



THE INSTITUTE OF
INTERIOR DESIGN
at Southwest Florida College

**SOUTHWEST
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A Tradition of Educational Excellence



STUDENTS IMPRESS AWARD WINNING INTERIOR DESIGNER IN THEIR FURNITURE DESIGN CLASS AT THE INSTITUTE OF INTERIOR DESIGN

Estero, FL (June 29, 2009) – Students enrolled in the elective Furniture Design and Construction class at the Institute of Interior Design at Southwest Florida College set out on a task to create models of each of the four basic types of furniture – tables, beds, storage and seating.

Under the direction of their instructor, Richard Geary, students quickly rose to the challenge and the results were what Geary called “nothing short of amazing.”

In fact, Geary explained that while he had taught the same class before at the University of Florida, he said he “has never had students who reached the creative levels that this group achieved” at the Institute of Interior Design.

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“The process of the design was really the most important thing about all of this, since this is what clients will be asking of them once they begin working in the field,” Geary said. “I was interested in the sketching, building, drawing and the process the students went through as they worked their way through the project individually.”

Students were given little direction except to create pieces that were meaningful to them in some way. Their first step was to write a concept statement that explained what they hoped to achieve in their original design and why. Students received constructive criticism and comments from their peers along the way. Since they couldn’t build real pieces due to space and equipment, Geary thought that models were within the scope of what his students could produce.

The cabinets, tables, chairs and chests aren’t ready for customers, yet. They are 1/20 scale models designed as inspired prototypes – early but crucial steps in the design process.

Students got all of the materials on their own, mostly from home improvement stores and used things like coasters, PVC pipe and anything else they could get their hands on to demonstrate their level of ingenuity.

Student Alexandra Hutchinson explained that she wanted to build a table that looked the same as someone walked around it and a floating bed that made a statement saying, “even king size beds can seem light and delicate.”

Other students, like Terry Pfeffer, made model beds with hideaway drawers, roll out benches, and pop-up computer coffee tables complete with a matching wall unit that contained pocket doors and burl veneers for a classic look.

“Their work was very professional done,” Geary said. “It’s incredible to see their process from the beginning of the program to what they have accomplished today.”

Geary is the president of an award winning interior and furniture design firm in Naples, Fla. He has won numerous awards for design excellence in a career spanning 37 years. Recently his firm was a winner in the coveted Sub-Zero and Wolf kitchen design competition. The Geary Design firm typically designs more than 75 percent of the furniture, hardware, rugs and lighting used in design projects used in their clients’ projects.

With his strong background in furniture design, Geary introduced his students to professional cabinet makers, upholsters, metal makers and machinists located in the Naples Industrial Park, all of whom he has worked with for years. On their field trip, students learned about joinery, measured drawings, working with metal, woodworking with veneer machines and hardware.

“I got a better appreciation for furniture, its size, how it’s built, how it can be used for multiple functions and how you can display it within a space from taking this class,” Pfeffer said.

The Institute of Interior Design’s Furniture Design and Construction course includes the theory and practice of furniture design and practical methods of construction as well as the preparation of design documentation and specifications of materials and hardware. The course surveys materials and machinery and covers current production methods.

Upon completion of the course, students achieve an understanding of the methods of documentation in furniture design; execute furniture design from concept to working drawings; articulate appropriate material selection, hardware and finishes; exhibit knowledge based on function and end use; understand the functions of the machinery used in furniture construction; know about the processing of wood, metal, stone and glass and how to design with the parameters of the material; comprehend the principles and methods of working with subcontractors and craftsmen to implement their designs; and demonstrate the skills necessary to present and market a furniture design to a client.

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For more information about the Institute of Interior Design at Southwest Florida College and its classes offered, call toll-free 888-526-7973 or visit www.instituteofinteriordesign.com today.

The Institute of Interior Design at Southwest Florida College is an accredited private, nonprofit institution located within the International Design Center in Estero, Fla. It offers an unparalleled learning environment by surrounding its students with experienced professional designers, exceptional working materials and the resources needed to realize a future in interior design. For more information, call toll-free 888-526-7973 or visit www.instituteofinteriordesign.com.

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