



interior designers of canada  
designers d'intérieur du canada



Founded in 1972, Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession in Canada with a mandate to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally.

With this goal in mind, IDC provides valuable and quality professional development opportunities, educates the public about the importance of hiring qualified interior designers and advocates on behalf of members to promote understanding of the interior design profession.

In total, IDC represents more than 5,000 fully qualified interior designers, interns, students, educators, and retired members. IDC members work globally in all areas of design, including corporate/commercial, institutional, retail, hospitality, health care, and residential. In addition, nearly 200 manufacturers and suppliers, who support the work of interior design professionals, are members of IDC.

# CONTENTS



MEMBER Sherry Haddow • FIRM Studio Series Design • PROJECT Garden of the gods -  
Millennium Family Live/Work Loft • PHOTOGRAPHER Rob Atkins

MESSAGE FROM THE PRESIDENT	2
MESSAGE FROM THE CEO	3
YEAR IN REVIEW	4
OUR COMMUNITY	6
ADVOCACY	7
INDUSTRY	9
PROMOTION	10
CELEBRATION	12
BOARD OF DIRECTORS	15
FINANCIAL STATEMENTS	15

It has been a great honour and privilege to serve as your president of the 2020-2021 Board of Directors. Together, we braved a year full of uncertainty and managed to accomplish and learn so much from each other, side by side, through the magic of technology and virtual meetings.

No matter the challenges that this year brought and the distance that most of us are now used to in our day-to-day lives, our community was able to continue to create and thrive, to come together to participate in important discussions, and for some, to take a needed shift or pause. All of it was worthwhile. I, like most of you, am looking forward to resuming travel, in-person meetings, attending trade missions, symposiums, awards galas, special events, and so much more. The future is bright for Canada's interior designers. It has been great to hear that many of our members are thriving during this challenging time, although looking forward to being back in the office with their colleagues. We have found ways to collaborate and work together while physically distant, but miss the ease of communication when we are together.

I have enjoyed hearing from many of you during our President's Webinars, with my co-host and co-pilot, IDC's CEO, Trevor Kruse. Through these webinars we aim to deliver updates on IDC events and initiatives and hear your concerns and suggestions on how IDC can do better. I hope our members continue to participate in these and other communication exchanges in the future. We appreciate all your feedback.

This year especially, the commitment of our members has been so inspiring to witness – whether it is volunteering on a committee, sending in projects, research,



and news items to IDC's team for publication, or participating in virtual learning opportunities. We hope to make available more initiatives and ways for members to participate, whether it is virtually, in-person, or a mix of both worlds.

IDC continues its efforts to advocate for Canadian interior design, providing a platform for meaningful member engagement, by embracing innovation, and promoting diversity and inclusion in our profession. With the recent launch of a dedicated space for member advocacy on IDC's website, and the mentorship program, members have more ways to engage within the industry and our incredible community across the country.

I would like to take this opportunity to acknowledge the hard work of IDC's team of staff and my amazing colleagues on IDC's Board of Directors – the talented designers, business owners, and community leaders, who care deeply about our industry and the future of interior design.

I wish your incoming president all the very best and look forward to continuing to work with IDC and our members on many exciting things to come.

Sincerely,

A handwritten signature in black ink that reads "D Rutherford". The signature is fluid and cursive.

Deborah Rutherford  
President, IDC Board of Directors



I am grateful and so incredibly humbled by the outpour of support we received from our members this year. With fewer resources at our disposal, but with great determination, we have been able to accomplish so much in a year.

From the continuous stream of CEU programming for members, to panel discussions, awards and series of town halls, we showcased once again, the wide variety of talented professionals within our industry.

I am especially proud of the panel discussions that IDC was able to organize and deliver to members. The Tales of Resilience town hall series was a response to student members who found themselves in a crisis, feeling the impact of the global pandemic, wondering about what the future holds, and seeking help and hope in finding internships and job prospects.

The three-part panel series aimed to help student and intern members to learn from senior designers and industry leaders, ask questions and gain insight into how to move forward in their careers.

The Behind Closed Doors: Racial Disparities in Design series brought community leaders together to help address racial disparities and racial bias within Canada's interior design industry. We hoped to begin dialogue, share information, resources, and experiences to inform interactions of how to approach addressing racial disparities within the design industry and society.

We also held our design symposium virtually this year with the help of many volunteers, board members and staff, who put in much effort into making the event a reality. It was important for IDC to host the virtual symposium panels even when

we could not all be together. The success of the virtual symposium demonstrated our wide reach across the country to present valuable content that was previously only available at the in-person conference. We hope that future events may be delivered as hybrid, to leverage both in-person and virtual aspects.

None of these events, town halls, and webinars would be possible without the involvement and contributions of our members, IDC volunteers, allied organizations, and many industry partners, throughout Canada. We appreciate your engagement and contributions.

I would like to extend my deepest appreciation to the IDC Board of Directors who volunteer their time and expertise, continuously meeting challenges of the industry and our members, to keep the association moving forward. I also want to recognize the hard work and dedication of IDC's small but mighty team whose contributions help us make an impact.

Finally, I would like to acknowledge and thank all our members for their continuous support, input and engagement with Canada's national association and our growing community of interior designers. You are helping to build a better community today and for future generations of interior designers.

