

EUROPEAN COUNCIL OF INTERIOR ARCHITECTS

E • C • I • A

ecia

*"...architecture starts from
the planning of a single
room."*

L. Kahn

n.04
august 2014

The European Council of Interior Architects is the representative body for the European professional organizations in Interior Architecture and Design.

EUROPEAN COUNCIL OF INTERIOR ARCHITECTS



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LETTER from PRESIDENT

At the end of my last term as president of ECIA I look back to 6 interesting years.

As I started I had the idea that my most important task could be to grow the organization. From the 28 countries connected in the European Union we have working contacts with 18. That's round two third but we miss important countries in the south and the east. Especially in the east where they have a long tradition in our profession we miss connections. During the time I understood more and more that making the profession visible it's not by the amount of members but by the quality of the professionals that we can show the public what they can expect.

The implementation of the Bachelor Master structure for the education in Europe had big consequences for the institutes. We will have to find a practical profile for students with a BA en make clear what to expect of Masters. I visited Universities and institutes all over Europe and saw the initiatives and commitment of the teachers to develop the professional content of the programs. I saw interesting research and studies of students and was impressed by the equipment and tools the students had at their disposal.

ECIA updated the Charter for Interior Architecture Training in wide consultation of the educators in the field. But thinking about all these efforts I ask myself is what we all see as our professional profile also a clear profile in the society. I think that asking people in the street what they see as professional practice for interior architects they will answer you furnishing of residences and in the best cases furnishing of offices, hospitals etc.

If I see in the Charter the competencies of the professionals, educated for working in architectural commissions for the reuse of buildings, advice for sustainable use of light and finishing of buildings I wonder who is really full employed as where educated for.

Yes we live in an economic crisis but the most buildings have been constructed. There is not as much need for new buildings but for making existing buildings useful again.

Yes we live in a time that we have to think about energy consumption and carbon footprint but if I read it well interior architects know how to use and reuse materials and how to make attractive and efficient lighting plans.

Our next important task will not be to show the society what we can and what we know but to make contact with the users of interiors (and all people do) to hear how they think about their workplace, their visit on the hospital and their experiences while shopping. We know a lot but people don't like to listen to professionals who tell them how to use their environment. We have to give answers on uncertainties, we have to offer designs for safe useful spaces where people feel comfortable while concentrating on their tasks.

Communication is a big word in the society these days but to make the profession known we have to tell the community about where we are busy with and what we achieve.

In the meantime we have to realize that we speak about our profession in a wider field than our own country. If we like to speak about the same we have to speak from the same background, the same content linked to different cultural roots.

That's what we need in Europe, a visible and recognizable profession, well educated professionals who are able to cooperate with the other architectural disciplines in the field.

We need the active contribution of our members to work on the professional profile of interior architects in Europe.

The General Assemble where we can speak with our members and member members will be held in London on the 20 of September. I look forward to meet you.

Joke van Hengstum
President ECIA

San Vincenzo Church, view from Basilica Palladiana stairs



View from Basilica Palladiana roof



Carlo Beltramelli
ECIA Boardmember

IL MESE DELL'ARCHITETTURA. Il congresso in Basilica Palladiana

Designer dall'Europa sulla lettura degli spazi

Si è chiuso domenica il Mese dell'architettura, che dal 6 settembre al 6 ottobre ha animato la città sui temi dell'urbanistica e dell'architettura che "rigenera" il territorio e il paesaggio. Tra gli incontri finali sabato scorso c'è stata in Basilica palladiana - dove si sono svolte tutte le iniziative, compresa la mostra di design su Piergiacomo Castiglioni - l'annuale riunione di European Council of Interior Architects, organizzato da Isai, scuola di interior design di Vicenza.

Erano presenti per la prima volta in città la presidente Joke van Hengstum (Olanda), il segretario Elke Kaiser (Germania), i board member Carlo Beltramelli (Italia), Hallgrimur Fríðgeirsson (Islanda), Jan Geysen (Belgio) e Marianne Daepp (Svizzera).

L'European Council of Interior Architects (Consiglio europeo di architetti d'interni) è l'organo che rappresenta le organizzazioni professionali europee in architettura e interior design. Fondato nel 1992, Ecia rappresenta attualmente 16 organizzazioni nazionali, cui fanno riferimento oltre 8000 interior designer.

