational, and inspirational programs and events to our community. Prior to the pandemic, the Association held the “23rd Annual Industry Roundtable” at BMW Designworks in Los Angeles, featuring a facilitated dialogue among interior designers, manufacturers, and clients. The discussion resulted in an executive summary report, “The Future of Place, Experience, and Worklife,” which contemplates the future and significant issues clients may face in five, ten, and thirty years. As a continuation of the successful 2019 “Community as Strategy” series, in 2020 and 2021 KI and IIDA transitioned to virtual gatherings with executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, KI, and a panel of industry experts who explored the concept of community as strategy and the ever-evolving imperative of connecting people with place. While the 2020-2021 series looked very different, through the use of virtual technology, the primary thesis remained: maintaining community is vital, and in challenging times design helps us sustain and grow our communities.

In response to the rapidly changing world, IIDA also developed the successful webinar series, Collective D(esign), to bring design-focused dialogue on the effects of the global crisis and provide timely resources, information, and inspiration. These programs explored concepts such as healthcare, hospitality, workplace design, wellness, adaptability, women in design, and more.

In partnership with Interface, the Association presented the annual Converge Sustainable Design Summit in 2020 and 2021—a two-day virtual climate summit focused on exploring the future of sustainable innovation during a time of great change. The hand-picked cohorts of emerging designers and design students from around the country experienced invigorating, CEU-accredited panel discussions with sustainable design experts, participated in collaborative activities, and, most importantly, built relationships based on the desire to create a better world.

As events and programming successfully moved to virtual so did the Advocacy Symposium, providing an opportunity for chapters and lobbyists across the country to discuss legislative strategies, how to build relationships, their EDI initiatives, and overcoming opposition to impact policy that supports the professional practice of interior design.

And there were moments of joy and laughter with D3—Design, Drinks, Dancing—that offered virtual happy hours and dance parties featuring a live DJ, as well as virtual celebrations honoring award recipients, the College of Fellows, design competition winners, and more.

*Ever-evolving, IIDA deepened its understanding of what our members craved, required, and actively sought: community, clarity, kinship—and content.*

The re-launch of IIDA.org, a content-driven website designed to support, educate, and enlighten was a 2020 highlight. Since its debut, it has grown into a multi-tasking platform accumulating hundreds of thousands of views and an engaged audience, offering articles, CEUs, and programs.
A FOCUS ON THE FUTURE

Through the IIDA Foundation, the Association is dedicated to making the future of design more inclusive by providing extensive programming like “Designing in Action” and “Breaking the Silence of Design” the IIDA Student Roundtable series, sponsored by OFS. Design leaders, activists, and students provide perspective on the ongoing challenges to achieve equity, diversity, inclusivity, and equality in design while reflecting on the future of the industry, and the world at-large. Within the design industry, the conversation focused on how design can be utilized to generate the energy needed to achieve diverse representation in the industry, while also influencing concrete solutions.

Over the past two years, IIDA has continued to support our members through various grants and funds:

The John Nelson Legacy Scholarship Fund was awarded to three recipients in 2020-2021 and has distributed $80,000 since the scholarship was established.

The Impact Stipend, created as a member-only support grant was given to ten recipients during the 2020-2021 period with $10,000 distributed over two years to members who pursued a new educational goal, supported their design community through mentoring or offering resources, or used their expertise to volunteer in their community.

The IA Interior Architects Diversity in Design Scholarship Fund went to seven recipients in 2020-2021, a total of 19 since inception, distributing $33,000 since the scholarship was established.

The NCIDQ Tuition Reimbursement Fund and Sustainable Design Education Fund has distributed over $23,000 to 293 IIDA members seeking to advance their careers through certification—35 and 20, respectively, received reimbursement between 2020 and 2021.

Additional support to educators focused on diversity and expanding women-owned businesses through the Educator Diversity Award sponsored by KI and the Anna Hernandez/Luna Textiles Visionary Award.

In 2021 the organization formed the Talent Collective, an initiative that houses several programs addressing equity, diversity, and inclusion in the design industry. As part of this work, the Design Your World education pathway program for high school students was successfully launched in Chicago in association with After School Matters. The program continues this partnership and expands to Miami in 2022.
IIDA, its chapters, and its coalition partners advocate for the advancement in design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of interior design. IIDA firmly believes in the ability of commercial interior designers to practice autonomously and to the fullest extent of their knowledge, via their education, experience, and examination. As such, IIDA and its advocacy community are champions for the registration and/or certification of practicing interior designers who work in a code-impacted environment, and offer support through education, collaboration, and legislative action.

