



23rd Annual

## FESTIVAL OF THE TREES

Thursday November 12<sup>th</sup>, 2009

New location: COVERINGS SHOWROOM | 7610 NE 4<sup>TH</sup> COURT | MIAMI

Wednesday, June 24, 2009

Dear Friend,

Please join us in celebrating the 23rd annual Festival of the Trees! The Festival is changing its location, its time and its focus.

We will be holding the event at the Coverings Showroom in the warehouse district north of the Design District. The interiors of the showroom have earned a LEED CI certified rating, and the atmosphere is sophisticated and loft like. This year we would like the designers to address sustainability through use of materials with their designs, and concepts. The trees will be auctioned at the event, so that they can be displayed as holiday decoration by the winning bidders.

Net proceeds from the Festival of the Trees fund scholarships and educational enhancements at FIU's Interior Design department. The funds from this year's event will help talented, qualified students to pursue a quality interior design education.

The opening event continues to be one of the most anticipated, and festive traditions in our community. It attracts numerous figures in the South Florida architecture, real estate, and design communities, as well as FIU alumni, faculty, staff and students.

We invite you to support the Festival of the Trees through our various sponsorship opportunities. Your organization will benefit from the many advantages our sponsorship plans offer:

*Market exposure* – over 600 guests, including designers from the leading design firms, attend the festival.

Your involvement confirms your 'good citizen' role within the design community.

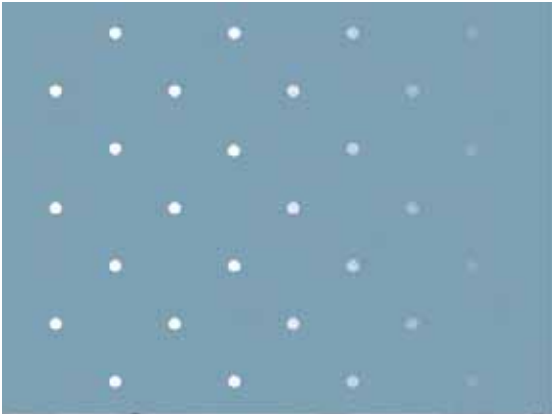
Recognition at the design community's premiere seasonal event will augment your customer relations and enhance the way your target market perceives you.

*Media and publicity opportunities* – your business logo and name can be placed on tickets, invitations, promotional mailings, programs and posters. This heightens your visibility while differentiating you from your competitors.

Please visit our website at [www.festivalofthetrees.net](http://www.festivalofthetrees.net) for more information. You will find our registration form and design criteria in this packet. Return it with your payment by September 15, 2009 in order to get your name on invitations and tickets.

Sincerely,

Janine King, IDEC, IIDA, NEWH  
Interior Design Department Chair



FIU's annual Festival of the Trees has become a South Florida tradition, marking the start of the holiday season for over 20 years. Since its inception, the Festival of the Trees has united the region's premier design professionals in this celebration of holiday season's shapes colors, light and poetry. The event showcases the unique creativity of the community by engaging local, national and international designers in the design of holiday trees made from every imaginable material.

Net proceeds from the event benefit the Interior Design Department at Florida International University. This accredited program provides an enriching educational environment for tomorrow's emerging design talent.



Florida International University's Interior Design Advisory Board was created in 1984 to assist and encourage the development of the Interior Design Program at Florida International University - a member of Florida's public state university system. The forum's mission is to promote greater awareness of the impact that design has on people's well being, on the creation and enhancement of communities, and on local, state and national economies. The Advisory Board has collaborated with FIU to develop highly qualified design graduates by stimulating dialogue between students and professionals. The Advisory Board reviews students' work and awards scholarships to interior design students whose design work demonstrates superior ability for creating significant interior architecture.

The FIU Interior Design Advisory Board is comprised of architects, designers, members of the trade, journalists, marketing consultants and other interested parties bound by the common goal of promoting design excellence.





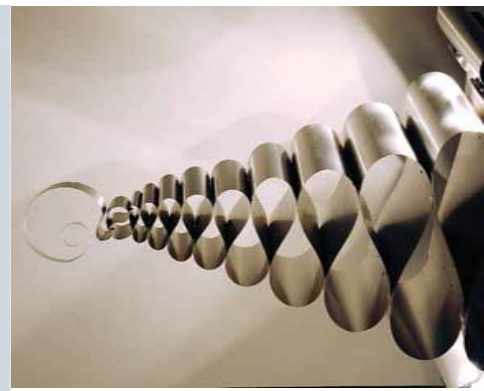
PUBLICATIONS FEATURING FESTIVAL OF THE TREES