Sincerely,

Trevor Kruse  
Chief Executive Officer, IDC



## COMMUNICATIONS & MARKETING

## MEMBERSHIP

### Web Activity

#### idcanada.org

Page views

- 171,400 page views annually.
- 57,190 unique visitors annually.

### Social Media Activity

	2019	2020	% Change
Facebook	8,048	8,533	6%
Twitter	4,859	4,830	-0.6%
LinkedIn	11,668	14,555	25%
Instagram	6,188	8,176	32%
<b>TOTAL</b>	<b>30,763</b>	<b>36,094</b>	

### IDCommunity

Average open rate	38%
Click rate	7%
Highest open rate	45%

### Members Benefits

Career Centre job postings	21
E-blasts sent through email broadcast program	27
Newsletter ads promoted	19
Web banner ads shared	13
Event listings posted	24
Industry partner promotional social posts	
<i>LinkedIn</i>	47
<i>Facebook</i>	33
<i>Twitter</i>	44
<i>Instagram</i>	24
<b>TOTAL</b>	<b>148</b>

### Members by Category

Registered	1,081
Student	1,007
Intern	329
Educator	57
Allied	131
Retired	31
Industry Individual	6
<b>TOTAL</b>	<b>2,642</b>

### Members by Province

Northwest Territories	3
British Columbia	536
Alberta	187
Saskatchewan	65
Manitoba	71
Ontario	1,364
Québec	292
New Brunswick	37
Nova Scotia	38
Prince Edward Island	5
Newfoundland & Labrador	4
Non-Resident	40

### Industry Members

Local Partners	101
Regional Partners	23
National Partners	15
<b>TOTAL</b>	<b>139</b>



MEMBER Lynn McGregor • FIRM McGregor Design Group • PROJECT Gold Mining Firm  
(name to be kept confidential) • PHOTOGRAPHY Ben Raimi (A Frame Studio)

## EVENTS & PROFESSIONAL DEVELOPMENT

### Information Sessions (non CEU webinars)

- March 11, 2021 NCIDQ Exam Information Session
- June 24, 2021 IDC Mentorship Program Orientation

**137 TOTAL ATTENDEES**

### Annual Events

- October 22, 2020 Design Symposium: Panel #1 - Future of Work
- November 19, 2020 Design Symposium: Panel #2 - Design and Mental Health
- December 10, 2020 Design Symposium: Panel #3 - Future of Design
- September 23, 2020 Virtual Awards Celebration
- October 7, 2020 48th Annual Meeting
- June 16, 2021 Robert Ledingham Lecture Series featuring Klaus Nienkämper

**535 TOTAL ATTENDEES**

### President's Webinars

- May 27, 2021 Update on IDC Events and Programs
- April 15, 2021 IDC Mentorship Program
- March 3, 2021
- August 12, 2020 Upcoming Events and Programs
- July 15, 2020
- January 21, 2021 2021 IDC Events and Programs
- November 26, 2020 Welcome New President, Deborah Rutherford

**410 TOTAL ATTENDEES**

### Continuing Education Units (CEUs)

- July 16, 2020 Living in a Material World
- July 9, 2020 A 3D Workflow in Vectorworks for Interior Design Projects
- July 23, 2020 Smart Buildings: Bridging the Gap Between Wellness and Sustainability
- July 30, 2020 Exterior Cladding Innovation
- August 6, 2020 The Art of Easy Organization
- August 11, 2020 Evaluating Kitchen Surfaces
- August 13, 2020 Ceiling Systems for High Performing Schools
- August 20, 2020 Colour's Impact on Mind and Body in the Interior Environment
- August 27, 2020
- January 26, 2021 Barrier Free – Accessible Design for the Built Environment
- January 13, 2021 Revolutionizing Flexible Space / Automated Operable Partition
- February 9, 2021 Why Pigments Matter
- February 24, 2021 Infection Prevention Through Design and Innovation
- March 9, 2021 Design's Role in the Healthy Home Movement
- March 23, 2021 Healthy Building Design
- April 13, 2021 Aging in Place with AGE EXPLORER
- April 28, 2021 Mindfulness – Transforming the Culture of Wellness
- April 29, 2021 Interior Designers: Sketching Out the New Professional Landscape
- May 12, 2021 Pro Kitchens
- June 1, 2021 At Home In Canada: Interior Design with Different Eyes
- June 9, 2021 Let's Start the Climate Take Back

**21 TOTAL CEUS OFFERED**

**1,084 TOTAL ATTENDEES**

**7 TOTAL IDCEC APPROVED HOURS OFFERED**

**13 TOTAL IDCEC APPROVED HSW HOURS OFFERED**

### Events supported by IDC

- October 3, 2020 IPAX USA, Canada & Americas Property Expo
- October 14 - 16, 2020 2020 Green Building Festival
- October 28 - 30, 2020 LivABLE Environment Virtual Conference
- November 2, 2020 RAIC 2020 Industry Knowledge Hub
- November 9 - 20, 2020 RGD DesignThinkers 2020 Virtual
- December 8 - 10, 2020 RAIC 2020 Virtual Awards Week
- January 15, 2021 Azure Awards: Call for Entries
- January 23, 2021 Danish Desire: The Enduring Influence of Danish Modern
- March 24 - 25, 2021 Association of Registered Interior Designers of Ontario (ARIDO) AGM
- April 7 - 15, 2021 Italian Design Days
- April 14, 2021 Interior Designers of Alberta (IDA) AGM
- May 5 - 9, 2021 Ryerson School of Interior Design (RSID) Year End Show
- May 14 - 15, 2021 Interior Designers of New Brunswick (IDNB) Annual Spring Event & AGM
- June 10, 2021 Interior Designers Institute of British Columbia (IDIBC) AGM
- June 22, 2021 Toronto International Design Centre (TIDC) Talks the Fine Art of Bespoke



