

ASID Announces Keynote Presenters at INTERIORS 06

Patricia Moore, Universal Design Visionary, and Phil Terry, Renowned Expert on Designing Consumer Experiences, Will Offer Their Unique Insights and Philosophies

(WASHINGTON, D.C., Nov. 14, 2005) - The American Society of Interior Designers is pleased to announce that internationally acclaimed gerontologist and designer Patricia Moore, Ph.D., and renowned business consultant on the design of consumer experiences, Phil Terry, will provide the keynote presentations at INTERIORS 06: The ASID Conference on Design, to be held March 16 - 19, 2006, in Nashville, Tenn.

A founder of the universal design methodology, Moore will provide the opening keynote, "Design Revolution," on Friday, March 17, from 9 - 10 a.m. Her talk will inspire conference attendees to rethink what "inclusive" and accessible mean and explore the critical role design plays in people's lives. Moore's keynote is sponsored by Metropolis magazine.

Moore is president of Moore Design Associates, is an adjunct professor of industrial design at Arizona State University, and is a sought-after speaker and author. Her client list includes 3M, AT&T, Baxter Healthcare, Corning Glass, General Electric, Johnson & Johnson, Johnson Wax, Kraft General Foods, NASA, Norelco NA, Merck, Marriott, Maytag, Monsanto, OXO, Procter & Gamble, Sunbeam NA, and Whirlpool, among others. From 1979 through 1982, Moore, disguised as a woman in her 80s, traveled through more than 100 U.S. and Canadian cities to study how senior citizens are treated. The result of her experiment was the book, *Disguised: A True Story*.

Moore holds undergraduate degrees in graphic and industrial design from the Rochester Institute of Technology and in biomechanics from the School of Medicine and the Institute of Rehabilitation at New York University, and post-graduate degrees in psychology and counseling, and social gerontology from Columbia University. Internationally honored for her work with OXO Good Grips(tm), Moore was named by ID Magazine as one of "The 40 Most Socially Conscious Designers in the World," selected by a consortium of editors as one of the 100 most important women in America and chosen by ABC News "World News Tonight" as one of 50 Americans defining the new millennium.

Terry, CEO of Creative Good, will provide the second keynote, "Design Your Customer's Experience" on Saturday March 18, from 9 - 11:30 a.m. This interactive, experiential session will address how customer experience is replacing marketing and advertising as the critical driver for business change. Terry's keynote is sponsored by Interior Design magazine.

Creative Good was chosen by Adweek as one of the most important new firms to change the business of advertising and marketing in the 21st century and has earned a track record of as much as a 150 percent improvement in key operating and marketing metrics for its clients. Its clients include A&E Network, American Express, Blue Cross Blue

Shield, Cendant, Credit Suisse, Gateway, HBO, Liz Claiborne, Macy's, Microsoft, Nokia, Novartis, Polo Ralph Lauren, Procter & Gamble, Victoria's Secret, Wells Fargo, the Washington Post and Travelocity, among others. In addition to leading Creative Good's research and consulting efforts, Terry runs the firm's Customer Experience Councils, which bring senior executives together for best-practice sharing in building customer-centric companies.

Selected as a member of the Fast Company 100-100 executives expected to shape the 21st Century-Terry has delivered more than 60 keynotes and featured presentations at conferences, like the Harvard Business School Distinguished Keynote Series, and events produced by the Conference Board, National Retail Federation, Inc., the DMA and Ziff Davis, in addition to a wide range of private client conferences and seminars for firms like Blue Cross Blue Shield, A&E Television Networks and others. He has been profiled in The Wall Street Journal, The New York Times, Fast Company, Business 2.0, The Economist and many other publications, and holds a master's degree in business administration from the Harvard Business School, where he graduated with academic honors and received the prestigious Dean's Award.

To learn more about INTERIORS 06, visit www.asid.org/events.