IIDA continues to work with a variety of stakeholders, including the American Society of Interior Designers (ASID) and the Council for Interior Design Qualification (CIDQ) and interior design coalitions around the country, and made significant strides in 2021. Oklahoma celebrated the passage of House Bill 1147, signed into law by Governor Kevin Stitt on May 10, 2021. This law changes the title, “Registered Interior Designer” (RID) to “Registered Commercial Interior Designer” (RCID) to more accurately describe the scope of the profession; gives stamp and seal provisions for RCIDs; and strengthens the legal definition of interior design. On the heels of this victory, North Carolina celebrated the passage of Senate Bill 188, signed into law by Governor Roy Cooper on July 8, 2021. This law establishes a voluntary state registry for qualified interior designers and provides the ability to stamp and seal construction documents for permit. Touted as the most comprehensive in the profession’s history thus far, the bill has positioned the interior design industry for future recognition nationwide.
SUPPORTING IIDA CHAPTERS

IIDA is about community. We are proud to share our mission with 35 locally led national, state-wide, regional, and international chapters across the globe. Hosting local networking opportunities and continuing education programs, IIDA chapters support regional legislative concerns, and provide mentorship and career resources to prospective, new, and veteran members. Each dedicated chapter Board of Directors leads, organizes, and maintains chapter activities to ensure that design excellence is accessible to IIDA members everywhere.

The Catalyst Grant, a fund created to grow chapters and bring their goals to fruition, distributed more than $268,610 in 2020 and 2021 with a total of $447,231.19 distributed since the Grant’s inception.

Chapters were honored for their hard work and dedication with the Best Thing Ever (BTE) award. Winners of the 2020 and 2021 BTE awards were the Great Plains, Mid-America, Ohio/Kentucky, Texas/Oklahoma South Florida, and New England chapters.

Alabama
Carolinas
Delta Regional
Florida Central
Gateway
Georgia
Great Plains
Guadalajara
Hawaii Pacific
Illinois
Indiana
Intermountain
Japan
Mexico City
Michigan
Mid-America
Mid-Atlantic
Milan
New England
New York
North Florida
Northern California
Northern Pacific
Northland
Ohio/Kentucky
Oregon
Pennsylvania/
New Jersey/Delaware
Rocky Mountain
South Florida
Southern California
Southwest
Tennessee
Texas/Oklahoma
Virginia/West Virginia
Wisconsin
FINANCIAL HIGHLIGHTS

Despite the challenges of the past two years, the Association continued to experience membership, sponsorship, and programming growth. IIDA’s focus on new programs, virtual events, scholarships, webinars, and equity, diversity, and inclusion efforts serves the needs of our global presence and growing international membership.

2020
Net membership dues decreased slightly over 2% due to the pandemic. Expenses decreased 14% due to increased virtual member programs, events, and celebrations. Operating cash flows continued to be positive. Total net assets increased 16%.

2021
Net membership dues decreased slightly over 10% due to the pandemic. Expenses decreased 11% due to increased virtual member programs, events, and celebrations. Operating cash flows continued to be positive. Total net assets increased 14%.

We invite you to review the charts below that illustrate how funds have been allocated as we continue to invest in members’ professional development, elevating thought leadership, and expanding equity, diversity, and inclusion in the design profession.

HOW IIDA STACKS UP

EXPENSE BY PROGRAM

2020
- Education: 43%
- Communication: 14%
- Advocacy: 11%
- Management and Governance: 5%
- Fundraising and Development: 19%

2021
- Education: 41%
- Communication: 15%
- Advocacy: 10%
- Management and Governance: 6%
- Fundraising and Development: 21%

We invite you to review the charts below that illustrate how funds have been allocated as we continue to invest in members’ professional development, elevating thought leadership, and expanding equity, diversity, and inclusion in the design profession.
IIDA is the commercial interior design association with global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of 15,000+ members across 58 countries. We advocate for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of interior design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day. IIDA.org