**BEHIND CLOSED DOORS: RACIAL DISPARITIES IN DESIGN**

Last year, IDC launched a series of panel discussions that helped to address racial disparities and racial bias within Canada’s interior design industry. The purpose of these panel discussions was to lead dialogue, share information, resources, and experiences to inform interactions of how to approach addressing racial disparities within the design industry and society.

IDC board member, Ian Rolston, Owner and Director of Decanthropy, led the series of panel discussions that involved candid conversation focused on how education, professional practice, and advocacy work can begin to address structural racism with established practices within the industry.

**Behind Closed Doors: Racial Disparities in Design**  
 Part I · July 7, 2020  
 Part II · Oct. 15, 2020  
 Part III · May 25, 2021  
 Total attendees (all three town halls): 303

**TOWN HALL – TALES OF RESILIENCE**

In a time of much uncertainty in the interior design industry due to the global impacts of COVID-19, IDC called on members to support student and intern members – some of whom were finishing their studies, had recently graduated, or were on the path to internships and job prospects.

The three-part panel series titled, ‘Tales of Resilience,’ was intended for student and intern members to learn from senior designers and industry leaders, ask questions, and gain insight into how to move forward in their careers.

Additionally, IDC opened its Career Centre to design firms and industry manufacturers and suppliers to post internship positions at no cost.

**Tales of Resilience Town Hall**  
 Part 1 · July 29, 2020  
 Part 2 · Sept. 17, 2020  
 Part 3 · March 30, 2021  
 Total attendees (all three town halls): 251

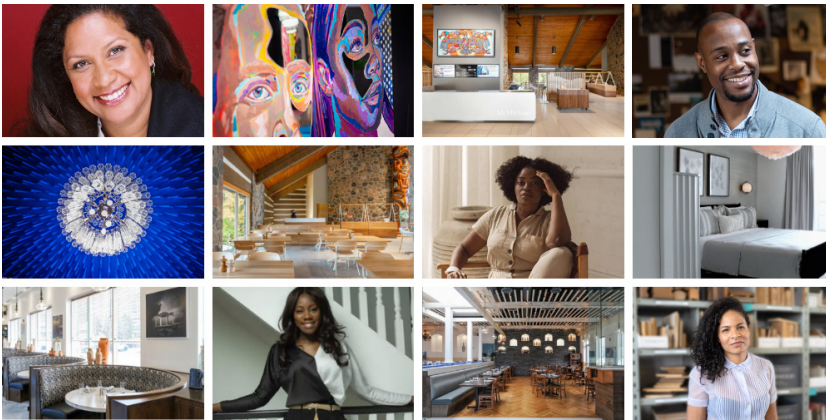




MEMBER Bahar Zaeem • FIRM RZ Interiors • PROJECT Bomou Bakery • PHOTOGRAPHER Ryan Fung Photography

## BLACK HISTORY MONTH

During the month of February, Interior Designers of Canada (IDC) celebrated the work and stories of Black designers within the Canadian interior design community in honour of Black History Month. The communications team published articles promoting work of Black designers who are IDC members, resources in the interior design industry, a Q&A article with Farida Abu-Bakare Camara, Chair of the Black Architects and Interior Designers Association Canada (BAIDA), and provided social media support and promotion. Behind Closed Doors: Racial Disparities in Design also launched as part of programming and promotion for Black History Month.



## INDIGENOUS HISTORY MONTH

In honour of Indigenous History Month, IDC celebrated the contributions and stories of Indigenous designers within Canada's interior design community during the month of June. The communications team shared articles promoting work of Indigenous designers who are IDC members, a Q&A article with Yellowknife-based interior designer, Emily Bracken, titled, *'Bringing culturally sensitive design to the mainstream,'* and social media support and promotion for Indigenous voices across the country. IDC also published a call for members to join a new Indigenous Task Force, which is led by IDC Vice President, Keshia Caplette.



## RESOURCES

"Voices of the Land: Indigenous Design and Planning from the Prairies" (IDPSA), Faculty of Architecture, University of Manitoba

Downie Wenjack Fund | A Day To Listen: Amplifying Indigenous Voices

"Culturally-Appropriate Consultation Techniques for use in planning and managing Nunavut's Territorial Parks and Special Places" Havakviat Avatiliqiyiklut, Department of Environment



**SERVING MEMBERS**

In May 2021, IDC launched an online mentorship program platform created exclusively for Canada’s interior design community. The aim of the program is to connect senior designers and retired members with students and interns across Canada. Launching the IDC mentorship program is one way that IDC reinvests membership revenue back into serving its members.

