

# ASID Quarterly

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University of Wisconsin– Stevens Point  
Division of Interior Architecture

## ASID Wisconsin Awards Gala “Green with Envy”

-Terri Shurts

On February 8<sup>th</sup>, some of our UWSP Interior Architecture students attended the ASID Awards Gala “Green with Envy.” Students and professionals were treated to delicious food and were encouraged to mingle in the beautiful Milwaukee Art Museum, designed by Santiago Calatrava. The event consisted of a fashion show featuring clothes made out of sustainable textiles. The run-

way was full of beautiful and unique designs that focused on sustainability, for which the event was named. This was followed by an awards ceremony for students and professionals. Four UWSP students entered their student projects into various categories of this statewide competition. Theresa Shurts won a Bronze award in the “Contract, Over 1,000 sq. ft.” category. It was

an exciting moment for her and a great way to represent UWSP on the state level. We are proud of all the students who took the time to enter their work in this prestigious competition and encourage many more to do so next year. The Awards Gala made for an enjoyable night and acted as a creative way to bring about more awareness of green design.



**STUDENTS AT ASID WISCONSIN AWARDS GALA**  
LEFT TO RIGHT: LIESL VOGT, CAROLYN LUEDTKE, ANGE VOELKER, LAURA KNEEBONE, AND TERRI SHURTS

## Interiors '07 : The ASID Conference on Design San Francisco

-Ange Voelker

What an amazing experience. Celebrating the best in design together with students, faculty, professionals and industry partners I was able to see many different perspectives of our profession and where we are headed in the future. There were many educational and inspirational speakers and sessions held. There was also am-

ple time allowed for networking, relaxing and enjoying the company of others who share the same passion for design as we do. I am going to summarize and highlight some of my favorite presentations, in hopes that you can take away some information.

Our first key note speaker was Fred Dust, from IDEO Smart Space. He talked about designing for the future and not ever letting technology overwhelm our design and to always remember people and their needs come first.

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## Interiors '07 (Continued)

I went to a session called “environmental psychology and design.” The topic was centered around our environments and how our perception of interiors develops.

Theories provide question

Questions lead to research

Research guides practice

An example of an assumed idea was in the 1960's and 1970's windows in school classrooms were considered distracting. After actually compiling data on the subject, windows have quite the opposite effect and exposure to natural daylight actually increases productivity and attention span. Spaces also change in function through time. Before advanced medicine people went to the hospital when passing away, but now people go to the hospital for treatment and this has completely changed the way hospitals function. Hospitals are now being designed to be resort-like in feeling and patients are now in control of choosing their healthcare provider.

Another one of our key note speakers was Jay Shuster from Pixar Animation Studio.

He is a sketch artist and did a lot of the work for the animated film “Cars.” He had a great sense of humor and he talked about translating your ideas into a design without losing the emotion. As designers we need to convey our thoughts throughout the process and be able to express our concept to clients both verbally and visually.

The last presentation I went to was called “Turning Getaways into Sacred Retreats” by Susan Fredman. She talked about incorporating nature into our designs by viewing things in a new way. She used some terms I have never heard before:

Biomimicry- nature as a model, imitates and processes to solve problems; using nature's best ideas

Designology-science of functional aesthetics; explore how you live not what you like, physical surroundings have transformative powers (i.e. Office productivity)

*“Theories provide question*

*Questions lead to research*

*Research guides practice”*

*-Fred Dust,*

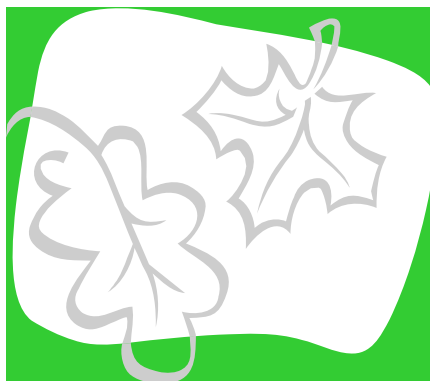
All together I learned a lot from the many speakers presentations but I also learned a lot during the “networking” events. Even when out and about exploring the city of San Francisco I bumped into a few conference attendees. It made me realize the scope of our profession and the importance we have on the world of design, but mostly it re-energized my personal drive to succeed and to stay involved with ASID.

