



IIDA | THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION

**Annual Report
2025**

Dear IIDA Community,

There is a quality unique to design: a willingness to look honestly at what is, and then imagine, with discipline and creativity, what could be. It is a quality that defines not just the work designers do, but the way they move through a complex and rapidly changing world. And it is a quality that has always guided IIDA: grounded in the present, oriented toward the future.

That orientation has never mattered more. The forces reshaping the built environment, from technological acceleration and shifting workplace dynamics to the ever-evolving needs of the humans who inhabit designed spaces, are demanding more of designers, and more of the organizations that serve them. We at IIDA have felt that call acutely, and we have answered it with intention.

This annual report is about intention made manifest in 2025. This year, IIDA made investments in knowledge, in capability, in our members, and in the infrastructure of the association itself, that will serve the design profession for years to come.

IIDA's Certified Design Futurist program continued to grow and prove its value. A new cohort of Certified Design Futurists has entered practice, already putting foresight skills to work: winning new business, expanding firm capabilities, and approaching client challenges with a fluency in futures thinking that positions their firms at the leading edge of the profession.

In 2025, IIDA also took a pivotal step in deepening our capacity to serve and inform the design world by welcoming Mark Bryan as IIDA's first Chief Research and Strategy Officer. His work is expanding our knowledge base, informing our programming and advocacy, and ensuring that the guidance we offer members, and the larger public conversation about design, is substantive, evidence-based, and forward-looking.

Our global reach continued to grow as well. IIDA Competitions is in the process of becoming a more intentional and inclusive bridge to design communities worldwide, inviting broader participation and amplifying design talent and impact across geographies and disciplines. We deepened cross-disciplinary dialogue with other professions within the world of design, and continued building a network that creates expanding opportunity for our members across more than 47 countries.

None of this would mean much without a strong organization behind it. IIDA's membership continued to grow in 2025, and that growth, combined with disciplined financial stewardship, has positioned us as a robust and resilient association, one with the capability to sustain commitments, respond nimbly to change, and continue building programs that genuinely serve our members.

The work described in this report reflects the efforts of an extraordinary network of people. IIDA members and chapter leaders bring energy and dedication to building vibrant local design networks year after year. The International Board of Directors offers strategic counsel and a gracious commitment of time that elevates everything the association does.

The thousands of volunteers who contribute their hours to advance design in their disciplines and regions are the connective tissue of IIDA. And the industry colleagues and sponsors whose support makes so much of our programming and outreach possible are partners in the deepest sense. We are grateful to all of them.

Design has always been an act of optimism: a declaration that things can be better, and that the professionals who shape our environments have a meaningful role to play in that betterment. We enter the future with an expanded knowledge base, a wider reach, a growing membership, and an infinite belief in the capacity of design, and designers, to meet this moment with creativity, rigor, and purpose.

Thank you for being the most essential part of the IIDA journey.



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



Stacey Crumbaker, FIIDA, Assoc. AIA
President
IIDA International Board of Directors



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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.



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

5%
OF THE MEMBERSHIP HAVE BEEN MEMBERS FOR OVER 20 YEARS

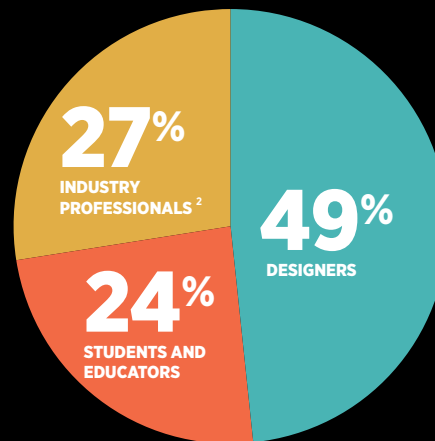
80%
OF THE INDUSTRY'S LEADING FIRMS UNITE TOP TALENT SHAPING THE FUTURE OF INTERIOR DESIGN

33%
HOLD LEED AND/OR WELL CERTIFICATIONS

63%
ARE NCIDQ CERTIFIED

92%
REPORT HOLDING A BACHELOR'S DEGREE OR HIGHER

MEMBER TYPES¹



IN 2025, ASSOCIATE MEMBERSHIP INCREASED BY 7%, HIGHLIGHTING A GROWING DEMAND FOR IIDA'S CAREER-BUILDING PROGRAMS AND RESOURCES TAILORED FOR DESIGN PROFESSIONALS.

ACROSS IIDA, CHAPTERS DELIVER MORE THAN 300 PROFESSIONAL DEVELOPMENT CEU OPPORTUNITIES EACH YEAR THROUGH 160 IN-PERSON AND 130 VIRTUAL CEU EVENTS THAT KEEP DESIGNERS CONNECTED AND CREDENTIALLED.

