Seminars

Perspectives: A Historical Survey of Window Treatments ASID #7609
Every historical period has its distinct characteristics- its own style. Today's window treatments are a result of a diverse mix of culture and time. Most styles are deeply rooted in the past. This seminar will begin with a discussion of those historical periods and explore the elements that make it up. Gain an understanding of the time period while gaining insight on how it can translate into today's window fashions. We will place an emphasis on window treatments as we discuss Neoclassical, Rococo to Arts and Crafts, Baroque to Retro and more. We will discuss color, fabrics, design details and the hallmarks of each period through PowerPoint and actual samples. You'll go home with a sourcebook to show your style smarts.
1.5 hours- .15 CEUs or 3.0 hours - .3 CEUs
B I A levels
Designed for designers and workrooms

Master Class: Lessons from Design Greats ASID #7803
There's an old adage: "If you're going to borrow, be sure to borrow from the best." Discover the eccentricities and exuberance of Tony Duquette, the unstudied elegance of Sibyl Colefax, the surprising boldness of Dorothy Draper and many others. You'll see some of their trademark design elements and learn how to incorporate these classic concepts into your designs. There is no better place to look for inspiration then to study the trade secrets of the greats like John Fowler, Sister Parish, Billy Baldwin, David Hicks, Elsie de Wolfe, Syrie Maugham and more.

1.5 hours - .15 CEU's
Beginner, Intermediate, Advanced
All Design Professionals

Trendspotting Your Competitive Advantage ASID #7585
Trend watching is more than spotting the next new color, fabric, or hot designer: It's about observing change and understanding how to transform change into opportunity. In this fast-paced, interactive session we'll discuss trend theory and dynamics, and key consumer and design trends, showing the process of trend development, with real-life examples of their impact that you can immediately apply to your own business.
We'll examine best practices and transformative changes from other industries to see how they can be applied to your business. Recognizing and responding effectively to trends creates substantial ROI: it's fun and it fits your natural abilities as a designer.
Learning outcomes

Deb Barrett ~ P.O. Box 169 ~ Kaneville, IL 60144 ~ 630.557.2357
deb@debbarrett.com
www.debbarrett.com

Identify and place trends into context creating a global point of view.
Compose a trend framework of macro, consumer and Interior trends
Create context for your trends through a matrix of trend relationships
1.5 Hours- .15 CEU's
B, I,A for all design professionals

Where are the REAL Housewives? (And What do They Really Want?) IIDA CEU
Big houses, big personalities and a big taste for high-ticket items—You asked us how to get in touch with this kind of client and in this unique panel discussion, we're bringing them to you! Hear what actual clients really have to say about what they want from interior designers, the role of window fashions in their decor, how they make decisions and much, much more. Gain exceptional insight into what this highly-sought-over clientele expects in their homes, who they turn to for advice, what products and services they consider valuable and other insider tips.
1.5 hours .15 CEU's
B,I,A

Cracking the Luxury Consumer Code IIDA CEU
So who is the luxury consumer? We all strive to work with her, but can we really identify her? First we'll redefine the new luxury and the importance of rarity and connoisseurship. We'll discuss luxury consumer demographics and behavior; what they strive for and what it means to your market. Then, we'll explore positioning, sourcing and crafting your image as a stylemaker to the elusive high end customer. Finally, we'll finish with sampling, presentation and marketing tips to get that client's attention.
1.5 hours .15 CEU's
B,I,A

World Tour: The Hottest Designs From the World's Top Markets IIDA CEU
See the latest new product introductions, color and material trends from some of the world's leading design shows through both photos and actual sampling. This whirlwind tour brings the latest design themes to you, outlining how certain products and style references develop from one show to the next. Get your hit of international inspiration with reviews of Cologne, Paris, Milan, Frankfurt and London, as well as some of the top US markets, all without having to walk endless miles of aisles.
1.5 hours .15 CEU's
B, I, A

Textile Technology ASID #7607
This comprehensive class will focus on today's fabrics and how they are made from fiber to yarn to fabric. Join in an extensive discussion of weaves, printing processes, dyes and finishes. We will discuss in detail the various characteristics and properties that make fabrics appropriate for use in home interiors. Gain an understanding of challenges that face designers and workroom to with today's fabrics. This hands-on seminar will send you home with a swatch reference manual.
3.0 hours - .3 CEUs
B I A levels
Designed for designers and workrooms

It's a Material World IIDA CEU

Designers are always on the lookout for what's new- we have a soft spot for innovation- but it can be hard to navigate thru the material maze. So we've taken a critical eye to the myriad of new developments coming to the marketplace that will shape the way we design in the coming years. Our curated survey supplies a wide angle view of the fascinating future and then zooms in to focus on distinctive materials and products that work for windows through actual samples and imagery. Plus, you'll get all the info to track down every item featured.

