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American Society of Furniture Designers Launches New Website

HIGH POINT, NC -April 23, 2013 ...The American Society of Furniture Designers launches a new website in conjunction with the new 2013 boards of officers. With their new initiative –“Touching Lives By Design” a full revamp of their logo and a new member centric website, ASFD aggressively kicks off 2013. The new website expands on the existing content to add Designpedia, a glossary of style and design terms used in American furnishings, a monthly trends article and a designer spotlight. “We desire to provide to the ASFD membership, the industry and consumers a source for topical styling references, major trend movements and influential designers’ works we think are consequential for home furnishings to touch individual lives,” exclaims John Conrad, President of ASFD. “ We believe a collaborative approach from our members to provide current content to the website will focus and showcase the significant forces the society offers that have major impact on today’s environments. It is only thru multiple viewpoints that can we provide relevant elements to help guide our industry and consumers in making choices that enhance their lives for years to come.”

“We are every excited to start a new chapter for ASFD which cements our mission as an organization that continually touches lives

by design. I have never been more excited to be a furniture designer and to be in this industry,” states Conrad.

The website can be found at www.asfd.com. ASFD welcomes more than just membership for furniture designers, it is open to manufacturers, industry professionals, graphic designers, and design students. Please visit their website to see how being a part of this association can help you and the industry celebrate- “Touching Lives By Design”. Daly Group, Inc. a marketing firm specializing in the home furnishing industry is agency of record for ASFD.

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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.