

CHAPTER {PROFILE}

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Pennsylvania | New Jersey | Delaware

The strength of the unique IIDA City Center model allows us to deliver chapter programs to our Members through local design community-based City Center teams. We then coordinate all of these activities to provide chapter events statewide.

Each of our three states has a distinct geographic, demographic and economic personality. Our Members practice interior design in large architectural companies as well as small design studios, in major metropolitan areas and quaint village outskirts. Philadelphia, Pittsburgh and Wilmington are experiencing a spirit of new urbanism that has begun to stretch to our more rural cities and historic towns.

Our chapter footprint provides locations for corporate headquarters, pharmaceuticals, manufacturing facilities, military bases, historic districts, major universities, ski

The recent continued economic downturn has affected the Chapter in varying degrees, but metropolitan areas were hit the hardest. As a result, many designers are turning to sales positions within the industry or are striking out on their own as freelance consultants. Because the economy is soft throughout the United States, our Members are staying local rather than seeking historically more lucrative regions. As the economy turns around, our area's clients soon will benefit from the talent that has remained.

The Chapter is working to increase communication with its 400 Members. Our cumulative communication databases reach out beyond our Membership to approximately 1,000 Members, students, industry partners, educators and students, and other associations.

To this end, we have launched new electronic City Center and Chapter newsletters and a new Web site featuring calendars, job opportunities and Member portfolios. We soon will roll out a new public relations campaign to increase the IIDA brand awareness among the buying public, potential members and allied professionals.

We recognize that the strength and future of our profession is in our students, the continuing education of our professionals and through legislative efforts. The Chapter's

WHO {WE ARE}

Encompassing Pennsylvania, New Jersey and Delaware, the Chapter exhibits great diversity and extremes. We have five active City Centers in Wilmington, Pittsburgh, Philadelphia, Pocono Mountains and New Jersey, and we plan to launch at least two more in the near future. The Chapter also shares the Greater New York City demographic in northern New Jersey and the Greater Baltimore and Washington, D.C. demographic in southern Delaware.

resorts, casinos, beach homes, world class museums, restaurants, clubs and national sports teams. The vacation home and corporate executive markets support beautiful residential projects along our shore points, as well as in stately suburbs and mountain retreats. The quantity of corporate headquarters also provides for a wealth of facilities management and ancillary design activities.

active Campus Center — with at least six interior design schools — has presented CEUs at Carnegie Mellon and Princeton universities. We also recently witnessed interior design legislation in the State of New Jersey for the Certification of Interior Designers.

In these challenging times, the networking, professional and educational opportunities provided by IIDA chapters are especially valuable to interior designers. ☺