WITH 126 CAMPUS CENTERS NATIONWIDE, OVER 250 STUDENT LEADERS ARE BUILDING THE NEXT GENERATION OF DESIGN LEADERSHIP.

MORE THAN 575 DESIGNERS ADVANCED TOWARD NCIDQ CERTIFICATION IN 2025 WITH THE SUPPORT OF IIDA'S EDUCATION, RESOURCES, AND MENTORSHIP PROGRAMS.

¹ As of December 31, 2025

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 members across 47 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. Learn more about us at [IIDA.org](https://www.iida.org).



ASSOCIATION OVERVIEW CONTINUED



2025-2026 IIDA INTERNATIONAL BOARD OF DIRECTORS

PRESIDENT

Stacey Crumbaker, FIIDA
Associate Principal
Mahlum Architects
Northern Pacific Chapter

PRESIDENT-ELECT

Bill Bouchey, FIIDA
Design Director
Gensler
Southern California Chapter

VICE PRESIDENTS

Michelle Boolton, Ind. IIDA
Vice President, A & D,
Design Services, eTools &
Showrooms
Kimball International
Ohio/Kentucky Chapter

Gilbert Broco, IIDA, CDF
President
CI Group
Florida Central Chapter

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

Libby Gillen, Ind. IIDA, CDF
Vice President, A&D
Momentum Textiles & Wallcovering
Texas/Oklahoma Chapter

VICE PRESIDENTS

Vibhavari Jani, IIDA
Professor
Kansas State University
Mid-America Chapter

Mike Johnson II, FIIDA
Director of Interiors
Hickok Cole
Mid-Atlantic Chapter

Amie Keener, FIIDA
Senior Associate
Gensler
Texas/Oklahoma Chapter

Erika Moody, FIIDA
Principal
Helix Architecture + Design
Mid-America Chapter

Jen Ruckel, Ind. IIDA, CDF
President
Pinnacle Architectural Lighting
Intermountain Chapter

John Sadlon, IIDA
Global Workplace Practice Leader
Perkins&Will
New York Chapter

Abby Scott, FIIDA, CDF
Central Region Director, Interiors
HDR
Great Plains Chapter

2025-2026 IIDA FOUNDATION BOARD OF TRUSTEES

CHAIR

Michelle Boolton, Ind. IIDA
Vice President, A&D, Design
Services, eTools & Showrooms
Kimball International
Ohio/Kentucky Chapter

CHAIR-ELECT

Krystal Lucero, IIDA
Senior Interior Designer
Edwards + Mulhausen
Interior Design
Texas/Oklahoma Chapter

TRUSTEES

George Bandy, Jr., Ind. IIDA
VP & Chief Sustainability Officer
Andersen Corporation
Northland Chapter

Elsie St. Léger, Assoc. IIDA
Project Manager
NYU Langone Health
New York Chapter

Erika Moody, FIIDA
Principal
Helix Architecture + Design
Mid-America Chapter

TRUSTEES

Stacy Murphy, IIDA
Vice President, Austin Division
Furniture Marketing Group
Texas/Oklahoma Chapter

Christine Peter, Ind. IIDA, CDF
Principal
Kaleidoscope Concept
Southern California Chapter



SUPPORTING IIDA CHAPTERS

IIDA is about community. We are proud to share our mission with 34 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.

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





IIDA FOUNDATION

The IIDA Foundation is a 501(c)3 nonprofit philanthropic organization with a mission to drive innovation and advancements in the commercial interior design field. The foundation seeks to make a meaningful impact through supporting grants and funding opportunities, and continued support of education, research, and outreach opportunities. All contributions are tax-deductible.



In 2025 the IIDA Foundation distributed more than \$50,000 in funds across 11 international award programs, supporting over 30 designers in their career aspirations and professional licensing achievements.

The IIDA Foundation also supports 12 IIDA Chapter-led funds, providing professional development and educational opportunities to local IIDA members across the country.

Additionally, 75 IIDA Members generously donated \$1,500 to support the IIDA Foundation in 2025. Support for IIDA Foundation directly powers IIDA's efforts to provide award opportunities for emerging and established designers to pursue their passions, continue their education, and be recognized for their professional achievements. It also enables us to provide new professional development resources, educational programs and content to drive our members' careers forward.

Thank you for being a champion for the industry, design students, and your peers. To learn more about the IIDA Foundation, please visit our website at [IIDA.org/Foundation](https://www.iida.org/Foundation).



IIDA FOUNDATION CONTINUED

The IIDA Foundation Board of Trustees work in collaboration with IIDA to administer and manage the work of the foundation, and to support the strategic plan set forth by IIDA. The Board of Trustees is composed of IIDA members that have served in leadership roles, are dedicated to the commercial interior design field, and are focused on fostering an innovative and inclusive design community.

