



# Interior Design Handbook of Professional Practice

By Cindy Coleman, Interior Design Magazine

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**Interior Design Handbook of Professional Practice** By Cindy Coleman, Interior Design Magazine

**Everything you need to know about the practice and business of interior design -- from McGraw-Hill and Interior Design magazine**

Let today's most admired design professionals share with you their priceless insights, step-by-step guidelines, and real-life examples drawn from their own highly successful practices. **Interior Design Handbook of Professional Practice** packs fresh new ways of thinking and profitable ways of working -- quality information you expect when experts join forces! Comprehensive, hands-on details show you how to problem-solve the design needs of clients, streamline every stage of your practice, from finding and winning clients to project build-out, and master the most efficient negotiation, bidding, contract, and documentation techniques. Achieve professional excellence and profitability with this authoritative resource as you learn how to act on the implications of the profound changes occurring in the design industry today with tips from designers who are at the top of their game.

An outstanding preparation tool for the NCIDQ national licensing exam

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## **Editorial Review**

### **Review**

... embraces the profound changes occurring in the design industry now, supporting designers by establishing a benchmark of excellence ... -- *Officeinsight, Oct. 1, 2001*

...Something important has...happened in the Interior Design Profession. It now has a Handbook of Professional Practice...It's great. -- *officeInsight, October 1, 2001*

...The inclusion of men and women from a wide cross section of professions reveals the interconnectedness among disciplines... -- *Land Forum, September 2001*

### **From the Back Cover**

#### **The Problem-Solving Tool Every Designer Needs**

¿Good design is not possible today until we begin working with a broader definition of the profession. The Interior Design Handbook of Professional Practice embraces the profound changes occurring in the design industry now, supporting designers by establishing a benchmark for excellence in interior design practice.¿-- Ed Friedrichs, CEO Gensler

This comprehensive guide, the first title in a joint publishing venture between McGraw-Hill and Interior Design magazine, brings together the best writers and thinkers in the field today. Interior Design Handbook of Professional Practice provides both the knowledge and practical tools designers need to shape and sustain the profession and the physical environments they create for their clients. This book begins with a look at designers themselves, exploring the culture and history of the profession. Best-practice examples explore how designers can be more strategic in their methods, using information technology, financial management, marketing and human resources principles, and team dynamics to perfect the practice of interior design. The authors show strategy in action by presenting benchmarks for the ways in which they address strategy and research, sustainability and global practices. Narratives and examples from a group of today¿s top designers describe a variety of individual methods and approaches to the process of design while examining effective ways to manage projects and relationships. With the Interior Design Handbook of Professional Practice designers will realize their commitment to professional excellence. This unique, contemporary, and authoritative volume will be a ¿must-have¿ for every interior design library.

What kinds of knowledge do interior designers need to do their work? What knowledge does the interior design profession require to remain viable now and not merely relevant in the future, but a powerful force for social change? And, how can this body of knowledge put designers on a level playing field with other professions, sustain the profession over the long term, and give designers opportunities to influence new thinking in industry, the academy, and society?

The Interior Design Handbook of Professional Practice describes the changes currently occurring in the design profession and industry. It suggests new, unique ways of thinking and working from the experts in the field.

\* Growing a Profession by Ed Friedrichs, CEO of Gensler

- \* Intelligent Interiors and Information Technology by William Mitchell, author and Dean of the School of Architecture and Planning, MIT
- \* Opportunity for Change by Karen Stephenson, Anthropologist and President of Netform, with Neil Frankel, design partner of Frankel + Coleman and design industry leader
- \* Team Dynamics by Jon Katzenbach, author and founder of Katzenbach Partners, LLC
- \* Strategic Practices and Global Practices by Frank Duffy, author, educator, and principal of DEGW
- \* Sustainable Design by Bill Odell, sustainability expert and Partner, HOK
- \* The Legal Environment by Barry LePatner, business and legal expert on design and construction law, LePatner & Associates

The handbook is itself designed to be used flexibly and repeatedly by professionals in search of new definitions, new strategies, and new benchmarks by which to measure success. Ideally, this book will provide a catalyst for all designers and students of design who seek excellence in interior design practice. The book is intended to offer a thorough and authoritative account of all aspects of design, from the conceptual to the practical.

#### About the Author

INTERIOR DESIGN magazine, based in New York City, is the leading professional interior design publication in the field. The Interior Design organization is an industry leader and the premiere source for consistent and effective communication regarding design excellence and the value of good design.

Editor-in-Chief CINDY COLEMAN is a graduate of The Art Institute of Chicago in Interior Architecture. She is a partner in the Chicago-based design and communications firm Frankel +Coleman and the former executive editor of the International Interior Design Association's magazine Perspective. Coleman's design work has won numerous awards from the American Institute of Architects (AIA), the Institute of Business Designers (IBD), the International Interior Design Association (IIDA) and ID Magazine. She is a frequent contributor to many of the nation's design-related magazines and newsletters, advocating the value of design. Coleman lives in Chicago with her husband and daughter.

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