## Sustainability Hits Interiors '07

-Whitney Brewster

The new hot topic and category for professionals and students to sit in on lectures this year at Interiors '07 in San Francisco was by far, sustainable design. Lectures included: Sustainable Health Care Design, Get Outside the Box, and Embracing Challenges of Green Design including a round table on sustainable design. One comment that was reiterated throughout sustainable lectures was that designers are responsible for advocating and educating sustainable design practices because nearly 70% of pollution comes from buildings. The education process also included debate for pros and cons of materials and products that professionals have used or that are on the market and focus on agricultural

products, renewable materials, and biodegradability. Also, there was talk on how not to be naive of the new sustainable “hot market” or what really is a sustainable product. Product sustain-



ability includes: how recyclable are the products, checking the MSD sheet, choosing products in a regional area of 500 miles away or less, and using products that decompose into climates without releasing harmful toxins. Amongst chatter of what is and isn't green design, Kristi Ennis, an architect out of Denver, Colorado, who practices sustainable design and opened the first sustainable health care facility, lives by the following credo when designing, “to help do no harm.” Overall, Interiors '07 was both an educational and professional interaction experience that is strongly promoting a gateway for sustainable design now and for the future of interior design.

## Interiors '07 Photo Gallery



**ABOVE: ANGE VOELKER AND PROFESSOR KLUETZ AT INTERIORS'07**



**LEFT AND BELOW: WHITNEY BREWSTER AND ANGE VOELKER IN SAN FRANCISCO AND AT INTERIORS '07**

**RIGHT: PRESENTATION IN WHICH SANDY GORDON, ANGE VOELKER, (SHOWN) AND PROFESSOR KLUETZ TOOK PART**



## Career Day - Madison, WI

-Camille Johnson

If you want to be up to date in the design world, it doesn't matter your experience level, Career Day is for you! Several UWSP Interior Architecture students attended this year's Career Day in Madison. It was extremely beneficial for each student. The day began with a panel of eight designers, each from a different design field. They shared their personal career experience and answered hot topic questions for students. This was a great way to hear from different design field professionals and their opinion on subjects. It was also a great way to be exposed to the available fields of work out there. Among the different design fields represented were: health care,

facilities design, hospitality, kitchen and bath, historical renovation, universal design, residential, and lighting design.

After the panel of speakers, there were several break-out sessions available for students to choose from. A few of these sessions were resume design, sales, retail design, green design, textiles, legislation, and they even had a session for upper classman to bring their portfolios in for professionals to review and give advice. There was a session for every level of designer to benefit from, in fact several! It really doesn't matter what level you are, you can benefit from all the information because there is al-

ways something new coming out. The entire day was an open floor for students to network with professionals.

The closing session was a time for students to ask and get the professionals' answers to hot topics such as the latest software programs we should know, types of training to have, and even languages to know. Advice was given on finding an internship or a job after graduation and a time was set aside just to go over tips on the important leap into a career in the design world, the INTERVIEW.

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## The Advantage of Having REAL Clients!

-Lauren Martin

In their first semester after being accepted into the Interior Architecture program, the IA 212 class was assigned a project to design a two story condominium for two couples. This year students had the opportunity to meet the couples and learn about their design preferences. Two couples volunteered as potential clients for this space: Professor Karlen, a dance professor in the fine arts department, and her husband Mr. Hurrish, as well as Professor Schoonover, an education professor, and her husband. This opportunity allowed students to find out what each couple would like to see in their theoretical living space. This gave students a chance to get a taste for what would happen in the workforce when working with real people and not just making up what they feel would look best.

*“It was very helpful to get feedback from residents so we can provide aspects in our design that will better serve the residents.”*

*-Ashley Huebner  
IA 212 student*

There was an advantage for the couples too; the couples got to see their ideas put into action by attending the students' presentations, giving feedback, and asking questions. This unique experience made the whole project more realistic for the stu-

dents. Colleen Kroll, a student in the IA 212 class, said, “It was great to have the professors and their husbands offer their time to our class, it really helped us know what direction to go in for the project.”

The next task for the 212 class is to design a residential care facility for the elderly with dementia. The students got more one on one experience visiting a facility in the Stevens Point area and talking to the residents, employees, and owners to see what works well in the facility and what does not. Ashley Huebner, another 212 student, said, “It was very helpful to get feedback from residents so we can provide aspects in our design that will better serve the residents.”

