

FIFER DESIGN STUDIO

PRESS RELEASE

July 15, 2008

Fifer Design Studio has won another award for an innovative dental office design at the International Interior Design Association's Pride awards!

IIDA held the event on May 1, 2008 at the Valley Ho in Scottsdale. The interior and exterior remodel completed for Drs. VanderSchaaf and Beischel won a "design excellence" award in the institutional/healthcare category. The project was then featured in the Sources + Design- July 2008 Issue!

"We love the office!!! The flooring, soffits, and sloping walls make it unique!" –Heather VanderSchaaf

"This was a great team project, and we were thrilled to be working with both Fifer Design Studio and VanderSchaaf & Beischel Dentistry. It was exciting to watch the transformation of an old, grey, box-like building into a "talk of the town" project. It was a great success." – Tony Pedotto, CPM (General Contractor)

Judging was performed by IIDA professionals outside of the Southwest Chapter. The projects were judged on the following criteria: project challenges, project solutions, detail execution, originality, innovation, functionality, and design concept. There are two different types of awards that can be won at this competition: Design Merit and Design Excellence. Not all categories will receive awards if they do not meet the criteria of the judges.

VanderSchaaf and Beischel Dentistry is located in an older part of south Scottsdale, and has been referenced by many (who live and work nearby) as an enhancement to the community with great curb side appeal.



For more information about Fifer Design Studio, please feel free to contact us at 480.733.2631 or visit our website at www.fiferdesign.com