

# INTERIOR DESIGN

SEPTEMBER  
2012



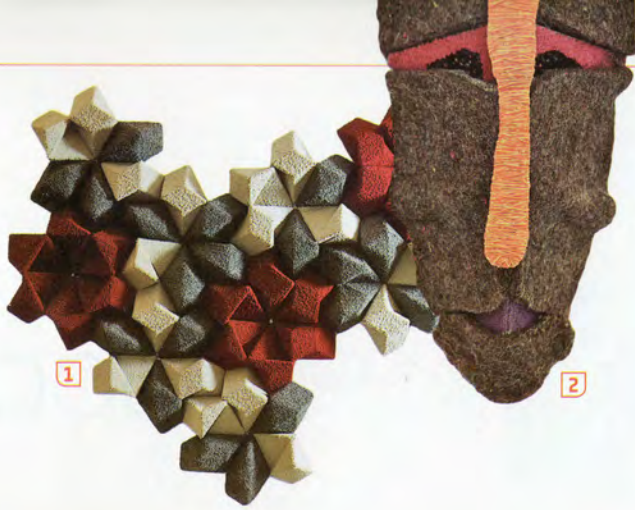
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# snaps

To witness the culmination of Idea Lab 2012: Carpet Art, more than 350 members of the design industry headed to the new Interface showroom in Midtown. The project, a collaboration between the carpet manufacturer and *Interior Design*, was envisioned as a fun way to engage the creative community while raising funds to support DIFFA, the Design Industries Foundation Fighting AIDS. To get started, the 30 participating teams of designers and artists received idea boxes filled with Interface raw and recycled materials, samples, and images of 40 current patterns. Sold at silent auction during a cocktail party, the resulting artworks, furnishings, and novelties raised \$16,000.

## floor show



1. Situ Studio's *Volumetric Carpet Tiles*.

2. *Mask/Mask* by Michael Liu and Justin Scurlock of Tsao & McKown Architects.

3. Alpha Workshops executive director **Kenneth Wampler** and his *Cancello*.

4. The crowd filling the 8,000-square-foot showroom.

5. Tug Studio founder and *Top Design* veteran

**Goil Amornvivat** saluting *Insignia*, created with personal and professional partner Thomas Morbitzer.

6. Shimoda Design Group's *Octavio di Martini*.

7. Crème Design's *The Flowery Night*.

8. HOK senior associate Bob Elliot's *Mandala*.

9. *Interior Design* editor in chief and DIFFA chairman

**Cindy Allen**.

10. M Moser design director Bill Bouche's *Donor Pin Board*.

11. The cover of the auction catalog.

12. DIFFA interim director and treasurer **William Murphy** and acting executive director **David Sheppard** flanking

Interface vice president of A&D market development

**Jennifer Busch**.

13. Harry Allen Design president Harry Allen's *Parallel Reality*, a collaboration with Johnson & Johnson chief design officer Chris Hacker.

14. *Flor House Pet Hummingbird* chair by TZ Design's Mark Goetz.

15. Two of UM Project founder François Chambard's *7 Carpet Critters*.

