



Association
of Registered
Interior Designers
of Ontario

MAKE SPACE FOR GOOD DESIGN.

FOR IMMEDIATE RELEASE

ARLENE GOULD RECIPIENT OF 2008 IIDA LEADERS AWARD

Toronto, ON – December 4, 2008 – Arlene Gould will receive the prestigious 2008 Leadership Award of Excellence from the Association of Registered Interior Designers of Ontario (ARIDO) and the International Interior Design Association (IIDA) on Friday, December 5. The award, which recognizes outstanding contributions to the profession of interior design, will be handed out as part of the IIDA Leaders Breakfast at the Four Seasons Hotel, Toronto. Writer and television producer, Joel Cohen, will deliver the keynote address.

Gould has been an advocate in the field of design for more than two decades. She is the strategic director for Ontario's Design Industry Advisory Committee (DIAC), a think-tank and design research group. She teaches and conducts research in Design Management and Design for Sustainability at York University, where she is an adjunct professor in the Faculty of Graduate Studies. She is a member of the Executive Board of the Institute for Research and Innovation in Sustainability (IRIS), a campus-wide research organization at York University. She is also coordinator of the Design Management Certificate Program at Ryerson University.

"We are very pleased to present this award to Arlene," says Susan Wiggins, executive director of ARIDO. "She is a passionate and dedicated advocate for the design industry and a worthy recipient of the IIDA Leaders Award. Her enthusiastic leadership around DIAC's design industry study in 2004 is just one of many examples of her commitment to creating a deeper understanding of the design profession in Ontario."

Gould has been strategic director for DIAC since it was established by the City of Toronto in 2001. She led a landmark research study in 2004 called *Design Matters*, exploring the capabilities and potential of the Ontario design sector workforce, which then numbered 40,000. More recently, she completed a case study research project on Design in Advanced Manufacturing for the Greater Toronto Marketing Alliance (GTMA). The results of this study

suggest that connecting design to every aspect of a business can enhance product excellence, inspire a culture of creativity in the workplace, and enable long-term success for innovative manufacturers.

An independent consultant and design educator, Gould has worked with internationally recognized design firms. Her focus is on design for competitive advantage, design firm marketing, and designing for sustainability. Her research explores the economic, social and environmental impact of design in Canada.

“I am truly honoured to receive this award,” says Gould. “Design really does matter to the economic future of Ontario and Canada. It is very gratifying to be recognized by the industry that I have worked throughout my career to promote.”

Gould has an MBA from the London Business School in the UK, where she was active in the first design management unit to be established at a graduate business program. She is a member of the Executive Board for Sustainable Buildings Canada, a member of the Registered Graphic Designers of Ontario, and a Fellow of the RSA (Royal Society for the Encouragement of Arts, Manufacturers & Commerce), London, England.

-30-

About IIDA Leaders Breakfasts

IIDA Leaders Breakfasts are sponsored by Herman Miller, Inc. and *Interior Design* magazine. They are held every year in major metropolitan cities across North America. Eight such events are being held this year. Each one features a distinguished keynote speaker and honours an individual who has demonstrated exemplary leadership in or has made outstanding contributions to the profession of interior design. This year's event was the second of its kind to be held in Canada. It was co-presented by ARIDO.

About ARIDO

ARIDO is the professional association for Interior Designers in Ontario. ARIDO's mandate is to serve the interests of both the public and the interior design industry. It does so by registering interior designers who voluntarily meet required standards of education, experience and examination. For more information on ARIDO, please visit arido.ca.

Contact Information:

For more information, visuals, or to arrange an interview, please contact: Penny Tomlin, Communications Manager, ARIDO, at ptomlin@arido.ca, or 416.921.2127 x 227.