Ecia rappresenta a livello europeo e internazionale il ruolo e la professione dell'interior designer, di promuovere questa figura di architetto come parte essenziale della società e dell'economia legata al progetto. L'architetto di interni è, oggi, allo stesso tempo creativo e mediatore fondamentale tra l'utente, l'ambiente che lo circonda, e le diverse figure di tecnici e artigiani che concorrono



Il consiglio europeo dei designer Ecia nel loggiato della Basilica

no alla realizzazione del progetto.

Se l'architettura è "l'arte di disporre lo spazio" - come si è ricordato nell'incontro - le varie scale di questo spazio richiedono l'intervento di professionisti con qualifiche precise ed aggiornate ai tempi.

Ecia inoltre lavora per mantenere alto il livello delle competenze dei progettisti di interni, anche attraverso lo strumento formativo espresso dalle scuole di architettura e del costante aggiornamento tecnico e culturale. Il ruolo dell'interior designer si affianca a pieno titolo a quello degli altri professionisti che operano, in Europa, intorno agli importanti temi legati al progetto degli spazi della casa, del lavoro, dell'intrattenimento, del tempo libero. I temi più importanti di-

scussi durante il convegno sono stati in primis gli ottimi riscontri del World Interior Event Amsterdam del 7 settembre: la conferenza Examples, che ha illustrato una raccolta di progetti di architettura d'interni ricevuta dalle 16 organizzazioni nazionali membre di Ecia; importante la conferenza "l'Identità dell'Interior designer" a cura della presidente van Hengstum.

All'ordine del giorno l'approvazione della nuova "Carta Europea sulla formazione in architettura d'interni 2013", precedentemente ratificata sempre da Ecia durante l'assemblea di Amsterdam. La Carta sulla formazione è nata a seguito della "Dichiarazione di Bologna" del 1999 per standard minimi sulla formazione in architettura degli interni. ●

The Board meeting fixed for the month of October has been organized in Vicenza, where from 6 September to 6 October the city hosted the Month of Architecture, filled with events and forums on Urban and Architectural discussions on territory and environment.

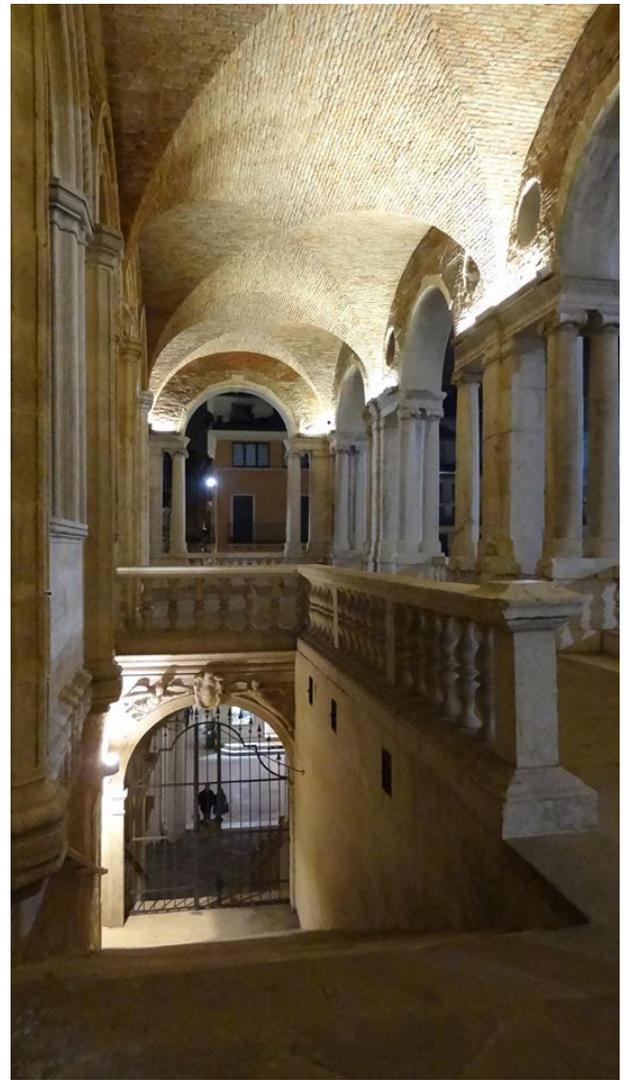
The meeting gave the chance to the Board Members to visit the Design Exhibition on Piergiacomo Castiglioni located in the beautifully renovated Palladian Basilica.

