



MOVING DESIGN FORWARD

GOOD DESIGN IS GOOD BUSINESS



The International Interior Design Association (IIDA) is a vital advocate for the design industry and we're grounded in the growth and development of designers and design firms, from small-but-mighty powerhouses to the household names of the design world.



In fact, 81% of *Interior Design's* Top 100 Giants of Design are IIDA member firms, employing IIDA designers who generated more than \$2 billion in interior design fees and more than \$8 million per designer in specifications in 2022.

Industry-leading firms rely on IIDA designers: We empower designers by building their leadership skills, expanding education and professionalism, and creating an active, engaged design ecosystem in which they and their firms can thrive.

IIDA | THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION





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A DYNAMIC ASSOCIATION

FIRMS THAT INVEST IN IIDA MEMBERSHIP EXPERIENCE:

INCREASED BUSINESS
OPPORTUNITIES AND
REPUTATIONAL ADVANTAGE

DESIGNERS WHO REPORT
HIGHER WORKPLACE
SATISFACTION AND
ENGAGEMENT

ACCESS TO THE TOOLS,
INSIGHTS AND RELATIONSHIPS
NEEDED TO THRIVE IN TODAY'S
COMPETITIVE LANDSCAPE

SUPPORT FOR EVERY ASPECT
OF A FIRM'S OPERATIONS:
PEOPLE, PROCESS AND
PERFORMANCE

“Being part of IIDA leadership at the local level is really great leadership training for designers. Building consensus, understanding operations, strategic planning and long-term thinking ... those are all skills that designers can directly translate into their professional practice.”

— *Sascha Wagner, President and CEO, Huntsman Architectural Group*





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A GLOBAL NETWORK FOR DESIGN

- Over 15,000 members spanning 60 countries, creating global connections for your firm
- Each IIDA member's network expands from 100 – 1,600 new contacts
- More than 350 IIDA-affiliated industry partners mean new firm connections to design business opportunities

Aligning your firm with IIDA is a strategic decision that drives results through greater reach, stronger connections, and increased client confidence. **More than just a membership – we are a strategy for design.**





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A TRANSFORMATIVE ENGINE FOR FIRMS

YOU NEED TO:

Turn your designers into firm leaders

IIDA ADVANTAGE

IIDA offers over 700 leadership development opportunities through our global chapters

YOU NEED TO:

Expand your network

IIDA ADVANTAGE

IIDA's connections include the best in the industry and are a proven driver of opportunity for firms

YOU NEED TO:

Jump start professional development

IIDA ADVANTAGE

90% of IIDA's professional education has a quality rating of 5/5 by IDCEC

YOU NEED TO:

Supercharge client engagement

IIDA ADVANTAGE

IIDA stands for professionalism; IIDA designers boost client confidence in the caliber of work your firm delivers





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JOIN A GLOBAL CONSORTIUM OF TOP PRACTITIONERS

If your design team does not yet belong to IIDA, let us help you get connected. Our team can tailor a membership that perfectly fits your designers and your firm.

Find out more on the [IIDA website](#) or reach out to IIDA Director of Membership Cody Czmyr at cczmyr@IIDA.org