**Join the Relay for Life Interior Architecture Team**

**April 27-28**

**Sign up on the ASID bulletin board.**

## ASID Officers and Committee Chairs

Camille Johnson	President
Angela Voelker	President-Elect
Carolyn Luedtke	Secretary
Liesl Vogt	Treasurer
Stephanie Hammer	4 <sup>th</sup> yr. Class Rep.
Mike DeBruin	3 <sup>rd</sup> yr. Class Rep.
Veta Traxler	2 <sup>nd</sup> yr. Class Rep.
Meghen Heyne	1st yr. Class Rep
Mehgan Paul	

**Check out the ASID bulletin board on the third floor of the CPS**

Abby Romenesko	Social Programs
Whitney Brewster	Professional Programs
Lauren Martin	Promotions Co-Chairs
Jenny Benzschawel	
Jeannie Anderson	Historian
Terri Shurts	Newsletter
Stephanie Berg	Fundraising Co-Chairs
Megan Trierweiler	

## Matt Kerr Comes to Town...

-Abby Romenesko

Matt Kerr of Zimmerman Architectural Studios in Milwaukee came back to visit the UWSP classrooms to teach the Interior Architecture students some rendering techniques. The day of rendering began with an introduction to the Sketch Up program. Sketch up allows designer's to take their ideas and put it into 3-D views and it also allows them to render it so clients know what their space could potentially look like. This program can also be a benefit to us as students, "We can put our plans into isometric view, draw up walls in 3D and print off just the wireframe of a room we want in perspective and then we can trace that! WOW! What a concept! No more grids!" Ange Voelker, ASID President Elect.

After a break for lunch the day continued with a lesson in hand rendering. Matt gave pointers on how to make a rendering look presentable. When starting a rendering Matt suggested putting down your lightest colors first and then go back over everything with darker colors. He stressed that one should not get hung up on details and move quickly. If you focus too much on little things your patience for rendering tends to get shorter and the effort just isn't there after awhile. Another point he made was to make sure that you have movement in your drawing. This is done by adding stippling and

"squiggle" lines to keep the eye interested in the picture. One of the last things you should do is to trace the furniture with a thin black marker and make shadow lines on two sides of each piece of furniture as well as between the walls and the floor. Follow these simple steps and you are on your way to being a rendering pro!



**MATT KERR DEMONSTRATING SKETCH UP AND HIS HAND RENDERING SKILLS TO STUDENTS**

## Career Day - Madison, WI (Continued)

In closing, free of charge :) I am going to share with you some helpful "interview" tips. Here it goes:

The *two second* rule – people judge you in two seconds and 'you are what you wear.' Think about it...

What an interviewer is really thinking...

Will my client trust you?

Does your communication style fit our firm?

Do I want to make an investment of time and money in your future?

Speak clearly / Make direct contact / Firm handshake

Answering tough questions:

Breathe / Take your time

Begin with a "hooking statement" like:

*Developing* new ideas...

*Listening* to the client...or

*Observing* client interaction...

Follow up etiquette:

Send a handwritten thank you note.

Thank them for their time.

Invite them to contact you.

\*Remember, design is business so make business part of your world!

I hope you are inspired to attend the next Career Day event. ASID welcomes all design students to join the group on campus next spring semester and benefit from the great opportunity available at Career Day!

University of Wisconsin– Stevens Point  
Division of Interior Architecture



**AMERICAN SOCIETY OF INTERIOR DESIGNERS**

**MISSION STATEMENT:** ASID IS THE DEFINITIVE RESOURCE FOR PROFESSIONAL EDUCATION AND KNOWLEDGE SHARING, ADVOCACY OF INTERIOR DESIGNERS’ RIGHT TO PRACTICE, AND EXPANSION OF INTERIOR DESIGN MARKETS.

**Check out ASID on the web!**

National: [www.asid.org](http://www.asid.org)

Wisconsin Chapter: [www.asidwi.org](http://www.asidwi.org)

UWSP Student Chapter: [www.uwsp.edu/stuorg/ASID](http://www.uwsp.edu/stuorg/ASID)

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|-----------------------------|--------------------------------|
| Join ASID online            | Use the professional directory |
| Learn about upcoming events | Ask questions                  |
| Enter design competitions   | Get ideas                      |
| Find jobs and internships   | Read industry news             |

**Newsletter**

**Contributors:**

- Terri Shurts
- Abby Romenesko
- Lauren Martin
- Ange Voelker
- Whitney Brewster
- Camille Johnson

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Would you like to see a certain something in this newsletter? Is there something you want to add or change? Let us know!  
Contact:

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**ASID**  
CALENDAR OF EVENTS

If you would like to get involved in ASID, contact your class representative or any ASID officer.

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April 19	ASID Design Café Bello’s/Dairy State Brands - Stevens Point, WI
April 27-28	Relay for Life - Join the Interior Architecture Team
June 11-13	NeoCon Merchandise Mart - Chicago, IL

**READ THIS NEWSLETTER ON OUR STUDENT WEBSITE!!**  
[www.uwsp.edu/stuorg/ASID](http://www.uwsp.edu/stuorg/ASID)