ECIA dedicated part of the time to meet the local school of Interior Design of Vicenza, Isai, to transmit to the young students how important is to invest in a high quality education on design, technical aspects and culture, not only limited to the time spent in school, but all over the career of a designer.

It has been the chance to create a new positive relationship with the school of Isai which kindly hosted the Board, and for which ECIA is grateful.



ECIA Board on the roof of Basilica Palladiana



Basilica Palladiana, Loggia



Basilica Palladiana



ECIA ACTIVITY

Board in Bournemouth - England



Joke van Hengstum
President ECIA



The board always tries to make a combination with an event or a special visit by the board meeting.

In February we met in Bournemouth where Vanessa Brady as president of SBID visited with us the Arts University Bournemouth. We had a meeting with the Course Leader of the Interior Architecture and Design department and met teachers and students. We talked with them about our commitment to a common standard for interior education in Europe. It is always interesting to become informed about the education and the circumstances in the different schools and countries.

Joke van Hengstum
President ECIA

ECIA ACTIVITY

Board in Lausanne, Switzerland



*Joke van Hengstum
President ECIA*



In the beginning of May we had a meeting in Lausanne where we were invited to join the General Assembly of the VSI / ASAI. We took part in the excursion and visited the villa KARMA of Adolf Loos in Clarens-Montreux and some interesting pieces of work of the members.

During the excursion and the meet, eat and drink moments we had the time to talk with our colleagues and the board about the situation of the interior architects in Switzerland.

*Joke van Hengstum
President ECIA*



Villa KARMA

*Rolex Learning Center Lausanne
general views*



La Maison de l'Écriture

La Maison de l'Écriture

ECIA ACTIVITY

Meeting with the new ACE President

On the 7th of May, Joke Van Hengstum and myself went to the headquarters of ACE, located in Brussels. It is important for ECIA to have a good contact with ACE, because ACE and ECIA are comparable, with the difference that what ACE does for architects, ECIA is doing for the interior architects of Europe. ACE is on this moment an umbrella organization for 47 national organizations in 33 countries, representing 550.000 architects. The reason to have a meeting now, was to meet for the first time and lay contact with the new president of ACE, Luciano Lazzari.



Luciano Lazzari
ACE President

Ian Pritchard, the Secretary General of ACE and Wolfgang Haack, vice-president were also present in our meeting.

The meeting was an open conversation between two organizations interested in each other and looking for identical goals within the European context. Talking with the new president, the signal is clear that ACE sees interior architects as specialists, who have proved there added value and reason of existence within the building industry. This attitude creates a lot of opportunities for ECIA and ACE to work together within the European common framework. The new president points out the importance of Europe where 80% of the laws of the European countries are made.

In the meeting a scheme is shown with an impressive overview of the ACE “theme’s” and “area’s”.

Every area has different work groups with a lot of topics going from “practical professional experience” to “public procurement”.

Education is getting more important for ACE, which is also a main topic for ECIA. ACE and ECIA are both convinced that a high level of education with a comparable content is necessary for the professional profile in Europe.

The new president, Luciano Lazzari, wants to get the attention to the future of the architect’s profession and of our environment. The link with education is for him very important, because the students of today, will be the architects of tomorrow. With ACE, he also wants to look to the Global Network to promote the unique European brand to a larger market.

These are fantastic ambitions and it’s great to see ACE is going with the new president in a clear, focused vision into the future.

For our organization ECIA, ACE is a remarkable institute to keep in contact, to exchange information, to work together and to learn from.

We agreed that we will continue to speak later this year again.

Jan Geysen,
Boardmember ECIA



ECIA ACTIVITY

Nordic Meeting

In the end of April the Nordic meeting took place in Copenhagen. The Nordic countries once a year have a meeting led by ECIA. A report of the meeting by our board member Halli Friogeirsson you can read in this newsletter. I made use of the opportunity to visit the meeting for I was in Copenhagen for a meeting with the course leader of the “New School” an initiative to start an education for interior architects at the Royal School of Art, Architecture, Conservation and Design Mathilde Aggebo. Pernille Grønbech also arranged appointments with the just took office CEO of the new design organization, Morton Grøn. The new design organization is a result of a merger of Danish Designers and the Design Industry part of the Chamber of Commerce.

*Joke van Hengstum
President ECIA*



*Joke van Hengstum
President ECIA*

ECIA participation as a member of the International Jury of Jintang Prize 2013 edition organized by the Guangzhou Design Week

With the aim of creating a network stronger and stronger, ECIA with his boardmember Carlo Beltramelli has been part of the International Jury of the Jintang Prize organized by GZDW. The invitation came from Ready Zhang, director of GZDW, and we want to thank him today.

