

## Members Making News

**FROM DRUGS TO RUGS (AND PILLOWS)** -- After a long career in medicine and pharmaceuticals, IFDAer **Jay Sethi** is now working to cure some of the world's ills with good design.



It all started during a trip to India once he retired after spending 12 years on staff at Memorial Sloan Kettering Cancer Center, NY. He'd done his post-doctoral training in cancer research there before joining the pharmaceutical corporate world (as a senior executive at Novartis and Sanofi-Synthelabo in their Neurology and Oncology Divisions).



Visiting the Kashmir Valley in the Himalayas, Dr. Jay says he was fascinated by the crewel-stitch embroidered work used by local artisans in creating hand-made woolen rugs and pillows, many with floral, sea world, and animal kingdom themes.

"This work is a profound expression of the skills and the creative urge of the Kashmiri artisans," says Jay, who launched his new company, **J & S International**, to promote the art and provide support to the artisans. "Which is what matters to me the most," he reports. "This is my new world and I love it!"

**MARTHA BRANDWEIN** may be racking up accolades (and sales) as an artist -- two of her paintings sold

opening night of a juried show at River Arts Gallery in Damariscotta, ME, where she summers - but Martha is still holding onto her career as a celebrated textile designer. Look for her next new sheet design at Intercontinental Hotels this fall.



"I maintain my textile connection by working on projects in the five-star boutique hospitality area," she explains. "It's hard to let go of my love of textiles."

**SUSAN SLOTKIS**, member of the IFDA Speakers' Bureau, has been selected to be a seminar speaker at the 13th iteration of NeoCon East, which will be held in Philadelphia for the first time, at the Pennsylvania Convention Center. The organizers have scheduled her IDCEC-approved CEU *Color Psychology & Perception* for October 28<sup>th</sup> from 2:30 – 3:30 pm.

Also on tap: a book-signing of Susan's impressive tome, *Foundations of Interior Design*, 2<sup>nd</sup> edition.

**ALSO ON THE CEU CIRCUIT** -- It's been a busy summer, smiles IFDA NY Chapter secretary **Julie Schuster, Julie Schuster Design Studio**. First, she presented a June session on Feng Shui to fellow designers and architects at a NY gathering sponsored by Lefroy Brooks. At another Feng Shui session in September, Julie helped raise funds for Pink Aid, Long Island, Breast Cancer at Mitchell Gold+ Bob Williams in Manhasset, NY.

In July, she and Susan Slotkis (*see above*) teamed up to teach Susan's NYU design students why it's important to develop resource relationships within the industry and join industry organizations (like IFDA).

Next up: Robert Allen has invited Julie to the D&D showroom during fall market next month to tell fellow design professionals how to make the most of Houzz, the six-year-old, now-international online photo data base focused on decorating and remodeling.