

## **Vertical Interior Design Honored at the ASID Illinois Celebration of Design**

*2021 Winners Recognized at the Celebration of Design*

CHICAGO (Oct. 12, 2021) – On Thursday, September 16, the American Society of Interior Designers – Illinois Chapter (ASID-IL) celebrated their annual Celebration of Design and Design Excellence Awards at the Mart River Park and Marshall's Landing. Vertical Interior Design in Elgin was announced as the winner in two categories: Contract Over 10,000 SF and Kitchen.

"It feels amazing to be honored for your work, your art—doing what you love to do," said Jamie Leonard, Vertical Interior Design's designer who worked on the two winning projects.

This year's program placed the spotlight on the slate of exceptional work from the past year. Over 150 designers and enthusiasts joined together to congratulate our winners.

ASID-Illinois President Susan El-Naggar, ASID, NCIDQ, LEED Green Associate, WELL AP and Professor Tarik El-Naggar, AIA, RA, hosted the celebration.

For the Kitchen category, VID submitted a project of a French Country Estate in Barrington Hills, Illinois that was built in 1955. The owner loved the kitchen space and bones it had but wanted a fresh, modern style to entertain visitors and welcoming family for meals.

The team opened the breakfast area up to the dining room to create a better flow and a more open feeling. Other design elements included a custom shelving wall and storage that doubled as an area to present food when entertaining; leathered quartzite counters and textured vinyl barstools and an island extension for additional seating and baking.

"This was a fun client who loves to entertain and it was a joy to help them create a space they could share with their family and friends," Leonard said.

For the Contract Over 10,000 SF category, VID submitted its work done for West Side Tractor, a Lisle-based family-owned farming equipment sales and repair company. The project focused on a new branded office design for its headquarters. Some of the design elements included color matching the iconic yellow used on its product and sourced metal to use on front of its client-facing and internal custom-made receptions desks, building an entire history wall and display area, designing custom workstations, and presenting a new interior design to bring together its service department and administrative office.

"This client had a lot of pride in their company and brand and it was a pleasure to help them bring that out through the design of the space," Leonard said.

The Design Excellence Awards recognized design professionals that were either members of ASID or IIDA Illinois Chapters as well as registered interior designers in the state of Illinois. Designers submitted their entries in over 50 categories including residential, contract, and product design.

A panel of distinguished interior design professionals from 8 other ASID Chapters across the country reviewed the entries and selected category winners based on lighting, scale and proportion, color and composition, design creativity, function, and solutions appropriate to the design criteria. All entrants also included an IMPACT statement –an explanation of how the project affected the users’ lives or livelihoods.

Event sponsors included Presenting Sponsor, Monogram; Event sponsors: Design Center at the Merchandise Mart; Artist Frame Service; Cambria; Crystal Head Vodka; Artistic Tile; Oscar Isberian Rugs, and *Modern Luxury Interiors Chicago* served as the event’s exclusive luxury media partner.

### **About Vertical Interior Design:**

Vertical Interior Design (VID) is a full-service interior design firm committed to designing office interiors that are healthy work environments. Their diverse staff includes multi-disciplinary experts in interior design space planning, workplace strategy, project management, and furniture design. Each project is a collaboration from space planning to finish selection, furniture, lighting, and accessories, and results in a tailored solution for each client. For more information, visit <https://verticalinteriordesign.com/>.

### **About ASID-IL:**

The American Society of Interior Designers (ASID) is a community of people —designers, industry representatives, educators and students — committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people’s lives. Its more than 30,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada.

The American Society of Interior Designers - Illinois Chapter (ASID-IL) is a professional association representing the interests of more than 1,000 Illinois interior designers, students and design industry partner members. Its vision is to be the voice of design in Illinois, to provide information through quality, timely communications, to educate its members and clients and to grow and support market expansion. ASID Illinois is led by a volunteer board that includes the Chapter's president, president-elect, five directors and two student representatives. Please visit [www.il.asid.org](http://www.il.asid.org) for more information.

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