The Jintang Prize is a competition of Interior Architecture. It's open to everybody but only for projects realized in the territory of China. 10 categories are awarded. In the evaluation of 40 projects related to the "Apartments" category, multiple styles were shown. From the traditional Chinese to what is most trendy in this period, "The deco", to the modern style.

Talking about the modern style, we can observe that, compared to what we saw last year, the number of projects has greatly increased, which could be a sign of a possible new design direction in China.

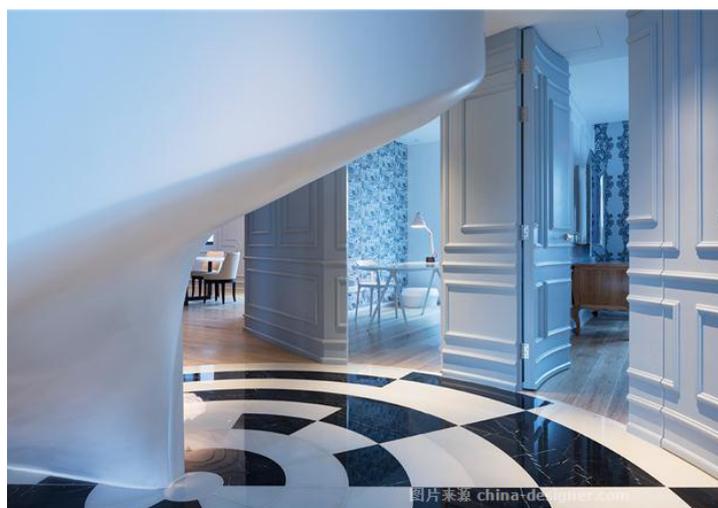
The evaluation criteria of the competition were explained at the beginning of the document sent to us. However, it remains unclear the real professional approach to the project. Actually it shows a stronger predisposition to meet customer's requests through "style" rather than using a "humanistic" approach, so a focus on the persons and their needs, which nowadays is a "must" in Europe. Let me say that the satisfaction of the customer is essential, even if only as a formal exercise, but it must be highlighted that for us Italians and Europeans this different approach includes respect not only for the person but also for the environment, both internal and external. A direct consequence is the choice of different materials and the increase of their quality, which today in China is not reached yet.

Personally speaking, I have doubts that this way of designing and living the profession has been shared and applied in the projects we have evaluated.

The hope is that the movement of professionals in China with their actions could "educate" their customers to demand a greater attention to the needs not only of the individual but also of the society in which they live. The hope is that the Chinese designers will introduce their customers to important issues such as environment protection and energy saving systems with the goal of leaving healthier and safer environments to the younger generations, with the legacy of places with different styles but equally luxurious.



Jintang Prize Projects



Awarding Ceremony



ECIA ACTIVITY

ECIA at Maison & Object Paris

ECIA was present at Maison & Object an International trade fair for professionals dedicated to Interiors private and public in decoration and design

It is a bi-annual meeting in Paris (France) one session in January and the second one in September.

The presentation of ECIA took place in their « Business Lounge ».

A selection of international professional associations were presenting their identity.

It was important that ECIA had a presence as the visitors of this trade fair are architects, interior architects, decorators, designers and Professionals in Hospitality, Residential, Boutiques / shops.

I made the presentation explaining why ECIA was created, who we are at ECIA, who are the members and insisted on the professionalism of the ECIA interior architects. And explained the issue of ECIA.

The international audience was impressed as there is no other Interior Architects professional association as such.

I met in all the speakers, APSDA'S President Mr Bankim Dave and CFAI was represented by its President M. Bernard Meignan who also made a presentation.

It was very fruitful. I was pleased to be useful to ECIA and I thank you.

Christine BORELLA

Architecte d'Intérieur CFAI / Présidente honoraire ECIA

Interior Architect CFAI / ECIA Honorary President



*ECIA
at Maison & Object, Paris*



ECIA ACTIVITY

ECIA/IFI Meeting in “Armani Hotel”

Milan, 8th April 2014

In the beautiful designed and sponsored setting of the Armani hotel in Milan, IFI and ECIA had a meeting to look if the relationship between both organizations could be restored.

IFI and ECIA are both umbrella organizations, where IFI is acting worldwide, ECIA is specially established for the European scale.

