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ASID CELEBRATES DESIGN



Thomas Lee

ARZU STUDIO HOPE



Thomas Lee

AN INNOVATIVE MODEL of social entrepreneurship, Arzu Studio Hope empowers Afghan women by providing fair-labor, artisan-based employment as well as access to education and healthcare. Arzu, which means “hope” in Dari, is an example of a “for-benefit” corporation model, a not-for-profit organization that uses private sector practices to create jobs in rural villages, producing export-quality products. Proceeds from the sales of Arzu’s flagship products, Arzu Studio Hope rugs and Peace Cord™ bracelets, directly benefit Afghans in the form of fair wages and social benefits.

From a starting point of only 30 carpet weavers upon its founding in 2004, Arzu has now created over 1,300 private sector jobs and provided direct social benefits to some 4,000 beneficiaries in seven rural villages in Bamyan and Faryab Provinces of Afghanistan. Central to Arzu’s approach is the group’s social contract with weaver families. Arzu agrees to pay women the market rate for weaving plus a quality incentive bonus. In exchange for the extra income, families must agree to send all children under the age of 15 to school full-time, to allow women in the household to attend literacy classes

and to allow Arzu to assist pregnant women in obtaining pre- and post-natal care.

Arzu Studio Hope rugs are innovative works of “slow design”—high-quality, one-of-a-kind artisan goods. Each rug is created with the highest regard for minimizing environmental impact using sustainable resources, hand-crafted by Afghan artisans using techniques passed down for centuries. Each rug has a story that connects the buyer with the artisan who wove it. In addition to its work with Afghan weavers, Arzu has partnered with other organizations to train women as apprentices to make briquettes and water filtration molds, as well as developing their practical skills in areas such as baking and food storage.

“We are deeply honored to receive this Award,” shares Arzu founder and CEO Connie K. Duckworth. “The global sensibility of the interior design vanguard underscores its leadership role as an agent of change. In celebrating the power of the possible encapsulated in each Arzu Studio Hope rug, ASID demonstrates, once again, the understanding that the transformation of space can, indeed, result in the transformation of lives.”



THE AMERICAN SOCIETY OF INTERIOR DESIGNERS ASID AWARDS

JACQUELINE VISCHER, PH.D.

JACQUELINE VISCHER, PH.D., is a pioneer in the development of an empirical-based methodology to measure the parameters of a building-in-use. In 1995, she authored the seminal publication *Workplace Strategies: Environment As a Tool for Work*, a practical assessment of the issues and concepts that influence the planning and designing of workspaces. Intended for architects, interior designers, engineers and related professionals, the book has long served as a tool for those who look at a workspace as a way to improve the functionality of a business and to make people more effective at their jobs. A decade later, Dr. Vischer authored *Space Meets Status: Designing Workplace Performance*, in which she demonstrated through examples and case studies how—among other things, the technical aspects

of human comfort do not always tally with users' perceptions and behavior. Further, she once again emphasized that space is a corporate resource rather than simply overhead, guiding companies on how to make the best design decisions to accommodate their employees in a high-quality workspace.

In creating the Building-in-Use Assessment system, Vischer spent five years developing building performance studies of office buildings, culminating in a program to evaluate and solve various environmental problems that affect workspace buildings. The assessment program has been used by clients such as The World Bank, Bell Canada, Sears, Reuters, Harvard University and MIT, among other companies who have linked a process of organizational restructuring and business transformation to space-related decisions and new workspace environments.

Since 1998, Dr. Vischer has been full-time professor and director of the interior design program at the University of Montreal, where she founded the New Work Environments Research Group, as well as teaching at the Graduate School of Design at Harvard University. Throughout her career, she has made an invaluable contribution to the education and advancement of the profession, both through her teaching and the numerous articles she has authored.



Nancy Vincent McClelland, AID (1877 – 1959)

AHEAD OF HER TIME IN ESTABLISHING A LEGACY FOR THE INDUSTRY/



IN A CAREER spanning more than 50 years, Nancy Vincent McClelland, AID, evolved from a newspaper reporter to a respected and well-known interior decorator, author and eminent authority on historic wallpapers and antiques. Throughout her long career, in addition to her successful practice, she helped advance the then-fledgling profession of interior decoration and design through writing, speaking and—most importantly—as a member of professional organizations. An exponent of professionalism, she achieved national recognition as the first woman president (1941–1944) of the American Institute of Decorators (AID), which eventually became ASID. Throughout her storied career, McClelland supported training and education for decorators and worked to make this advancement possible (especially for women), while also advocating for professional standards, including licensing, leaving a legacy of professionalism behind her.

In its inaugural year, the Nancy Vincent McClelland Merit Award honors individuals or institutions that have significantly contributed to improving the environment for humanity through design-related activities or projects affecting the global human environment and benefiting the community at large.

Excerpted from "Nancy Vincent McClelland (1877-1959): Professionalizing Interior-Decoration in the Early Twentieth Century" (2008) by Bridget May, Ph.D., in the *Journal of Design History* (vol. 21, no. 1). Published by Oxford University Press on behalf of The Design History Society. For more information on Nancy Vincent McClelland, email Dr. May at bridget.may@marymount.edu.