



These Walls Could Talk

05.04.10



IDNY convenes in some of the hippest design show rooms every month. (Pictured: Duravit showroom, Image from Designer Pages)

It is one in a series of lively and elegant evenings where architects, interior designers, and design enthusiasts gather for heady conversations about art, architecture, and aesthetics. Music mixed with drinks set the tone for introducing cool products amidst the backdrop of some of the hippest design showrooms each month. This is [Designer Pages'](#) groundbreaking idea for design enthusiasts in Chicago.

Introducing, [ID Chicago](#), a common-interest group and Windy-City-sister to the immensely popular [IDNY](#) Meetup in Manhattan.



IDNY at the Duravit showroom featuring unparalleled access to industry pioneers. (Image from Designer Pages)

As you walk into the space, one could easily mistake the event for a fashion show, what with its attendees dressed in ubiquitous black outfits or brilliant colors on various sides of the spectrum. It's an unintentional meeting of fashion and architecture. However, appreciation for designed objects and spaces has not caught up fully with the level of appreciation a typical consumer would give, to say, a fashion designer or designer fashion: *"This is one of the reasons why we started this group. We want to bring the level of design (acceptance and appreciation) to that (level) of fashion,"* says **Rebecca Lewis**, Marketing Director for Designer Pages, an architecture and design product source. **Avi Flombaum**, Co-founder and CTO of the user-generated online A+D product catalog, further brings up an interesting point, *"Designer Pages launched our network of Meetups because we felt that design and designers deserve much more visibility and buzz. Coco Chanel is a household name among even 13 year old girls. Why don't they know about [Florence Knoll?](#)"*

Iconic fashion designer **Donna Karan** of DKNY once said: *"I love building spaces: architecture, furniture, all of it, probably more than fashion. The development procedure is more tactile. It's about space and form and it's something you can share with other people."*



IDNY at Duravit showroom where fashion meets architecture. (Image from Designer Pages)

It is this idea of sharing with other people that led Designer Pages to participate in NeoCon® World's Trade Fair 2010 on June 14 - 16, 2010 at The Merchandise Mart Chicago. It is North America's largest exhibition of

contract furnishings for the built environment.

Sharing in URL (Uniform Resource Locator) and IRL (In Real Life)

In 2009 at NeoCon, Designer Pages initiated a [Citizen Blogger](#) campaign. It was a guerrilla marketing effort that enlisted the help of local media-savvy design enthusiasts to engage exhibitors and fellow attendees in real-time conversations using [Twitter](#). Again in 2010, these bloggers will metaphorically allow the walls to talk during the NeoCon event.



IDNY at the Knoll showroom (Image from Designer Pages)

The "sharing-experience" will be elevated to the next level by real-life, back-to-earth discussion of [Why The Social Web Matters In Architecture And Design](#) led by panelists **Jacob Slevin**, Co-founder and CEO of Designer Pages New York, **Avi Flombaum**, Co-founder of Designer Pages New York, and **Paul Petrunia**, founder of [Archinect](#) in Los Angeles.

As communications and sharing experiences move to nanotechnology with increasing mobility, we will begin to see built interior environments evolving. With the aid of Quick-Response (QR) codes, it will give designed-space occupants an augmented-reality-illusion of "walls that could talk". For now, take a moment to listen to what these "real-time walls" have to say during NeoCon 2010.

[NeoCon](#) from [neoconwtf](#) on [Vimeo](#).

Lira Luis, AIA, RIBA, NCARB, LEED®AP, is principal architect at [Atelier Lira Luis, LLC](#). She believes in transforming the world and society through designs that are sensitive to sustainability and address social responsibility. Follow her in Twitter: [@liraluis](#) or Get [LinkedIn](#) with her.

Chicagoans are invited to become Citizen Bloggers, sponsored by [IIDA](#):



BE A CITIZEN BLOGGER AT NEOCON 2010!

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Looking for a cool gig **June 14-16** and an opportunity to give your resume a total power boost? Join Designer Pages' team of 30 Citizen Bloggers for 3 days at #NeoCon10 and help us bring the enormous power of social media to the architecture and design industry's most important annual event!

Apply today at:
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Apply before June 1st! Winners announced June 4th.
Have questions? Email us at citizen-blogger@designerpages.com



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