1.5 hours - .15CEU's

Beginner, Intermediate, Advanced

Do You Speak Windows? ASID #7804

Learn innovative ways to make a window statement with this designer's guide to design dilemma windows. Brush up on your design skills as we discuss style prescriptions for all types of specialty windows such as dormers, arches, bays, atrium doors, window walls and more. Make specialty windows your specialty. Learn the tricks the pros know to turn a problem into an opportunity. Go home with designs and details to add to your portfolio.

1.5 hours - .15 CEUs

B I A levels

Designed for all areas

Learning outcomes-By the end of the seminar the attendee will be able to:

- Discuss the different window types
- Identify a problem, and offer creative window treatment solutions for each type
- Apply the elements and principles of design to create window treatments that solve design dilemmas
- Enrich her portfolio and gather options to present to clients

Couture Treatment Tricks IIDA CEU

Turn your custom window fashions into couture treatments. This seminar is a designer's guide to design and construction techniques for window coverings. Learn about such dressmaker details as stitch in the ditch, hand picking, embroidery, string welt and more. See actual samples right off the runway that will take your work to the next level. Discuss how to specify these details to get that final fabulous look. Details DO make the difference!

Format: Classroom

Length:1.5 hours

Course level: B, I A

Learning outcomes: By the end of the seminar the attendee will be able to

- Apply design strategies to create couture window treatments
- Gain knowledge of constructions, structures, and fine points of couture techniques; where they are appropriate and their applications.
- Learn advanced techniques of specifying window fashions including headings, edges, hems, and details.

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Runway to Window IIDA CEU
Straight from the catwalks of Milan, Paris, London and New York, Deb & Susan transform the top trends of Spring Fashion 2009 into stunning window treatments. See a slide show of designer inspirations–Prada, Valentino, Galliano, Lagerfeld & more–and learn the processes Deb worked through before settling on their final design. A full size sample of each final design will be presented along with component parts and in depth discussion of the products, techniques and sources used.

1.5 hours or 3.0 hours
Beginner, intermediate, advanced

Advanced Skills Workshop- Designing Windows ASID #1935
Length: 6 hours 9:30 – 12:30; Box lunch; 1:30- 4:30 hours can vary depending on vendor presentations
Course level: Intermediate and Advanced
Designed for: Designer, Jill of all Trades

Learning Outcomes

- Employ fundamentals of specifying window fashions including calculating yardage, figuring fullness.
- Apply the elements and principles of design to designing window fashions.
- Differentiate between constructions, fibers, finishes of home furnishings fabrics.
- Interpret the client's functional, decorative and budgetary needs for window treatments.
- Illustrate alternatives and options you can offer to your client.
- Create design strategies to solve problem or challenging windows.
- Describe the most common window fashion styles and their place in history.
- Communicate with members of your team and your client through sketching, photography and visualization.
- Recognize what the design future holds.
- Prepare a design notebook.
- Examine fee structures and pricing strategies for interior designers and choose one that's best suited for you.
- Identify color schemes and their relationship to window treatments

Everything that you wanted to know about window treatments. Not quite! This popular seminar offers the design professional an extended venue for skills training. We will cover some of the more challenging aspects of designing window fashions, including calculating yardages, offset pairs and multiple draws, figuring comparable fullness, and specifying unique decorative headings. Initiate an in-depth discussion of design strategies for all types of windows, and brainstorm with other pros while you create a design notebook Hone your communication skills with tips on sketching and visualization. Explore new ways to present alternatives and options to your client that move both your business and your designs to the next level. All this, plus a sneak peek of what the design future holds.

Last but not Least the most popular ……

Window Fashion Inspiration ASID #7608

Looking for some window inspiration? Deb's been working overtime to show the **newest** designs and ideas to inspire you. See a whole new round of window treatments inspired by what she saw at the European shows, along with a few surprises. We will showcase hundreds of designs and briefly discuss fabrication details and the finer points of each treatment. Your camera is a must to build a portfolio and to capture every idea.. This 1-1/2 hour class will pump you up with design inspiration for your clients.

1.5 hours - .15 CEUs

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