- MIAMI HERALD
- MIAMI TODAY
- WLRN
- EL NUEVO HERALD
- SOCIAL MIAMI
- COMMUNITY NEWSPAPERS
- BLUEPRINT MAGAZINE
- NEW TIMES
- DIARIO DE LAS AMERICAS
- SOUTH FLORIDA BUSINESS JOURNAL
- CORAL GABLES GAZETTE
- ENTERTAINMENT NEWS AND VIEWS
- SUNPOST
- COCONUT GROVE TIMES
- BRICKELL POST
- FLORIDA INTERNATIONAL
- MIAMI DAILY BUSINESS REVIEW

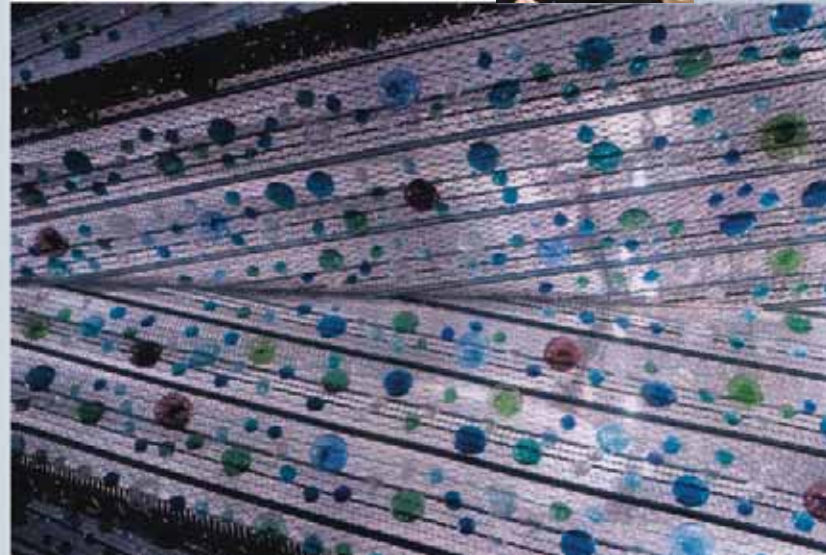


**Sponsors**

Absolut Vodka Alexander Design Avango Atlas Carpet Mills Baccardi-Martini USA BASF Bentley Blautex Business Environments Inc. Camilo Meubles Casa di Oggi Ceramic Matrix Inc. Commercial Design Products Compass Management and Leasing Corepoint Corp. Corporate Logic Dacia David & Dash DCOTA Decor House Design & Architecture Magazine Design Tex Designers Service Bureau Details Dianne Kohlmeier Associates Dolan Interiors Durkan Carpets El Dorado Furniture Equitable Life Assurance Society of the U.S. Farrey's Lighting & Bath Fine-Jacobson Schwartz Nash Block & England Forms and Surfaces Inc. Friends of New Hope for the Homeless Gen-Ra III Graphic Connection of Miami Haff Daugherty Graphics Harworth Inc. Herman Miller Inc-Herman Miller Workplace Resource-Geiger Intl. Holly Hunt Miami IBD South Florida Chapter Iberia Tiles ID-FIU Illumicenter Industrial Design Form Corp. Innovations in Wallcoverings, Inc. Innovative Surfaces Institute of Business Designers Interface Americas International Tile and Stone Exposition James P. Colle KI AGI & Pallas Textiles Kimball Office Knoll, Inc. Knoll/Spinneybeck Kooger+Company Koon USA Lee Jole Fabrics Ligne Roset Lotus Carpets Luminaire M. Hanson & Co., Inc. Maharam Fabrics Meza International Miami Today Mobile Form Office Dimensions, Inc. Office Pavilion Office Source, Inc. One Brickell Square Optimum Contractor, Inc. Options Business Furniture, Inc. Pallant Insurance Prince Street Technology Publix Supermarkets Robert Swedroe, AIA Robinson & Westel Communications Roche Bobois SESCO Lighting Shaw Industries/Shaw Contract South Florida Solo Printing SoluSite, Inc. Steelcase Inc. & Steelcase Design Partnership Silfynovo Team Office Furniture Technion, Inc. The Wolfsonian-FIU Thomas W. Ruff & Co. Tile of Spain/Trade Commission of Spain Tile Promotion Board Tishman Speyer Tom Graboski Associates Inc. Design Whitley Wood Products Wight Industries Withers Transfer & Storage Workscapes South