Both institutes were strongly represented, which already showed the importance of the meeting.

The participants for IFI were Iris Dunbar (becoming the new co-president of IFI), Sylvia Leydecker (new board member) Sebastiano Rineiri (also becoming new co-president of IFI), Iria Degen (coopted board member) and Shashi Caan (the president of IFI). On this moment of writing this report, Iris as the new president and Sebastiano as president elected have been appointed in the last GA of IFI.

ECIA was present with the whole board (Carlo, Elke, Marianne and Jan), except of Halli and Joke, our president. Our president was active on to many different meetings abroad in the same period, which conflicted with this meeting unfortunately.

To open the meeting Iria Degen constructively explained and repeated about the exact goal of the meeting – to be again in a constructive discussion. From then IFI and ECIA both introduced themselves as organizations by reporting their present history and orientation to each other.

The current image of ECIA and IFI is coherent with their recent background:

IFI is based in the United States and has a market-driven approach. The current management in IFI is focused on networking, communication and marketing, and they are successful at these activities.

ECIA is based in Europe, and has a culture and content-driven approach. The current management in ECIA is focused on transmitting the cultural foundation of the profession, as is a consequence investing almost all of its resources to influence the educational field around Europe (ECIA charter and ECIA educational program)



Basically both these entities are following a path that is based on their best skills and on their “natural attitude” and vision. No one is right or wrong, both are doing what they are good at and makes sense to them.

For IFI Shashi Caan told her view on IFI and also about the lost relationship between IFI and ECIA. It was good for ECIA to hear this story, to be able to close a past chapter in this relationship.

In order to create a new relationship between ECIA and IFI, different from the past, a “common ground” should be identified to reach a point where both the Associations have added value for each other.

Starting up again a dialogue, is a first step. Keeping contact is the only following ambition. Only time will show the potential developments.

*Jan, Carlo, Marianne and Elke,
ECIA board members*

*We kindly thank FANTINI and SALVATORI,
our generous supporters for this event*



stone innovation

ECIA ACTIVITY

ECIA GA in London

Saturday, September 20

100% Design, Earls Court Exhibition Centre 2, Warwick Road, London SW5 9TA

To the presidents, boards and secretaries general of the national organisations of ECIA
To the ECIA delegates of the national organisations

Dear Sir or Madam,

we are pleased to invite you to the ECIA General Assembly 2014, taking place on the 20th September in London. You may combine this meeting with a visit of 100% Design. <http://www.100percentdesign.co.uk/>
Attached you find the program for the meeting and the agenda for the general assembly. We would like to welcome you on Friday evening for a first get-together. On Saturday we will meet at 100% Design for the general assembly in the morning and an interesting “Members Talk” in the afternoon. You find more details in the program. Time for exchange offers the dinner in the evening.

Added to the mail are also the documents for the financial report and the budget for 2015.

ECIA couldn't arrange a contingent of hotel rooms, because prepayment was demanded. SBID made a hotel list for you to book by yourself. If you want to stay near 100% Design in the Earls Court Exhibition Center, choose a hotel in Kensington, for example the Millennium Bailey's, Millennium Gloucester Road or Park Grand Kensington.

If your national organisation wants to nominate a candidate for the ECIA board, the secretary general of ECIA should reach a short curriculum vitae of the candidate and a recommendation by the board of your organisation at least two weeks before the general assembly as it is written in the ECIA bylaws. The statutes of ECIA say that a board member is voted for two years and could be re-elected two times, so maximum time on the board is six years. Currently our engaged president Joke van Hengstum finishes her sixth year. She will stay on the board for one year as past president. Halli Friðgeirsson from Island can't go on as board member due to professional reasons.

If you have any questions concerning the meeting in London do not hesitate to ask me. Please give me a feedback who will take part of your association.

With kind regards

Elke Kaiser

Secretary General ECIA

ECIA General Assembly 2014 in London

PROGRAM

Friday, September 19

19.00 Get-together

Cocktail and dinner

Location not finally fixed, you will get information

Saturday, September 20

100% Design, Earls Court Exhibition Centre 2, Warwick Road, London SW5 9TA

9.00 – 13.00 General Assembly

14.30 – 17.30 Round Table

“Future of professional organisations in interior architecture/design”

(program – see next page)

20.00 Dinner

Location not finally fixed, you will get information

AFTERNOON PROGRAM

Saturday, September 20, 14.30 – 17.30

Members Talk

“Future of professional organisations in interior architecture/design”

Welcome by the president

Short lectures showing different experience:

How to manage a national organisation?

