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PROFILE Whoopi Goldberg on DIFFA



Whoopi Goldberg, comedian, actress and activist, has been a long-time supporter of the Design Industry Foundation Fighting AIDS (DIFFA). She granted inspired.news an exclusive interview in which she spoke about her work with DIFFA and why she's passionate about the cause.

First introduced to the work of DIFFA through friend David Rockwell, Goldberg said, "Meeting David was like tasting butter for the first time. The man is unbelievable. After meeting David he talked to me about DIFFA and I told him I would do anything to help the cause."

Through the years, Goldberg has lent her star power and unique voice to the cause, speaking on behalf of HIV/ AIDS awareness. In November 2011, she hosted a fundraiser honoring the contribution of Rockwell, who has served as Chairman of the Board of Directors since 2000.

"People would be surprised to learn that HIV/ AIDS is still around and still a very big problem in America, especially with women," Goldberg said. "DIFFA is helping and supporting and giving when AIDS isn't sexy or attractive anymore. It's wonderful to see a community come together and make a difference."

For more on DIFFA and to make a donation, visit www.diffa.org.

Celebrating Women in Design



KK kravet

LEE JOFA

GP&JBAKER

Brunschwig & Fils

Ones to Watch...

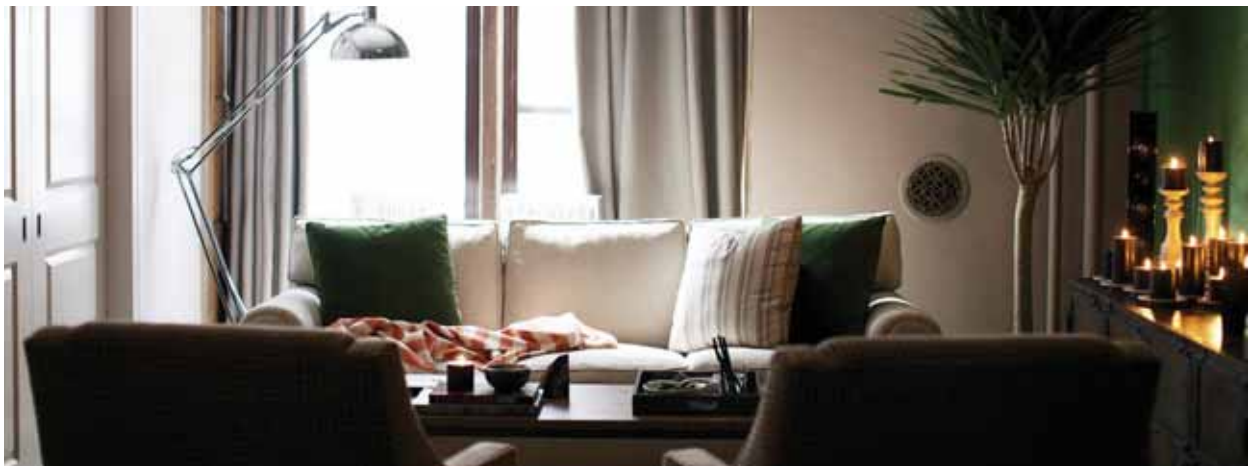


Katie Rosenfeld

Boston-based interior designer Katie Rosenfeld got her start as a residential art consultant, using her own home as an art gallery. Clients had strong reactions to her home and design sensibility, and repeatedly requested her help designing their spaces, as well as filling their walls. It was an organic and natural progression for her to become a designer, and she still draws inspiration from art.

Rosenfeld's personal aesthetic is a blend of old, new, high, low and everything in between. She uses art, color and pattern with reckless abandon where allowed. Her clients, she says, are real people who live in real houses with families so her priority as a designer is creating a space that works as well as it looks.

Her advice to anyone starting to invest in their home: "Use art as a spring-board for developing your design palette. Use it as a directive; let it dictate the one "curve-ball" accent color in your scheme." Based in Weston, Massachusetts, just outside of Boston, Rosenfeld is also engaged in social media through her blog www.boglestreet.com. For more about Rosenfeld, visit www.katierosenfelddesign.com.



id 810

Jessica Geller and Virginia Toledo, the duo behind id 810 design group, describe the aesthetic of their work as enhancing yesterday's classics with today's luxuries. They have built their business by listening to clients and designing spaces that reflect the dreams, and more importantly the needs, of those living there. The balance of thorough planning and a passion for the unexpected give their projects a feeling of modern, unpretentious luxury.

Founded in 2006, id 810 enjoyed a booming economy at the outset, but quickly adapted to the changing times by modifying its business plan and broadening its client base. Geller and Toledo remained successful and are now receiving high praise and recognition for their work. They are inspired by women they call "the great originals:" Elsie De Wolfe, Dorothy Draper and Sister Parish to name a few.

They also have advice for women starting their own businesses in the interior design industry. Toledo says, "If you're starting your own design firm, you need to know that it's not all about design. The client expectation and management will become most of your day, and time spent being creative is unfortunately limited." Geller says, "You have to develop a thick skin – it's easy for people to assume they can bully female professionals in any field, so learning how to hold your own and be strong is crucial." For more on id 810, visit www.id810designgroup.com.