**Designers**  
 Architects | Add, Inc. | Alex Channing | Alexandra Diaz | Ana Maria Bonal-Zarros  
 Architects Interior Group | Ana Architects | Anipolconexa | An Center/South Florida | Bapto Health  
 Basera Architectural Partners | Beatrice Harris | Belkachi Basera Architects | Beverly Punt  
 Blomson Design Associates | Bonnie Cole | Brian House | Colin Zezas Design Studio | Carolina Seak  
 Condon Builders Interior Design | Condon for Folk & Community Art | Charles Harriot Peckley  
 Claudia Black and Rose Gonzalez | Claudia Machado | Creative Design Group | Daniel Williams Architects  
 David E. Hamilton | Dawn Sealing | Dennis Jenkins | Design Perceptions Inc. | Dianne Joyce Design Group  
 Duane O'Neil & Associates | Eshwarya Design Group | Edward Garcia | Elena Radtsch | Felice R. Lauer  
 FIU School of Design | Fabian Architects & Facility Design | Fabian Architects | Farnous Farnous  
 George White Architects | Goals Media | Glitsman Architectural Care | Heron-Bonney Architect  
 Holly Hunt Miami | Howell Tomasco Design Group | PA, Interior Architects, Inc. | Insight Design, Inc.  
 Jacques Papp | Jocelyn Yde, Inc. | Janna Canales | John Kneib | Jovya Avella | Jose Benue  
 Jose F. Rodriguez | Kahena Chaki | Kathleen Linn, Inc. | Laurie Design Group | Leanta Designers, Inc.  
 Lennie, Galbraith & Associates | Lisa Alvarez | Lissac Architects, Inc. | Luis Eduardo Lozada ASD  
 MarcanoDuffy Associates | Mark Elm Design | Mark Mathison | Martin Vancinelli  
 Maxpro Concepts Etcetera | Mai Benou | Miami Daily County GSA Interior Design Services | Michael Ash  
 Michael Wolf Design | Niaz Karamali | Nicholi/Pope Design Associates | THEHOUSE INC  
 Nay Fara, ASD | Olanstein Architecture + Design | Pablo Carr | Patrick Hamilton | Paul Design Team  
 Peggy Nye & Larkin, Inc. | Perovic Mathison | Perkes & WJ | Proluxa Design Corp.  
 Pomer & Associates in Design | Pomer-Pis Design | Ramallo Beron | Remota Vega Lemos, PA  
 Richard Aronow | Richard Miller | Richard Plummer Design | Robert Whitton | Robinson & Associates  
 Robinson Chonasi | Roxana Bini | Ronny Metz | RTM, Associates, Inc. | Sanku Associates  
 Seager & Associates | Sofia Cordeiro DRUM | Stephanie Hoffman | Swartz Hardin Cornell Architects  
 Teri Lewis | The Nichols Partnership | The Taylor Partnership | TJC Engineering for Architects  
 Tom Graboski Associates Inc. Design | Vives Communications | Wallace, Wilson & Todd, LLC  
 Wilam Gonzalez | Wolberg Alvarez & Associates | Zaccorchi Architects



FESTIVAL  
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TREES

09

## SPONSORSHIP PACKAGES

NEW TIME | NEW PLACE | SUSTAINABLE DESIGN

Coverings Showroom: 7610 ne 4<sup>th</sup> court

Thursday November 12<sup>th</sup>, 2009

In our 23rd year, the Festival of the Trees is going strong. Over 600 members of South Florida's design community will be attending this year's event at the Coverings Showroom in the warehouse district north of the Design District. Your sponsorship allows you to communicate your message to this select group of working professionals.

### PLATINUM LEVEL

\$25,000 or higher

Full event sponsors receive a naming opportunity e.g. "23rd annual Festival of Trees presented by "your company name"

Your company name will be prominently displayed on invitations tickets, program, and posters.

Your company's logo will appear on all pages of the website and on all event tickets, invitations, and save the date cards.

Your company's name associated with the event in all publications: The Miami Herald, Miami Today, WLRN, Classical 90, El Nuevo Herald, Social Miami, Community Newspapers, Blueprint Magazine, New Times, Diario De Americas, South Florida Business Journal, Coral Gables Gazette, Entertainment News And Views, Sunpost, Coconut Grove Times, Brickell Post, Florida International, Miami Daily Business Review.



### GOLD LEVEL

\$5,000 - \$24,000

Your company name prominently displayed on invitations tickets, program, and posters.

Your company logo on website, and all publications.

### SILVER LEVEL

\$1,500 - \$4,999 (This level is the base level for Tree sponsors)

Your company name listed invitations tickets, program, posters

Your company name will be posted with your tree, and listed on website

### FRIENDS OF THE TREES LEVEL

\$500 - \$1,499

Name appears on poster and listed on the program

You will find our registration form and design criteria in this packet. Please return it with your payment by September 15, 2009 in order to get your name on invitations and tickets.