Are changes of the membership structure necessary concerning BA and MA graduates?

Speakers:

- Benedicte Arentz, Vice President NIL
- Vanessa Brady, President SBID
- Thomas Wachter, President VSI/ASAI
- Linda Zadelaar, Vice President BNI

Round Table Discussion

Where do the national organisations go?

What are the future tasks of the national organisations to go on successful?

How can the national organisations become stronger?

What could they do for having qualified members and qualified professional practice?

Participants:

- Gianpiero Sacci, Former President AIPI
- Jacob Sahlqvist, President Sveriges Arkitekter
- Thomas Wachter, President VSI/ASAI

Moderation:

- Jan Geysen, Board Member ECIA

ECIA Charter 2013 free download



VSI.ASAI - Switzerland

Interior architecture, a profession in a state of flux

Most of those actively involved know the role that interior architecture plays. However this is a profession in a state of flux. In today's world interior architecture is not so much concerned with the interior as with the concept of "from the inside out".

New demands on interior architecture

The task of our professional organisation is to establish how we should position ourselves; to identify are our strengths, our core competencies and our limitations.

We have long distanced ourselves from the traditional tasks of furnishing and decorating living spaces. Interior decorators, designers and crafts specialists have taken over this area. Even renovating kitchens and bathrooms has ceased to be our domain. New accounting models involving trade and planning have contributed to our self-imposed independence being undermined. So the time has come for us to remind ourselves of our core competencies and to identify new areas of expertise.

Scenic design is one magic phrase; corporate architecture, mediated spaces and brand architecture are all themes that challenge our professional identity. At the heart of our expertise, we are architects who think about spaces from inside. The interior space is however secondary. The individual, his/her identity and the function of the space are the focal points of our work. This means that we need to have specialised knowledge regarding human requirements, psyche, behaviour and history in order to be able to perceive the individual personal identity. In addition we need expertise in brand management, economic efficiency as well as, of course, in-depth technical and construction knowledge.

Architecture or interior architecture

Our joining the SIA as a professional body was a key milestone for the future of our professional organisation. It provides us with the opportunity to experience the areas of friction in our professional field and to measure ourselves against structural architects.

Cities are no longer just built and architecture is not written in stone. Buildings are no longer just real estate.

Today buildings are expected to be mobile, on the one hand in the sense of ecological and economic flexibility, and, on the other hand, as a reaction to a mobile society with requirements that can change at short notice.

So what is called for now is not just tradition and status but rather an immediate tangible identity, not necessarily confined to the interior space but also to the public space which is increasingly entitled to a formed identity. And vice versa the public space is no longer simply defined in the exterior space but also in the interior.

Core competencies of interior architecture

We need to examine our core competencies. These do not just lie in the areas of design, construction and organisation but much more in the ability to recognise individual identities and to create appropriate spaces for these individuals. In my opinion, this is a basic requirement in any effort to produce user-specific interior architecture. This competence contrasts with what is required in structural architecture which is directed by the long-term focus of society resulting in "author" thinking. We need to be aware of our qualifications, be able to put a name to our core competencies and be open to new areas of activity.

As a professional organisation, we are lagging behind our professional reality. Our self-image does not correspond to the daily work of our members. For this reason, it is vital to encourage the exchange of ideas, to give a voice to our professional image and for us to be open to new perspectives.

Structural changes take time. Instead of complaining about the loss of certain areas of business, we should take the opportunity to use our core competencies to occupy new areas.

It is not just us interior architects that are feeling unsettled by these newly formulated core competencies but also structural architects. Many architects no longer see themselves as authors but rather are also placing the user in the centre of their thinking. We should be prepared to open up our organisation to include such "migrants" as I see them as an important extension.

Work in the organisation

Some important groundwork has already been done, such as joining the SIA professional body and the register for interior architects.

As interior architects we see ourselves as generalists. Our professional image should gain weight. We are planners of spatial identity; we think from inside out; we provide the user with a space characterised by a specific identity, with sensuality, content and fitness for purpose. We work in a planning capacity and our brain is our vital resource. This is why we require an academic professional training, a Master's degree for interior architecture. The current proliferation of exotic Master's degrees does not help professions to position themselves. The schools and universities should take responsibility for professional positioning and should use a clear description of the education provided to strengthen the professional image.

