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American Society of Furniture Designers Launches New Initiative: *Touching Lives by Design*

NEW LONDON, NC... Feb. 14, 2013 - Throughout history, the impact of great product design has enhanced our environment, defined the style of our culture and added value to our everyday lives. As home environments have evolved, so have the designs of furniture. From rigid-to-laid back comfort, utilitarian-to-smart function and ornate-to-innate beauty, furniture designers have met the challenge of life changing events.

To capture their historical significance and raise awareness of good design in home furnishings, the American Society of Furniture Designers is launching a communications campaign aimed at the industry on all levels.

“The end game of our efforts is to stimulate consumer desire with a greater appreciation for our home environments,” says Dudley Moore, Jr., independent furniture designer in High Point, NC and president of ASFD. “By celebrating the intrinsic importance of the furniture designer, we bring public awareness to the purpose of good design.”

The Daly Group, a Greensboro, NC firm specializing in home furnishings marketing and communications is handling the re-alignment of ASFD.

John Conrad, ASFD president-elect says, “We are very excited about the image the Daly Group has created with this new logo. The new positioning statement ‘touching lives by design’ is perfectly in sync with our profession. The ASFD board believes that the young designers coming into our industry will easily relate and embrace the renewed ASFD.”



A new ASFD Website and ad campaign will be launched at the beginning of April. Other communication tools and strategies will be revealed as the year progresses. The celebration of the year will peak with a gala presentation of the Pinnacle™ Awards in October.

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Founded in 1981, the American Society of Furniture Designers is dedicated to excellence, innovation, education and originality in the practice of Furniture Design. ASFD serves as the unified voice of the Furniture Design community, advocating professional practice and integrity at all times. ASFD seeks to demonstrate the value of design to the furnishings industry.

For information about ASFD membership and events, write or call Christine Evans, Executive Director at info@asfd.com or (910) 576-1273.