



PRESS RELEASE

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# SBID AND IIDA OFFER DUAL INTERNATIONAL MEMBERSHIP

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The Society of British and International Design (SBID) is pleased to announce a new dual partnership with The International Interior Design Association (IIDA) in the United States.

The partnership comes as a result of a shared common goal to unite and promote the design industry and builds on an existing collaborative relationship between the two organisations. Offering an international platform for knowledge-share, access to resources and professional opportunities around the globe, the alliance will provide increased benefits for members of both organisations and marks the foundation of future initiatives to come.

Dr. Vanessa Brady OBE, Founder and President of SBID said: "As we strive with our partners to improve, define, and educate the interior design industry in UK and around the world, it is a natural step for SBID and IIDA to form a stronger alliance than we have previously enjoyed over past years. Jointly, we provide an unrivalled quality professional accreditation across the world and in doing so, create greater membership benefits. SBID is thrilled to have formed this strategic partnership".

Cheryl S. Durst, Hon. FIIDA, LEED AP, Executive Vice President and CEO of IIDA said: "We are pleased and honoured to be partnering with SBID to offer this membership opportunity to its designer members, by expanding our international reach and growing the IIDA and SBID design communities, we are strengthening our associations, and providing a broader perspective and wider depth and breadth of industry knowledge to the benefit of all members".

The alliance invites current accredited interior designers, architects and associates from the SBID and IIDA to join for access to the exclusive benefits available under the newly formed partnership. For more information about the dual membership agreement, please contact [admin@sbid.org](mailto:admin@sbid.org).

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**About SBID (Society of British International Design)**

The Society of British and International Design (SBID) is the professional accrediting organisation for the interior design industry in the UK supporting the interests of interior designers and manufacturers by guiding and measuring the profession's trading standards through practice, competence and education.

As the sole British representative to the [European Council of Interior Architects \(ECIA\)](#), their objective is to promote the profession at the highest level of competence to provide unrivalled consumer protection and in doing so create a clear separation between professionals and hobbyists. The organisation supports professionally accredited interior design professionals locally, nationally and internationally reaching a global network of over 224,000 industry stakeholders.

**About IIDA (International Interior Design Association)**

IIDA is the Commercial Interior Design Association with global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of 15,000+ Members across 58 countries. IIDA advocates for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people's lives every day. [iida.org](http://iida.org)

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