

ASID Announces Outcome of Design Awards Program, in Partnership with Herman Miller and NeoCon

New Initiative Seeks to Recognize Human-Centric, Sustainable Designs that Support the Society's "Design Impacts Lives" Mission

The American Society of Interior Designers ([ASID](#)) has partnered with Herman Miller and [NeoCon](#) to launch the Outcome of Design Awards. Designed to celebrate the power of design, the Outcome of Design Awards will recognize projects that successfully illustrate that "Design Impacts Lives" through data-driven results.

"The Outcome of Design Awards seeks to connect design excellence with design thinking, filling a void that exists not just in interior design but the entire built environment," states Randy Fiser, Hon. FASID, ASID CEO. "This program will provide measurable evidence of the positive impact of design on humans within a space. Whether it be physical or mental wellbeing, productivity, or one of many other factors, this award will recognize the designer/client relationship and how it can produce desired outcomes metrics as a criterion for winning. The Outcome of Design Awards puts people first and goes beyond the obvious esthetics of a space and examine the nuances of a project and how it all comes together."

The Outcome of Design Awards will use three primary criteria to determine the finalists and winning projects: design solutions and details, occupant experience, and research-based results. The Awards will highlight new tools and processes in design, strategy, technology, and research providing an inside-look into the nominated spaces. These techniques will shed light on the quantifiable effects of projects on people in spaces, as well as the innovative designers and businesses behind them. By looking comprehensively at everything from design intent and certifications to post-occupancy research findings, the Awards will demonstrate how the design and human experience go hand-in-hand.

Notes Herman Miller Director of Workplace Strategy, Design, & Management, Joseph White, "The organizations, designers, and strategists who evaluate the positive impact of design on the human experience are shaping the future of the industry. We're excited to celebrate and learn from their projects as we build a new community of practice focused on the measurable outcome of design."

Adds Fiser, "We're honored to have industry-revered partners Herman Miller and NeoCon on board for this project. Their investment in this program is a testament to the industry's evolution when it comes to life-changing design tactics."

In addition to diving into the details of each project, the Outcome of Design Awards Program also engages the client, looking beyond the sole perspective of the design team. Clients will have the opportunity to share valuable insight on project goals, successes, and occupancy experiences.

Outcome of Design Award finalists will be invited to share their projects at the first-ever ASID Outcome of Design Conference in Chicago, March 21-22, 2019. This event will be held in partnership with Herman Miller, NeoCon, and [Metropolis](#).

For more information on the Outcome of Design Awards or to enter a project for award, visit <https://www.asid.org/outcome-of-design-awards>.

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About Herman Miller

Herman Miller is a globally recognized provider of furnishings and related technologies and services. Headquartered in West Michigan, the 113-year-old company has relied on innovative design to solve problems wherever people work, live, learn, and heal. With recognizable designs as part of museum collections worldwide, Herman Miller is a past recipient of the Smithsonian Institution's Cooper Hewitt National Design Award and has been ranked number one on Contract Magazine's list of "Brands that Inspire" for four straight years. Known and respected for its leadership in corporate social responsibility, Herman Miller has earned numerous global sustainability and inclusivity awards including the Human Rights Foundation's top rating in its Corporate

Equality Index for 11 years in a row.

About ASID

The American Society of Interior Designers believes that design transforms lives. ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID was founded over 40 years ago when two organizations became one, but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of industry leadership, we are leading the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal. Learn more at [asid.org](https://www.asid.org).

About NeoCon

NeoCon is the world's leading platform and most important event for the commercial interiors industry, held each year at The Mart in Chicago. Since launching in 1969, NeoCon has served as the annual gathering place for the commercial design world's manufacturers, dealers, architects, designers, end-users, design organizations and media. The three-day event showcases game-changing products and services from both leading companies and emerging talent—providing unparalleled access to the latest and most innovative solutions. A robust educational program of keynote presentations and CEU sessions offers world-class expertise and insight about today's most relevant topics as well as the future of commercial design. NeoCon is open to trade, media, C-Suite executives and other industry-related professionals. www.neocon.com

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