

be an
advocate

IIDA | THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION





ADVOCATE INTERIOR DESIGN

As commercial interior designers, we are accustomed to taking risks and dealing with complexity. On a daily basis, we are pressed to keep up with ever-changing technologies, juggle competing priorities, and meet impossible deadlines. Yet when it comes to putting advocacy into action and advancing the practice, many of us feel overwhelmed. The topic can seem too massive, too complicated, too political, too abstract.

But, it doesn't have to be. This brochure will teach you a few simple actions you can take that will have a direct, positive influence on the practice in our own communities and as a whole.

talk interior design

Know how to talk about commercial interior design, and share that knowledge with others—your colleagues, your grandmother, your friends.

engage interior design

Keep up with current best practices and relevant research to influence the conversation. Stay involved in IIDA.

recognize interior design

Understand how the legal recognition of interior design impacts the profession, in your state, in other states, and globally.

talk interior design

PUBLIC PERCEPTION

The way you speak about interior design impacts how current and potential employers, legislators, and the general public perceive you and your profession. Choosing the right words helps shape those perceptions for the better.

Public perception influences the interior design profession. It affects salaries, access to educational resources, attitudes towards designers, and a designer's legal standing as a professional on both state and national levels.

WHAT IS INTERIOR DESIGN?

Interior design is the process of development and implementation of an interior environment that provides the highest level of health, safety, function, and overall enhancement to the inhabitants' quality of life.

Interior design is a multi-faceted profession in which creative and technical solutions are applied within a structure's interior. These solutions are functional, aesthetically attractive, and enhance the quality of life and culture of the occupants.

WHAT IS AN INTERIOR DESIGNER?

An interior designer is an individual who has been trained to identify, research, and solve problems pertaining to the development of an interior environment, and who possesses the knowledge and skills to implement solutions for the health and safety of its occupants. Interior designers apply their expertise of design and the built environment to solving problems at the interior scale and at the level of direct human experience.

KEY SKILLS INTERIOR DESIGNERS POSSESS:

- project management
- programming
- needs analysis
- existing conditions survey and analysis
- budgeting
- preparation of schematic drawings
- space planning
- application of building codes and regulations
- interior millwork and casework detailing
- preparation of design intent drawings
- building system coordination including electrical, mechanical, and plumbing
- construction administration, including site inspection, drawing review, and coordination with the construction trades
- post-occupancy evaluation

WHAT'S IN

- administer, manage
- propose
- select
- survey, specify
- explain, develop solutions
- explore, analyze
- determine
- fuse, integrate
- construct
- background, expertise, knowledge
- registration, certification
- interior design legislation

WHAT'S OUT

- watch over, influence
- suggest
- pick out
- look at, point out
- fix, help
- look over, make
- decide on
- bring together, join
- play around with
- knack, taste, style
- licensure
- practice act, title act



engage interior design

Interior design is continually evolving, with constantly changing technologies, best practices, standards, and codes. Staying well informed about the profession, promoting public awareness, and participating in continuing education programs helps qualified practitioners make safe, creative, and strategic decisions.

Professionals maintaining current interior design certification are knowledgeable of new codes, initiatives, and key design strategies and act as advocates for the general public and their own communities. They also have the opportunity to mentor students and younger design professionals on the realities of the practice and create a dialogue of issues relevant to the industry.

At any given time, your community offers a wide variety of resources and activities that will help you keep growing as a professional.

HOW TO GET INVOLVED:

TUTOR AN NCIDQ STUDY GROUP
OR BECOME A CIDQ AMBASSADOR

ATTEND THE IIDA ADVOCACY
SYMPOSIUM AND OTHER EVENTS
AND PROGRAMS

PARTICIPATE IN INDUSTRY
PANELS AND ROUNDTABLES FOR
INTERIOR DESIGN AND RELATED
PROFESSIONS

JOIN LIBRARY, SCHOOL, AND
HISTORIC PRESERVATION BOARDS

ATTEND CEU CLASSES AND
DESIGN FORUMS

RESPOND TO ACTION ALERTS
AND ADVOCACY ASKS

JOIN THE IIDA STUDENT
MENTORING PROGRAM

JOIN AN IIDA CHAPTER
ADVOCACY COMMITTEE

HOW TO HAVE A VOICE:

Because "All Politics are Local," **YOU** are the most important and effective advocate for interior design legislation.

Tell **YOUR** legislator where you live, work, or go to school.

Introduce yourself to **YOUR** legislator—what you specialize in, the scope of your practice, and projects you have worked on.

Tell **YOUR** legislator about your business and how many people you work with or employ.

Invite **YOUR** legislator to support interior design legislation.

Invite **YOUR** legislator to tour a new building project.

Invite **YOUR** legislator to your chapter's design awards.

Organize a Capital Day in **YOUR** state.



recognize interior design

WHAT COULD LEGAL RECOGNITION DO FOR THE PROFESSION?

- Authorize a state board, department, or agency to register interior designers who meet a minimum standard of competency based on education, examination, and experience.
- Establish the legal title like “Registered Interior Designer” or “Certified Interior Designer.”
- Allow Registered/Certified Interior Designers to stamp and seal drawings for the purpose of submitting to local building departments for permits.
- Institute health, safety, and wellness focused continuing education requirements for Registered/Certified Interior Designers.

THE BENEFITS OF LEGAL RECOGNITION

EXPECT MORE

Expands the scope of practice for interior designers. In some states, current law requires interior designers to do code-regulated work under a registered architect or engineer.

GROW MORE

Allows interior designers to own a controlling interest in architecture and design firms in some states.

PRACTICE MORE

Eliminates the need for professional interior designers to pay other design professionals to redraw, stamp, and sign their drawings and documents for permits.

DO MORE

Allows interior designers to bid on state and federal projects requiring registered design professionals.

CONTROL MORE

Enables interior designers to act as the primary firm on a project.

COMPETE MORE

Encourages economic development by allowing a greater number of businesses to compete for commercial design work.

ADVOCACY MATTERS

MYTH:

I work at a large commercial design firm where I do not need to stamp and sign any drawings, so the legal recognition of interior design does not directly affect me.

The legal recognition of interior design will put non-registered interior designers out of business.

The legal recognition of interior design creates more unnecessary regulations.

The registration process would make it more difficult for early career professionals and places additional burdens on those already practicing.

As long as the architects and engineers are licensed, the project is adequately protected.

FACT:

If you were to get laid off from your job, move to another state, or wanted to take your career in another direction, you currently may not have the option of establishing your own commercial practice. In some states, your work must be done under the supervision of a licensed architect or engineer.

IIDA only supports voluntary registration for qualified interior designers doing work in non-residential code. Individuals can choose to practice as they always have.

Current laws and regulations prohibit interior designers from working as they are qualified to do. Interior design legislation creates opportunity in existing regulations.

The registration process is simple and most professional IIDA members will have met the requirements.

Interior designers are trained to focus on the built environment that directly affects inhabitants' health, safety, and well-being. Commercial interior design services require detailed knowledge of specific safety and accessibility codes and standards.



“Advocacy is everything.

Education is advocacy. Membership is advocacy. And every single one of us in the interior design industry, whether we are practicing in a firm or working for a manufacturer or teaching, is an advocate for our profession.”

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



ADVOCATE INTERIOR DESIGN

For more information, contact advocacy@iida.org

ABOUT IIDA

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 advancement 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.

www.iida.org

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