IDC members can apply to become mentors or mentees by visiting [mentorship.idccanada.org](https://mentorship.idccanada.org) and using their IDC credentials to log in and create a profile. The program platform is private and secure.

*“Becoming a mentor is a great way to share knowledge and inspire a new generation of interior designers and those interested in a future in the industry, whether they are considering a career in design, education, research, product development, or the numerous career options that exist for students and interns today.”*

**Trevor Kruse, IDC CEO**

**SUPPORT FOR STUDENTS**

IDC offers student members exclusive benefits including access to nationwide education seminars and webinars (CEUs), annual awards and scholarship programs, promotion of work through IDC’s social media channels, credentials for future employers, and much more.

***The Robert Ledingham Scholarship***

Awarded to one or more candidates who have recently been accepted, or who are currently enrolled (within their first year of study) in graduate school at the master’s or doctorate level.

***Bob’s Your Uncle Bursary***

Awarded to one or more emerging professionals who, for reasons of financial hardship, are unable to join their provincial interior design association as an Intern/Provisional member.

***Wayne Thomson Bursary***

Awarded to one or more candidates under financial hardship who have recently completed the IDFX, IDPX and are eligible for or have completed the practicum for the NCIDQ.

***Innovation in Design Thinking Student Competition***

A new opportunity exclusively for Canadian interior design students to demonstrate the value of interior design and illustrate the positive impact design has on the users of the spaces, supported by evidence-based research.



MEMBER Troy Dabney • FIRM Bold Interior Design Inc. • PROJECT Eye & CO • PHOTOGRAPHER Borsellino Photography

## SUPPORT FOR INDUSTRY PARTNERS

In response to the changing nature of the COVID-19 global pandemic, IDC remains committed to supporting Industry Partners to continue to build valuable relationships, strengthen connections, and promote their brand within the Canadian interior design community.

This year IDC created new opportunities through modified programming to ensure that Industry Partners were enjoying the benefits of their IDC membership. This includes offering adjusted benefits and sponsorship packages that fit an online focused industry in lieu of in-person events.

### **Sponsorship**

Industry Partners were able to sponsor IDC's Virtual Awards Presentation and Virtual Design Symposium to reach the largest IDC audiences.

### **Virtual showrooms**

During a time when visiting showrooms has become a challenge, IDC brought the showroom to members. Industry members were able to promote their showrooms and companies to IDC's audience.

### **IDC Professional Development Webinar Series**

To ensure members' continuous learning and completion of Continuing Education Units, IDC developed a series of IDCEC-approved webinars relevant to the interior design profession and practice.

Industry members were surveyed and delivered on programming on a variety of topics that benefited members on a weekly basis from June to August 2020. All upcoming webinars are featured on IDC's events calendar.

### **IDC INDUSTRY PARTNERS**

Industry Partners total: 139      Local partners: 101  
 Regional partners: 23  
 National partners: 15

### **Industry Sales Professionals Course (ISPC)**

IDC offers a custom course, tailored exclusively to meet the needs of architecture and design industry sales professionals. The practical course features Q&A sessions with panels of registered interior designers and architects, drawn from boutique and large design firms serving the retail, commercial, healthcare, hospitality, and residential sectors. The formal exchanges offer an opportunity for leading designers to deliver helpful tips on how their studios operate as well as how to join their network of trusted industry resources.

The series ran bi-monthly in August, September, and October. Participants who attended three or more panels of the six offered, received an official ISPC certificate and LinkedIn designation attendance. A certificate of completion was issued to all registrants in attendance for each panel.

### **2020 Industry Sales Professional Courses**

Large Design Firms Round Table and Architectural Firms – Aug. 18, 2020  
 Boutique Design Firms Round Table – Aug. 25, 2020  
 National Account Managers Round Table – Sept. 15, 2020  
 Large Design Firms Round Table and Architectural Firms – Sept. 29, 2020  
 Boutique Design Firms Round Table – Oct. 20, 2020  
 National Account Managers Round Table – Oct. 27, 2020  
 Total attendees: 192



IDC serves the needs of members through initiatives to educate the public, promote the interior design profession, and engage members. IDC’s aim is to build an even greater community of Canadian designers across the country and internationally.

**Education**

IDC educates the public about the work of interior designers and the value of design by showcasing stories of members and their amazing work and projects. Members are invited to submit their latest projects to be featured across IDC’s social media channels, in newsletters, and on international platforms from coast to coast.

**Promotion**

As an advocacy association, promotion is at the core of everything IDC does. IDC is committed to celebrating and promoting the importance of the work of qualified interior designers to the public and stakeholders. To reach as many people as possible, IDC utilizes social media channels (36,000+ followers) as a promotional tool.

**Engagement**

Through advocacy efforts, IDC engages students to get excited about interior design and practicing designers to act as champions for the profession through leadership and volunteer roles within the association. Members are continuously encouraged to spread the word about IDC and the work of interior designers in Canada.

**VISION, MISSION, VALUES, AND GOALS**

The IDC strategic plan was updated in early 2021 with input from members, the Board of Directors, the Chief Executive Officer, and staff.

**Vision**

IDC is the national voice for interior design in Canada.

**Mission**

To advocate for, advance, support, and promote interior designers and the profession, nationally and internationally.