2025-2026 IIDA FOUNDATION BOARD OF TRUSTEES

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Services, eTools & Showrooms
Kimball International
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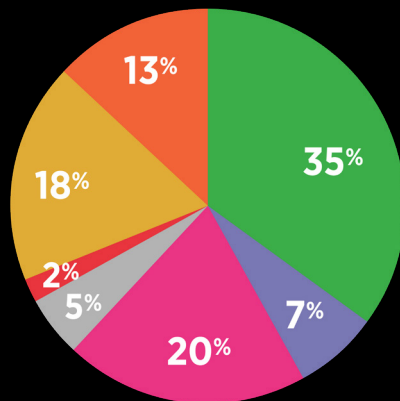
FINANCIAL HIGHLIGHTS

In FY 2025, revenue increased, driven by growth in the membership base, sponsorships, and strong performance in special events and programs. Expense growth was consistent with expanded program delivery and operational scale. Overall, the organization achieved a solid increase in net assets, demonstrating sustained financial stability.

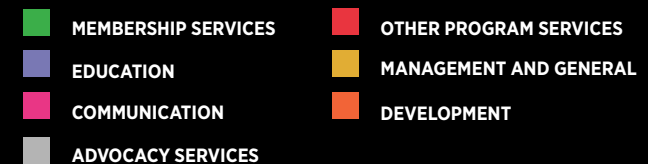
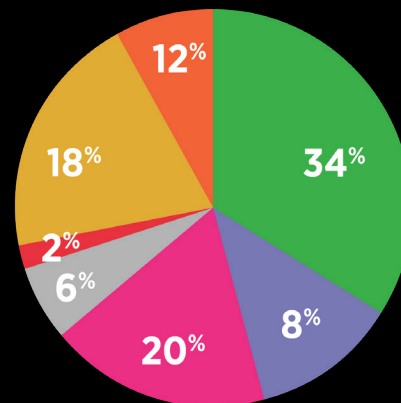
The adjacent charts illustrate how funds have been allocated as we continue to invest in members' professional development, elevating thought leadership, and expanding equity, diversity, and inclusion in the design profession.

How IIDA Stacks Up

EXPENSE BY PROGRAM 2024

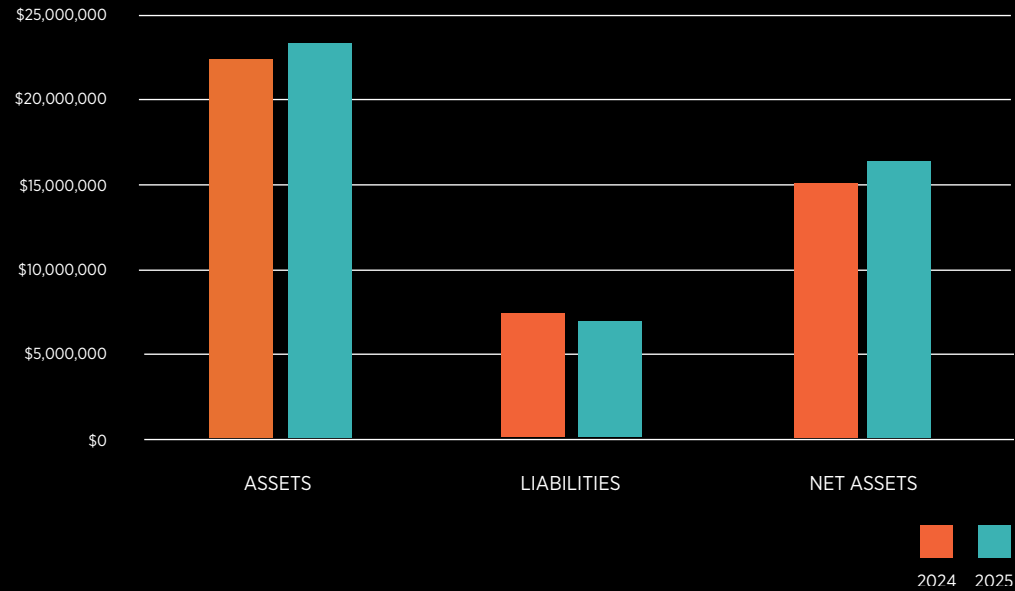


EXPENSE BY PROGRAM 2025



FINANCIAL HIGHLIGHTS CONTINUED

CONSOLIDATED STATEMENT OF FINANCIAL POSITION



CONSOLIDATED STATEMENT OF ACTIVITIES - REVENUE





IIDA

The International Interior Design Association, known as IIDA, is the commercial interior design association with a global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of members across 47 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. www.IIDA.org