### Questions?

Janine King, Chair FIU Interior Design Department

305-348-6630 or 305-348-6481

[jking@fiu.edu](mailto:jking@fiu.edu)

Please visit our website [www.festivalofthetrees.net](http://www.festivalofthetrees.net)

*Net proceeds to benefit the Florida International University Interior Design Department.*

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## DESIGN CRITERIA

NEW TIME | NEW PLACE | SUSTAINABLE DESIGN

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### Criteria

In keeping with the spirit of the Festival of the Trees, the point of departure for the design must be representative of the holiday spirit, but does not have to be a tree. This year we would like the designers to address sustainability through use of materials with their designs and concepts. The trees will be auctioned at the event so they can be displayed as holiday decoration by the winning bidders.

### Signage:

The Festival of the Trees Committee will provide a sign with the Designer/Sponsor credits. No advertising will be permitted as part of the display.

The Festival Committee will place all the submittals on pedestals strategically placed in the gallery setting.



### Key Dates:

September 15

Checks must be received in order to have sponsor and firm name listed on program.

September 15

Design Credits due: designer or firm name, sponsor name and concept statement

November 11

Trees brought to space between 12:00 pm - 6:00 pm

November 12

Gala Opening event 5:00 pm - 5:30 pm  
photos and press 6:00 pm - 9:30 pm party and silent auction

November 14

Last day for winning bidders remove trees

### Size:

The design should not exceed 24" x 24". The height should be determined by stability and practicality. Your design must be able to stand atop an 18x18x42 inch pedestal. The weight should not exceed 80 lbs and should be able to be moved easily by two people.

### Signature:

We will be auctioning your piece. Please provide a small label, or signature on, or under the object.

### Questions?

Janine King, Chair, FIU Interior Design Department  
305-348-6630 or 305-348-6481

[jking@fiu.edu](mailto:jking@fiu.edu)

Please visit our website [www.festivalofthetrees.net](http://www.festivalofthetrees.net)

*Net proceeds to benefit the Florida International University Interior Design Department.*



# REGISTRATION FORM

NEW TIME | NEW PLACE | SUSTAINABLE DESIGN

Coverings Showroom: 7610 ne 4th court  
Thursday November 12th, 2009

## SPONSOR INFORMATION

- Platinum \$25,000
- Gold \$5,000
- Silver (tree sponsor) \$1,500
- Friend \$500

- Check is enclosed
- Credit Card payment is enclosed



Expect check by (date) \_\_\_\_/\_\_\_\_/\_\_\_\_

Name of Sponsor: \_\_\_\_\_

Contact person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax \_\_\_\_\_

Email address: \_\_\_\_\_

## DESIGNER INFORMATION

- We are in the process of recruiting a Designer
- We would like to be matched with a Designer
- We have selected a Designer (enter Designer information below)

Name of Designer or Firm: \_\_\_\_\_

Contact person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address : \_\_\_\_\_

## PAYMENT + MAILING ADDRESS:

Make checks payable to: FIU FOUNDATION – Festival of Trees

MAIL TO: Festival of Trees   C/O/ Janine King   Interior Design Dept, pca 279a   FIU   11200 sw 8th street   Miami, Florida, 33199 Fax 305-348-2650   Phone 305-348-6630   Phone 305-348-6481
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*Net proceeds to benefit the Interior Design Department at Florida International University.*

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## CREDIT CARD PAYMENT FORM

AMT OF PAYMENT \_\_\_\_\_

DATE OF PAYMENT \_\_\_\_\_

PAYMENT IS FOR:

- Platinum Level Sponsor
- Gold Level Sponsor
- Silver level (Tree Sponsor)
- Friend of the Festival

NAME AS IT APPEARS ON CARD \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

FAX COMPLETED FORM TO:

(please include registration form with payment form)  
305-348-2650

MAIL COMPLETED FORM TO:

(please include registration form with payment form)  
Janine King, Interior Design Department  
PCA 273a - FIU  
11200 sw 8th street  
Miami, Florida 33199

CREDIT CARD TYPE (circle)

VISA | MASTERCARD | DISCOVER | AMERICAN EXPRESS

□□□□ □□□□ □□□□ □□□□

CREDIT CARD NUMBER

PIN ID (back of card) \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

ADDRESS WHERE CREDIT CARD INVOICES ARE SENT:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SIGNATURE \_\_\_\_\_

Copy of driver's license must be attached

Questions?  
Janine King, Chair  
305-348-6630  
305-348-6481  
jking@fiu.edu  
[www.festivalofthetrees.net](http://www.festivalofthetrees.net)