**Values**

IDC upholds integrity, innovation, sustainability, inclusion, and the belief in an ethical, accountable and positive future for members, partners, and stakeholders.

**STRATEGIC GOALS**

1. Build the profile of interior design
2. Demonstrate the value of interior design
3. Engage membership and provincial associations
4. Foster growth for a more diverse membership

**STRATEGIC IMPERATIVES**

- Demonstrate IDC’s value to members, stakeholders, and the public.
- Expand opportunities to connect with provincial associations across the country and focus on member engagement.
- Grow the interior design body of knowledge through promotion and research, promote the impact of design in elevating the human experience, and evaluate responsiveness to pressures and threats.
- Evolve and expand IDC’s participation model and increase volunteer engagement opportunities to improve outreach initiatives.
- Dispel myths and misconceptions about the industry by increasing awareness of Canadian professional interior designers through promotion of educational videos.
- Acknowledge ongoing collective trauma experienced by IDC’s community during the COVID-19 pandemic, and the resulting changes within the profession.

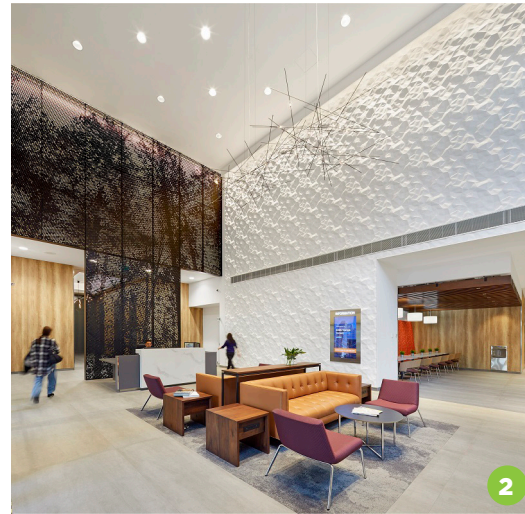
# MEMBER PROJECTS



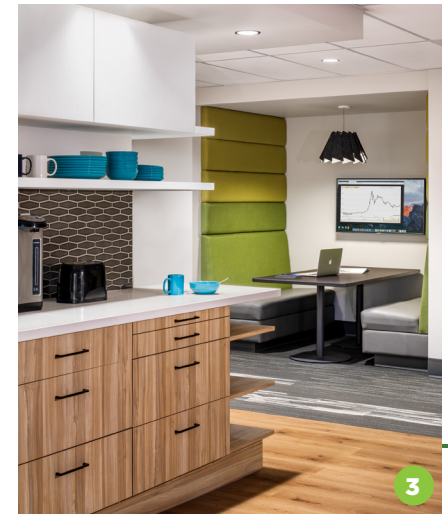
MEMBER Tracy Clipham • FIRM Liv 4 Design Inc. • PROJECT Orchard Drive  
• PHOTOGRAPHER Kelly Rankhorst



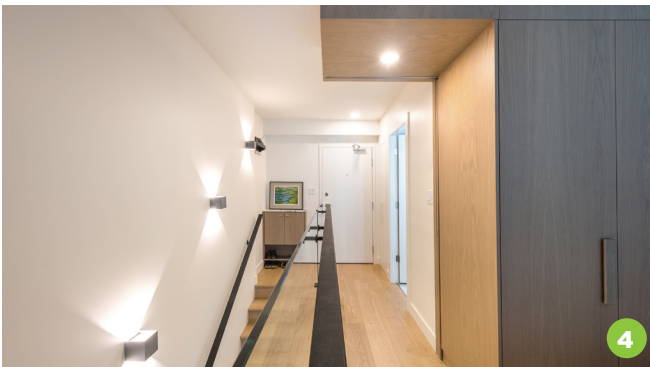
1



2



3



4



5

1. MEMBER Courtney Cline • FIRM Mallen Gowing Berzins Architecture Inc. • PROJECT Kevin & Kevin Juice • PHOTOGRAPHER Provoke Studios
2. MEMBER Inger Bartlett • FIRM Bartlett & Associates • PROJECT Crown Lobby • PHOTOGRAPHER Tom Arban
3. MEMBER Kelly Moir • FIRM Mallen Gowing Berzins Architecture Inc. • PROJECT Ministry of Social Development & Poverty Reduction • PHOTOGRAPHER Upper Left Photography
4. MEMBER Sherry Haddow • FIRM Studio Series Design • PROJECT Garden of the gods - Millennial Family Live/ Work Loft • PHOTOGRAPHER Rob Atkins
5. MEMBER Brenda Chiu • FIRM Area3 Design • PROJECT Akimbo • PHOTOGRAPHER Area3 design

INTERIOR DESIGNERS OF CANADA  
2020 VIRTUAL DESIGN SYMPOSIUM



MEMBER Robynne Moncur • FIRM Moncur Design Associates Inc. • PROJECT Mohara Spa • PHOTOGRAPHER Moncur Design Associates Inc.

**VIRTUAL DESIGN SYMPOSIUM**

Like many planned in-person events across the globe, last year’s Design Symposium was shifted to a fully virtual event, due to the COVID-19 pandemic. The virtual symposium featured three discussion panels that helped identify issues in interior design and possible solutions for the future of the industry, during and after COVID-19. The virtual program delivery allowed IDC members to share ideas, connect, and learn together across the country.