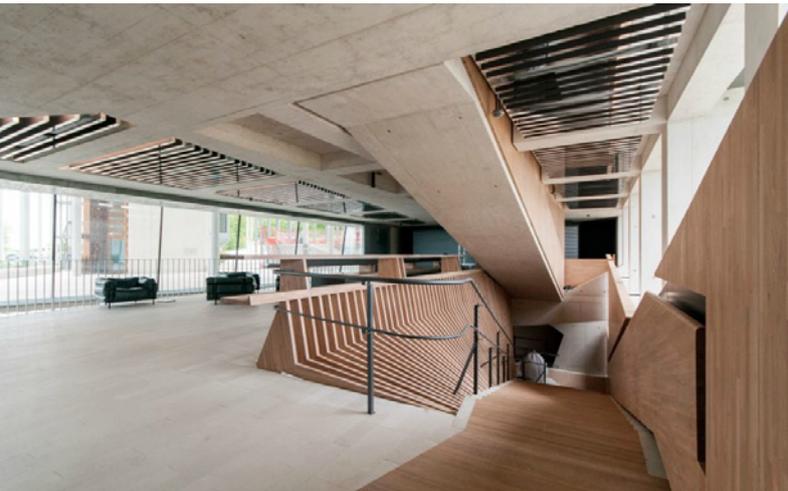
I would like to see closer consultation between the various actors and discussion with ETH architects.

We reflect our positioning in norms, guidelines and PR. This is why it is important to revise our fee structure. We will however also need to have regulations for procurement and the organisation of competitions in interior architecture. Our aim will be to increasingly fill the "interior" in interior architecture with content and confidence.

Thomas Wachter

*Introductory speech 9 May 2014 GV VSI.ASAI.
in Lausanne*





The Estonian Society of Interior Architects held the SISU 2014 international symposium in Tallinn on 11 – 14 June on the theme Interior Architecture – Dynamics of Theory and Practice, where recognised theoreticians and practitioners in the field from Europe, Australia and Estonia met.

How do theoretical knowledge and practical project design function in interior architecture and what kind of new knowledge develops from practice-based research? As a fresh symposium for interior architects, SISU seeks new viewpoints and approaches for the creation of user-oriented, emotional and functional space. What are the typical and atypical trends in terms of contemporary spatial environments in a rapidly changing world here in Estonia and elsewhere in the world? We are accustomed to speak of traditions and local identity, even though these phenomena are becoming unified in today's globalising world. Does a well-designed interior reflect the user's identity or does the interior architect's creation primarily manifest his own distinct style? Where do the limits of the interior architect's working area begin and end in public and private space: where does architecture become interior space and vice versa?

The world renowned Ro Koster and Ad Kil, who have gained recognition through their Moses bridge project, gave a witty opening lecture on enlarging the positive footprint. ECIA1 President Joke van Hengstum from Holland spoke about the education of the interior architect on the basis of the newly completed European Charter of Education.² ECIA's mission is primarily the synchronisation and fostering of educational standards and knowledge within the field of interior architecture. Professor Suzie Attiwill from RMIT University in Melbourne expanded the concept of interiors and practical philosophy, encouraging practitioners to consider the possibility of writing their doctoral dissertation based on their practical work as a study of design as well as a study for design. This possibility is relatively new and

studies conducted for the use of the profession are valuable. Practitioners with doctoral degrees change the learning environment as well as the relationship between education and the profession. Jüri Kermik from Brighton University dissected changes in the landscape of design education on the basis of the newly created future design programme at Brighton in an age of new technology. That presentation was supplemented on the theme of experimental spatial art by Professor Morten Lund from Chalmers University, a well-known supervisor of interior architecture students at the Estonian Academy of Arts (EKA). Peter Dautzenberg, head of the Dutch Society of Interior Architects (BNI), interpreted the role of the interior architect in the world of today and of tomorrow. Tom Callebaut from Sint-Lucas University Brussels/Ghent analysed the contemporisation of sacral places and spaces on the basis of his projects. From Estonia: Tüüne-Kristin Vaikla introduced patterns of spatial intervention in the practice of reinterpreting a building on the basis of the example from her PhD study. Kaos Architects and Ville Lausmäe showed their newly completed rooms, speaking of the object as a method for creating a whole. Newly appointed EKA professor and head of the Chair of Interior Architecture Studies Hannes Praks described freedom and new fresh breezes in teaching the profession of interior architecture. Martin Samm from Riga, who was educated at EKA, acknowledged the marginal role of the interior architect in Latvia.

