



American Society of Furniture Designers 2014 Pinnacle™ Awards Call for Entries

High Point, NC...March 31, 2014 -The American Society of Furniture Designers announces their call for entries - 2014 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 highly prestigious, showcasing the best designs introduced each year.

For 2014, ASFD creates a new category, the **Student Pinnacle™ Award**. This award, eligible to any student majoring in furniture design at an accredited college or university, continues the organization's mission to support, motivate and inspire the furniture designers of tomorrow and is a part of ASFD's growing "touching lives by design" campaign. ASFD President Richard Schroeder comments, "We already feel the momentum for the 2014 awards; entries have started arriving. The Student Pinnacle is a category that we are very proud to introduce; it is exciting to celebrate the talent of the future creative designers in our industry."

Jason Phillips, 2014 Pinnacle™ Awards Chair elaborates on the 19th annual awards saying, "We introduced the Green Leaf Award a few years ago and we are proud to announce we have created a Student Pinnacle™ Award, honoring the fantastic work of our future design leaders. We could not be more excited about this and look forward to vetting the entries and making a special presentation come October!"



The 2014 Pinnacle™ Awards are made possible with the generous support of lead sponsor – *Furniture Today*. The 2014 roster of supporting sponsors includes Continental Hardware, Furniture Design Studios, HSM Solutions, High Point Market Authority, *Home Furnishings Business*, International Market Centers, Leggett & Platt, and the Sherwin-Williams Corp.

Deadline for entry is June 1, 2014. Submission guidelines and entry forms are available for download from the ASFD Website. www.ASFD.com. Please contact John Conrad, ASFD Executive Director with any questions.

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Founded in 1981, The American Society of Furniture Designers is dedicated to excellence, innovation, education and originality in Furniture Design. Serving as the unified voice of the Furniture Design community, ASFD advocates professional practice and integrity, promotes the value of good design to the furnishings industry and strives to support, motivate and inspire the designers of tomorrow through mentorship and scholarship programs.