An in-depth 12-page report summarizing findings from each panel discussion was shared with members who registered for and attended the symposium and later made available to the public.

**Design Symposium**

- Panel #1 - Future of Work – Oct. 22, 2020
- Panel #2 - Design and Mental Health – Nov. 19, 2020
- Panel #3 - Future of Design – Dec. 10, 2020

**VIRTUAL AWARDS CELEBRATION**

In 2020, IDC suspended application entry fees for the Value of Design Awards (VODA), due to the effects of COVID-19 on businesses and interior designers across the country. As a result, IDC received the most project submissions in the history of the award.

On Wednesday, Sept. 23, 2020, IDC held its first ever virtual Awards Celebration. The event was hosted by IDC Past President, Jason Kasper and IDC CEO Trevor Kruse, broadcast simultaneous from Toronto, Ont. and Winnipeg, Man.

Despite obstacles brought on by the global pandemic, the Canadian interior design community came together again to celebrate design and innovation. The event celebrated winners of the 2020 Value of Design Awards (VODA), recognized participants of the PROpel Emerging Leaders program, and acknowledged the IDC Legacy Award for Distinguished Service, IDC Fellows, Honorary Members, the Robert Ledingham Scholarship, BYU Design Bursary, and the Wayne Thomson Bursary.

*IDC is grateful to select sponsors for making this event possible: Midgley Tecnica, Samsung, Blum, Toronto International Design Centre, Benjamin Moore, Prolink, Formica, and Lutron.*



**Legacy Award for Distinguished Service**

IDC presented Cary Pepper, Sales Manager, Lutron Electronics with the second IDC Legacy Award for Distinguished Service. The recipient of this award exemplifies outstanding service and dedication to IDC and more broadly to the interior design community in Canada. The award honours the individuals, companies or institutions that are recognized as being trailblazers to the design community nationally.



**Fellows**

IDC Past President, Jason Kasper was inducted into the IDC College of Fellows during the Awards Celebration this year.



**Honorary Members**

As an organization that often relies so much on the services and help of others, IDC looked for a way to honour the people who have been a part of the interior design community for many years, but who often work behind the scenes. The people who ensure that accreditation, education, and certification programs run smoothly. This year IDC was pleased to grant an honorary membership to three very deserving people: Brynell D’Mello, Thom Banks, and Holly Mattson.



# VODA

Value of Design Awards

## VALUE OF DESIGN AWARDS (VODA)

Twelve Canadian design firms from coast to coast were honoured at IDC's virtual VODA celebration. These awards, which launched in 2018, shine a spotlight on Canadian interior designers by providing a forum to showcase the benefits of design thinking: an empathetic, inventive, and iterative process focused on the human experience within interior spaces.

The 2020 Value of Design Awards were presented to the following winners who continue to push the boundaries of interior design. These designers have exemplified design thinking within their projects, creating sustainable and functional designs for the present and future.

## 2020 VODA AWARD OF EXCELLENCE WINNERS



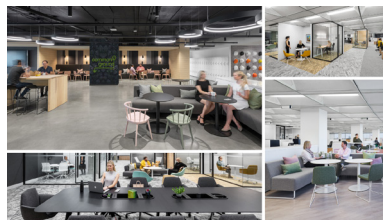
**Project** ShadowBox (Toronto, Ont.)  
**Firm** Johnson Chou Inc. (Johnson Chou)  
**Category** Innovation in Residential Single-Family Design



**Project** BFR Accountants (Laval, Que.)  
**Firm** Folio Design Inc. (Véronique Chayer)  
**Category** Innovation in Workplace Design



**Project** Flight Centre Flagship Toronto (Toronto, Ont.)  
**Firm** Figure3 (Suzanne Wilkinson, Anna-Lisa Frank, Tamara Rooks, Katherine Egenberger, Will Gray, Jaime Muszynski)  
**Category** Innovation in Workplace Design



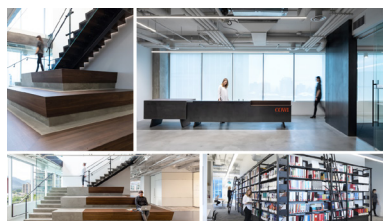
**Project** OPG Workplace Transformation (Toronto, Ont.)  
**Firm** Figure3 (Suzanne Wilkinson, Michelle Berry, Daniel Norwood, Michela Kochanski)  
**Category** Innovation in Workplace Design



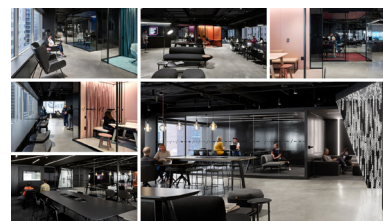
**Project** Workplace Innovation Challenge (Toronto, Ont.)  
**Firm** IBI Group Architects (Canada) Inc. (Jane Juranek, Shana Davies)  
**Category** Innovation in Workplace Design



**Project** Hullmark Head Office at 474 Wellington Street West (Toronto, Ont.)  
**Firm** Quadrangle (Julie Sumairski, Kim Phan)  
**Category** Innovation in Workplace Design



**Project** COWI North America (North Vancouver, B.C.)  
**Firm** Square One Interior Design (Cynthia Ziolkoski, Jennifer Hamilton)  
**Category** Innovation in Workplace Design



