

* OUR ANNUAL GUIDE TO DESIGN, STYLE, & DÉCOR

MIDWEST Home

60

MUST-HAVE
HOME
RESOURCES

**COLOR
YOUR WORLD**

Hot Palettes
for 2012 p.12

**RETAIL
RESOURCE
GUIDE** p.112

PANTONE COLOR
OF THE YEAR,
TANGERINE TANGO

HOMEBOOK 2012

Jan/Feb/Mar 2012/ \$4.50



Kathryn Johnson Interiors

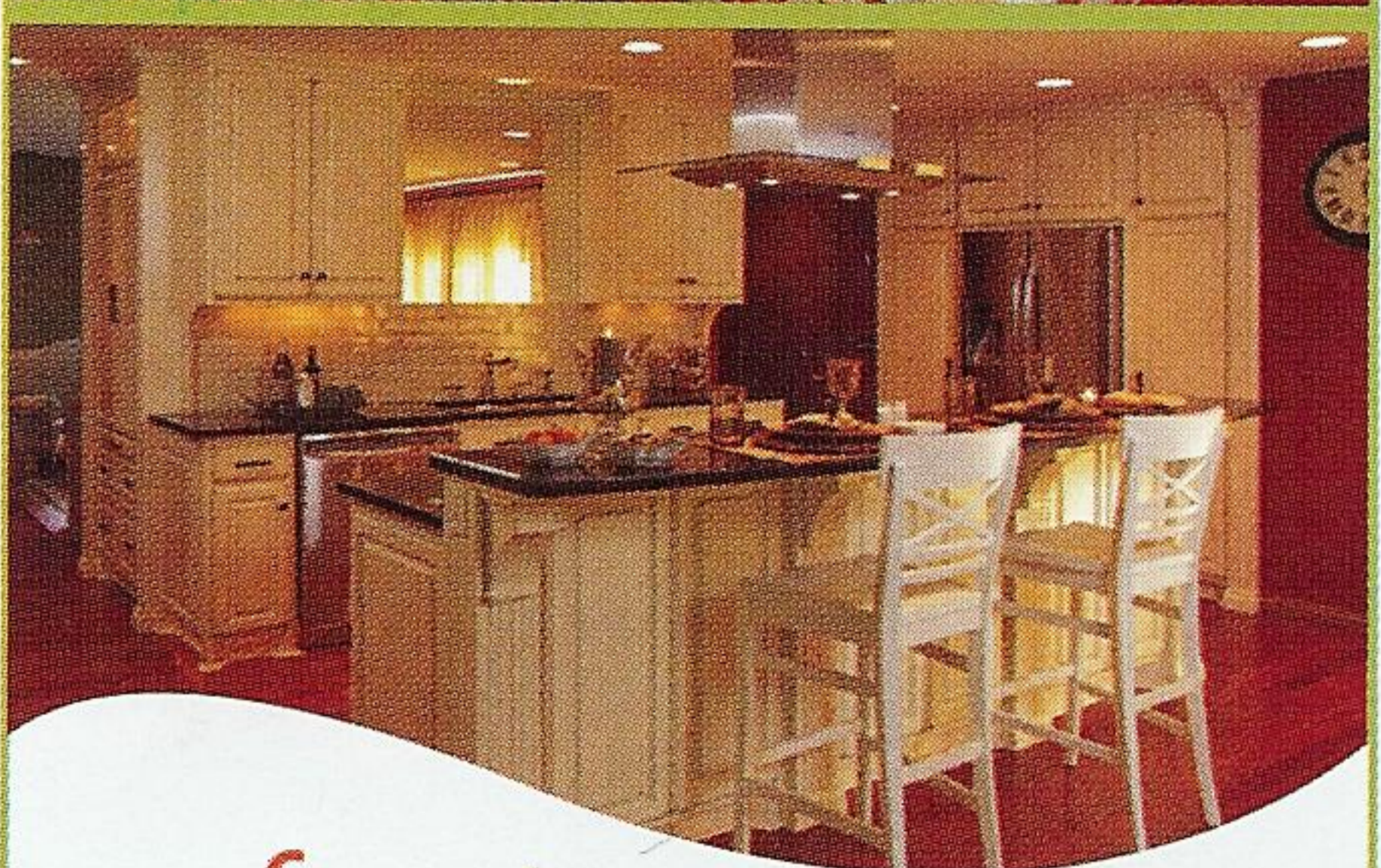
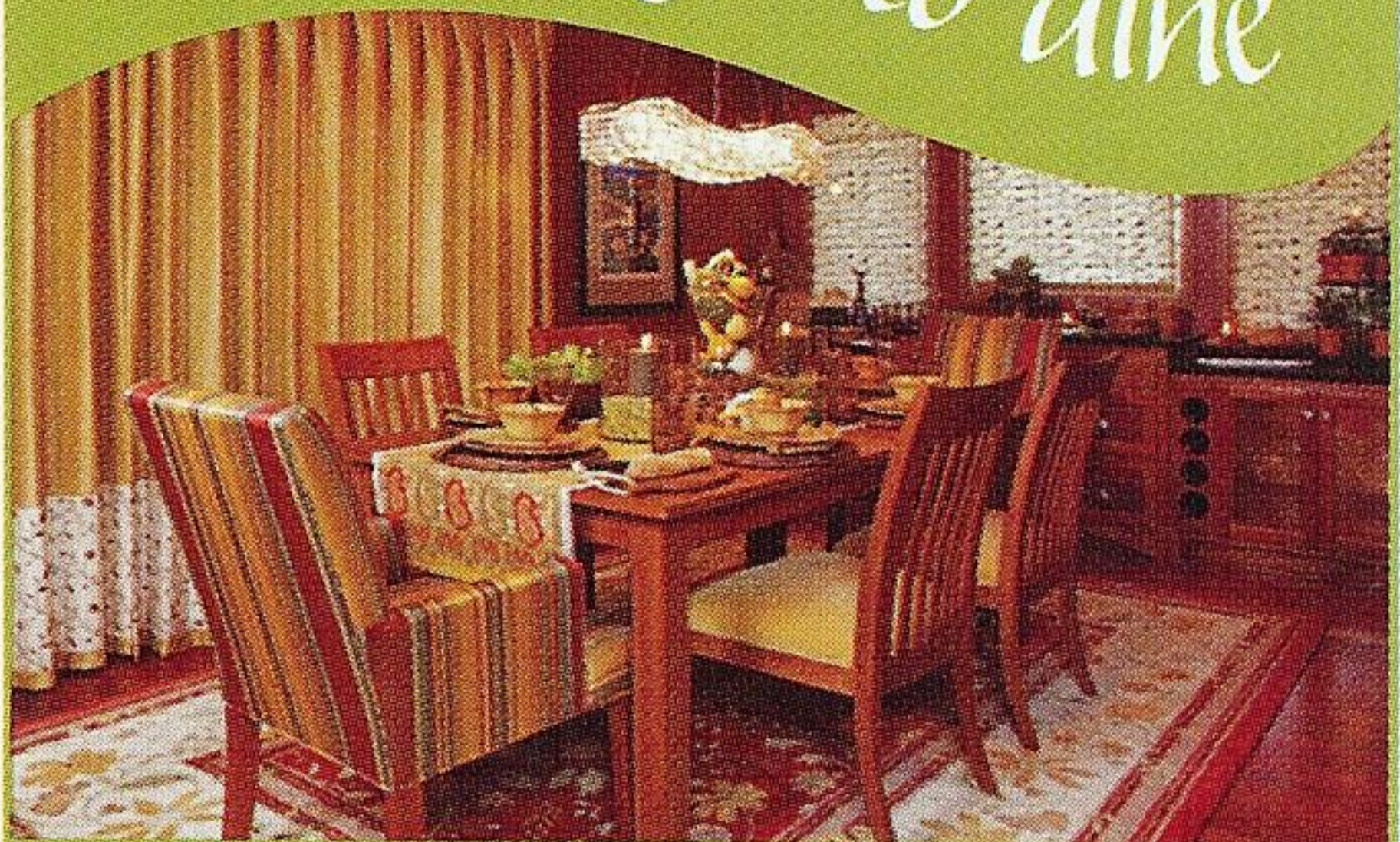


