



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE  
Contact: christy\_daly@bellsouth.net  
Daly Group 336.282.1277

## **American Society of Furniture Designers 2013 Pinnacle™ Awards Call for Entries**

**High Point, NC...March 27, 2013**-The American Society of Furniture Designers announces their call for entries - 2013 Pinnacle™ Awards. The Pinnacle™ Awards were created in April 1995 by the ASFD board of directors to promote design quality and encourage the recognition of furniture designers within the retail home furnishings industry. The awards are a highly prestigious industry recognition accomplishment.

In 2013 with the American Society of Furniture Designers' new initiative- "Touching Lives By Design," entrants will be asked to point out the connection of their design to the end consumer. The impact of the furniture designer enhances the consumer's most important environment, the home. This is not by happenstance, but rather *by design*.. This year's new Pinnacle™ Awards chairman Jason Phillips says, "We have a lot of momentum this year and the awards are our moment to shine the spotlight on the top furniture designers in the world. Being elected Pinnacle Chair is an honor and responsibility I do not take lightly. Expect a gala event that will blow you away."

The 2013 Pinnacle™ Awards are made possible with the generous support of lead sponsor – *Furniture Today*. The 2013 roster of supporting sponsors are Automation 21, Continental Hardware, Furniture Design Studios, Hickory Springs Mfg. Co., High Point Market Authority, *Home Furnishings Business*, International Market Centers, Leggett & Platt, LockDowel Corp. and the Sherwin-Williams Corp.

Deadline for entry is June 1, 2013. Submission guidelines/entry forms will be available for download from the new ASFD Website by mid-April. Guidelines



and forms are available now by contacting Christine Evans, Executive Director at 910-576-1273 or [www.info@asfd.com](mailto:www.info@asfd.com)

#####

*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.*