**Project** The Smart City Sandbox (Toronto, Ont.)  
**Firm** IBI Group Architects (Canada) Inc. (Jane Juranek, Katie McCann)  
**Category** Innovation in Workplace Design

# VODA

Value of Design Awards

## 2020 VODA AWARD OF MERIT WINNERS

*“The show must go on!  
We are delighted to  
have an opportunity to  
honour our members  
and celebrate the  
value of Canadian  
interior design.”*

**Trevor Kruse, IDC CEO**



**Project** Volaris (Toronto, Ont.)  
**Firm** Bartlett & Associates (Inger Bartlett)  
**Category** Innovation in Workplace Design



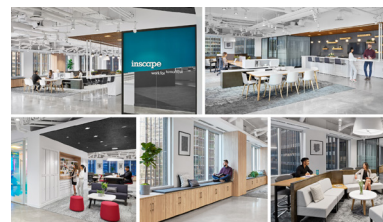
**Project** Peoples Group Workplace Design (Vancouver, B.C.)  
**Firm** DIALOG (Michelle Sigurdson)  
**Category** Innovation in Workplace Design



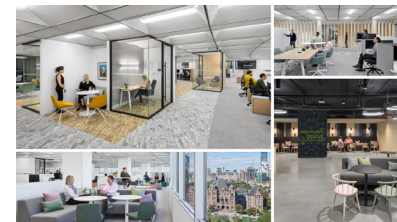
**Project** Imperfect Fresh Eats (Toronto, Ont.)  
**Firm** Syllable Inc. (Danny Tseng)  
**Category** Innovation in Design Thinking



**Project** Mitecvsat-Alga Micro Ondes (Kirkland, Que.)  
**Firm** Folio Design Inc. (Julie Laforêt)  
**Category** Innovation in Workplace Design



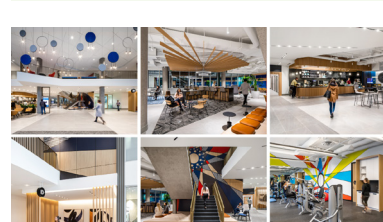
**Project** Inscape Showroom (Toronto, Ont.)  
**Firm** Figure3 (Suzanne Wilkinson, Mardi Najafi, Nicole Hoppe, Shannon Kehoe)  
**Category** Innovation in Retail Design



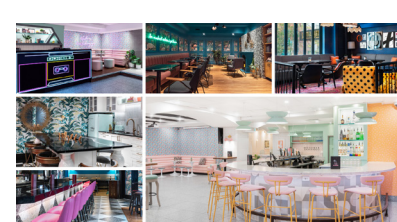
**Project** OPG Workplace Transformation (Toronto, Ont.)  
**Firm** Figure3 (Suzanne Wilkinson, Michelle Berry, Daniel Norwood, Michela Kochanski)  
**Category** Innovation in Design Thinking



**Project** Odeyto Indigenous Centre (Toronto, Ont.)  
**Firm** Gow Hastings Architects (Valerie Gow)  
**Category** Innovation in Institutional/Educational/  
Civic Design



**Project** Spear Street Capital  
Willingdon Business Park Building 6 (Burnaby, B.C.)  
**Firm** SSDG Interiors Inc. (Susan Steeves, Katy Maclean)  
**Category** Innovation in Workplace Design



**Project** Hotel Belmont Food & Beverage Portion  
(Vancouver, B.C.)  
**Firm** Kado Design and Daniel Meloché Design  
(Joanna Kado, Daniel Meloché)  
**Category** Innovation in Hospitality Design



As an organization, IDC is committed to ensuring that its board represents the interior design industry with respect to varying experience and cultural, age, and gender make-up that is representational of the membership and fibre of the Canadian population.

IDC's Board of Directors is comprised of elected members from across Canada who have an impact on the challenges affecting the interior design community. The board is governed by a set of by-laws that were enacted in October 2017, in addition to operational policies and procedures.

IDC's board continually seeks opportunities for representation of Canada's interior design profession and IDC members on a national and global platform.



**Deborah Rutherford (ON)**  
President



**Keshia Caplette (SK)**  
Vice President



**Carol Jones (BC)**  
Past President



**Jennifer Wiwchar-Fast (MB)**  
Director



**Glen Brewer (ON)**  
Director



**Jennifer Greene (NB)**  
Director



**Lori Arnold (NS)**  
Director



**Sally Mills (BC)**  
Director



**Ian Rolston (ON)**  
Director

**IDC Founding Members**

- Jack Bell (ON)
- Doris Hasell (SK)
- David Treusch (MB)
- Tomislav Cerkenac (AB)
- Michele McLoughlin Guest (BC)
- André Dubois (QC)
- Maryla Szymanski (NS)



MEMBER Jane Lawson • FIRM Walker Lawson Interior Design Inc. • PROJECT Sun Life Plaza Conference Centre • PHOTOGRAPHY Aspen Properties