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Why should you work with a professional?

Not all designers are created equal. In some states, anyone (certified, qualified, credential-fied or not) can market their services as "interior design." This is alarming. Think about it — if you want to cut hair, you have to be certified; if you want to work as an architect, you have to have technical and artistic training; you even have to be licensed to file, trim, and paint fingernails.

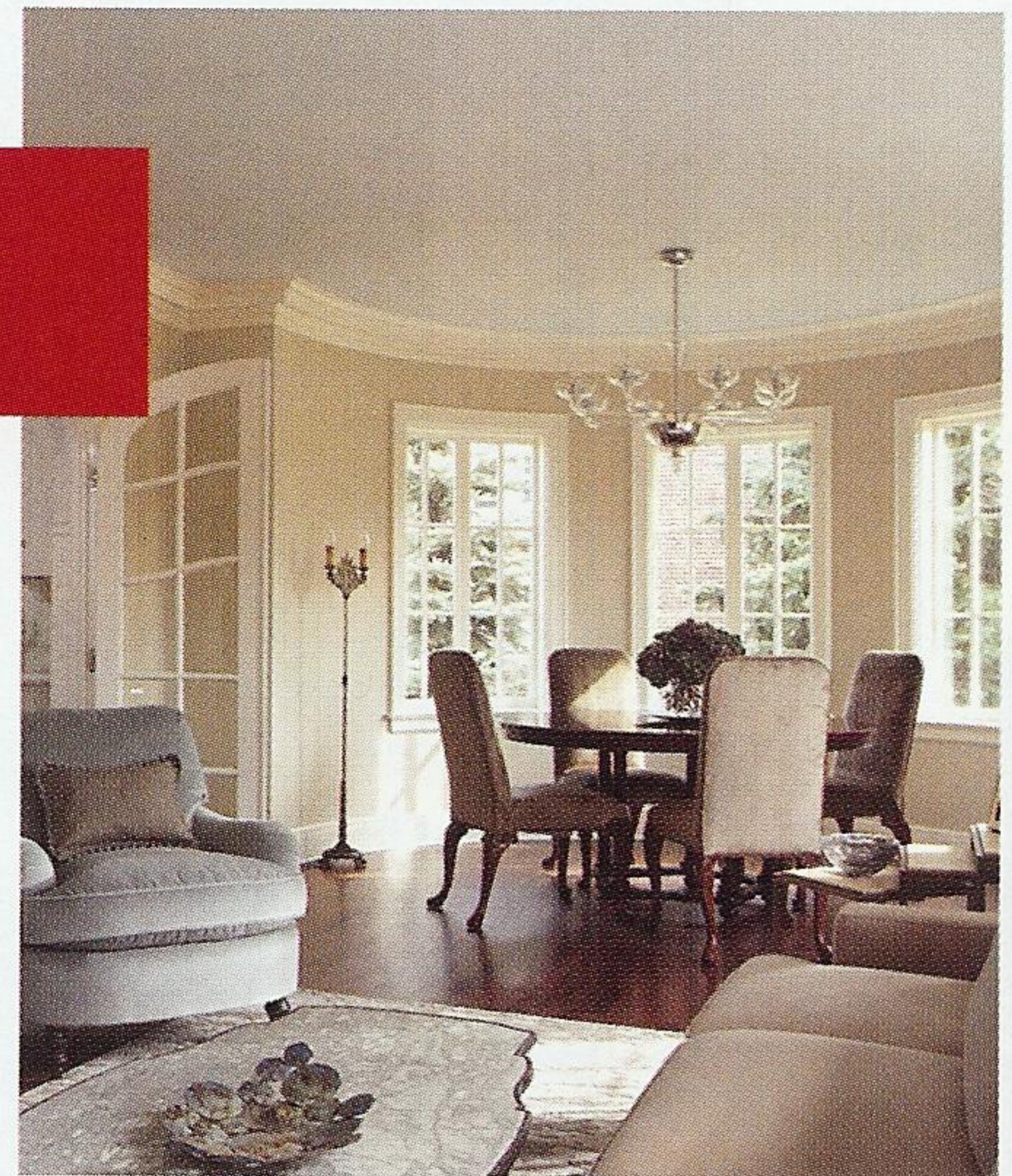
With your home being your biggest asset, the decision to work with a respected designer—one who has ASID qualifications—

is critical to the success of your project. When a project is completed on budget, with the finishing touches and industry secrets known by good designers, you can reap big gains in the value of your home.

"Our members must have education, experience and ethics," explains Lisa Peck, president of the Minnesota chapter of ASID. "The designers

"OUR MEMBERS MUST HAVE EDUCATION, EXPERIENCE AND ETHICS."

Lisa Peck, president ASID-MN



of ASID all have a commitment to follow the ASID ethics standards. Clients can have confidence knowing that by virtue of their membership in ASID, their

designer has agreed to be forthright and transparent in their business dealings and to hold the health, safety, and welfare of their clients as a vital priority when designing a space for them."

Each member of the ASID community makes a commitment to continuing education, ensuring they are at the forefront of technological, material, code and industry trend knowledge.