The interdisciplinary workshop Sound in Space / Space in Sound supervised by well-known Estonian composer Helene Tulve & co dealt with the spatial dimension in music. In the course of the creation of an improvisational work of music, the way a room affects sound was analysed, along with how sound accentuates different characteristics of a room and the dimension of time.

The symposium ended with a broad-based round table discussion where the identity of the interior architect,

limits, cooperation and the environment under construction were examined. Alongside home design periodicals, it is extremely important to talk about the nature of interior architecture as a profession and the professional role of interior architecture in today's world and Estonia. We see architects and designers, landscape architects, art scholars and curators, restorators, urbanists, graphic designers and artists as our kindred spirits – thus very different creative practitioners and theoreticians associated with space.

In addition to self-evident aesthetics, society expects backbone in collision with the lines of force that dictate the market, well thought out choices in reducing the ecological footprint, defiance of the magic of consumerism, and the reinterpretation of more conservational contemporary ways of life from the interior architect. May we meet again at the next symposium!

*Tiiine-Kristin Vaikla
SISU working group*



Photo Credits: Aivo Kallas, KLIFF JA KLAUS STUUDIO.

SISU 2014 international symposium, Tallinn



Photo Credits: Aivo Kallas, KLIFF JA KLAUS STUDIO.

SBID - England

Dear Vanessa,

Congratulations with the honor for receiving the OBE for your services to the international design industry.

You achieved a lot for the British interior designers and for the development of the profession in the UK.

We are proud of having SBID as a member!

Enjoy your new status.

Kind regards,

Joke van Hengstum

President ECIA



Vanessa Brady, President of the Society of British and International Design (SBID) awarded an OBE in the Queen's Honours List

Vanessa Brady, international multi-award winning interior designer and Founder of the Society of British and International Design has been awarded an OBE (Officer of the Most Excellent Order of the British Empire) for her services to the design industry.

Her central London based ISO 9001 design practice; Interior Design Services Ltd has amassed an award winning portfolio including past projects such as Hard Rock Cafe, the Design Council, the Kabaret Club, British Luxury Club, Unilever, high security government offices, Head of State Palaces, and the private residence of numerous diplomats.

In recognition of her high standard and design flair, Vanessa has been acknowledged for a number of high level business and design achievement Awards; most recently the 2014 Woman in the City, Woman of Achievement Award for the Built Environment. Known for her competence and attention to detail as a designer, her projects address environmental issues such as sustainable processes; focusing on added value through investment by identifying methods to increase turnover through strategic activity and internal improved management control within the design perimeters.

Nominated twice over in 2010 and 2013 by NatWest Bank for their Business Women's Award, she is also an MBA business consultant, working with global business brands and private clients over the past three decades who have commissioned Vanessa for her vision for growth.

In 2009, she led the Society of British International Design (SBID), to become the national representative organisation of the European Council of Interior Architects (ECIA) for the United Kingdom, developing new markets in the UK where previously, due to a lack of standards, Britain had been excluded. SBID placed Britain on a level playing field within Europe and globally, creating a British standard of education, competence and practice for the first time.

In three years, SBID grew to become the largest professional membership interior design organisation in Britain, sitting amongst 16-member qualifying countries of the ECIA. In 2011 she launched the SBID International Design Awards to recognise, reward and celebrate

talented businesses and individuals in the industry and the awards have since continued to be regarded as one of the most prestigious acknowledgment of design excellence.

Vanessa is the *British Ambassador for Design* to France for the Hospitality sector and continues to work closely with trade in Europe; particularly in France and Italy, as well as in the Middle East, USA and Canada, creating routes to market for import and export through commercial and diplomatic routes.

- ENDS -

About SBID (Society of British & International Design)

SBID is the standard-bearer organisation of the profession of interior design in Britain and represents members in practice, higher education and industry. The organisation supports the profession locally, nationally and internationally and is part of a global network of 50,000 designers who are professionally accredited.

SBID is the British organisation selected by the 16 nation members of the European Council of Interior Architects and the NCIDQ in the USA and Canada to represent their professional accreditation standards in Britain.

www.sbid.org

ECIA BACKGROUND

www.ecia.net/who_we_are/background

CODE of CONDUCT

ECIA on ethics: read more on www.ecia.net/what_we_do/code_of_conduct/english



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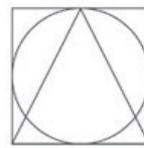


WOW *Ways of Working*



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