**STATEMENT OF OPERATIONS - GENERAL FUND**

For the Year ended June 30, 2021

	2021 \$	2020 \$
<b>REVENUES</b>		
Membership dues	425,406	513,974
Industry membership dues	224,874	316,430
Government assistance	209,389	86,365
Conferences	23,330	246,623
Member professional development	22,832	66,492
Member services	19,034	17,561
	924,865	1,247,445
<b>OPERATING EXPENSES</b>		
Staffing/honorarium	616,374	706,649
Operations/administration	92,000	148,615
Conferences	32,540	245,056
Technology	28,448	45,373
Member professional development	21,688	47,402
Communications and marketing	10,892	18,621
Governance/Board	18,269	51,188
Stakeholder/memberships	4,583	30,799
	824,794	1,293,703
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR	100,071	(46,258)
NET ASSETS, BEGINNING OF YEAR	(45,778)	480
NET ASSETS, END OF YEAR	54,293	(45,778)

# OUR PARTNERS

## NATIONAL PARTNERS

Architex  
Benjamin Moore  
Caesarstone  
Cosentino  
Dacor  
Global Furniture Group  
Interface  
Keilhauer  
Knoll  
LEVEY  
Lutron  
Midgley Tecnica  
Tarkett

## REGIONAL PARTNERS

3M Canada – Architectural Markets  
Allseating  
Ames Tile & Stone Ltd.  
Architect@Work  
Blum Canada Limited  
Cambria Natural Quartz Surfaces  
Crown Surface Solutions  
Georgian Build  
Groupe Lacasse  
Hardwoods Specialty Products  
Haworth Ltd.  
HNI CANADA- ALLSTEEL  
Kohler Canada Co.  
Lixil Canada  
Metropolitan Hardwood Floors Inc.  
Milliken Design Inc.  
Moe's Home Collection  
Rev-A-Shelf  
Richelieu Hardware  
Sherwin-Williams Paints  
Source Office Furnishings  
Teknion Limited  
TORP Inc.  
Wilsonart Canada

## LOCAL PARTNERS

Alendel Fabrics Limited  
Altro Canada Inc.  
Anatolia Tile + Stone  
Applied Electronics Limited  
Arborite  
Avant Garde division of Master Fabrics  
Baldwin | Fortis | Pfister | Tell | Weiser  
Bang & Olufsen  
Banner Carpets Ltd.  
Beckwith Galleries  
Blackburn Young Office Solutions Inc.  
Blue Sky Agency  
C&S Group  
CADcentre  
California Closets  
Cantu Bathrooms & Hardware Ltd.  
Caplan's Appliances  
Carpenters' District Council of Ontario  
CDm2 LIGHTWORKS  
Centura Tile – Vancouver  
Cercan Tile Inc.  
Ciot  
Connect Resource Managers & Planners Inc.  
Coopertech Signs and Graphics  
Creative Custom Furnishings  
Custom Building Products  
Cutler Kitchen & Bath  
Daltile Canada  
David Lane Office Furniture  
Deco-Tile Inc.  
Decor-Rest Ltd  
Diversified Technology System Inc. (DTS)  
Dominion Rug & Home

Drechsel Business Interiors  
Environmental Acoustics  
Envirotech Office Systems Inc.  
ETM Distribution Inc.  
Euro Tile & Stone  
European Flooring Group  
Fisher & Paykel  
FloForm Countertops  
Flux Lighting Inc.  
Formica Canada Inc.  
FUSIONTEK  
Fuzion Flooring  
Gabriel Ross Inc.  
Goodfellow Inc  
Grass Canada  
Greenferd Construction Inc.  
HanStone Canada  
Hari Stones Ltd.  
Heritage Office Furnishings Ltd.  
Herman Miller Canada Inc.  
Holmes & Brakel  
Improve Canada  
Inscape  
Jan Kath Design – Finlay & Kath  
JCO & Associates  
JennAir Canada  
JJ Home Products  
Kinesik Engineered Products  
Kitchen & Bath Classics (Wolseley)  
Leonardi General Contractors Inc.  
LivingSpace Interiors  
LRI Engineering Inc.  
Mac's II Agencies  
Maharam  
Malvern Contract Interiors Limited  
Marble Trend Ltd.

Mercury Wood Products  
Metro Wallcoverings Inc.  
Milo Enterprises Inc.  
MOEN INC.  
Momentum Group  
Nightingale Corporation  
Nix Color Sensor Inc.  
Nuvo Sales Group  
Oak Heights Art Gallery Ltd.  
Office Source/SCI  
PC350  
Porcelanosa  
Rexwood Flooring  
Rockfon, LLC  
Roman Bath Centre  
Royal Lighting  
Salari Fine Carpet Collections  
Schluter Systems Canada Inc.  
Schon Urban Furniture Inc.  
Shaw Industries Group  
Skyfold  
Splashes Bath & Kitchen  
Stature Films  
Sugatsune Canada Inc.  
The Pentacon Group  
TORLYS Smart Floors  
Toronto International Design Centre  
Tremton Construction Inc.  
Trotec Laser Canada Inc.  
Uniboard Canada  
Upper Canada Forest Products  
Urban Mode  
Vectorworks  
Vifloor Canada Ltd.  
Weavers Art Inc.  
Weston Premium Woods  
Westport Manufacturing  
Willis

901 King Street West, Suite 400  
Toronto, ON.  
M5V 3H5

t · 416.649.4425  
tf · 877.443.4425  
f · 416.921.3660  
e · info@idcanada.org



idcanada.org