

MEDIA RELEASE
For Immediate Release

IFI LEADS – Luminary Experts, Architects & Designers Speaker Series inaugural edition launches on 21 February 2022

IFI at the Apex: IFI LEADS 2022 convenes luminary speakers
Chi Wing Lo, Patricia Urquiola, David Rockwell and Walter Mariotti

IFI – the International Federation of Interior Architects/Designers is launching the inaugural edition of **IFI LEADS – Luminary Experts, Architects & Designers Speaker Series**. Presented as a 50-minute virtual panel of world-renowned keynote speakers, IFI LEADS 2022 features the discipline’s luminaries who represent varied perspectives and interpretations of topical issues at the world level.

This year’s first edition showcases four exceptional presentations centered around the theme of “Design & Creativity: Innovating for New World Realities”. Viewers will have the opportunity to hear and be inspired by preeminent architects/designers **Chi Wing Lo**, Founder, *DIMENSIONE CHI WING LO (Hong Kong, China)*; **Patricia Urquiola**, Founder and Owner, *Studio Urquiola (Spain)*, **David Rockwell**, Founder and President, *Rockwell Group (USA)*; and journalist/editor-in-chief **Walter Mariotti**, Editorial Director, *Domus (Italy)*. This outstanding line-up of leading voices, representing aspects of the design discipline worldwide, shares insightful presentations, each addressing different perspectives for Design & Creativity.

“We are proud to advance IFI’s mandate to internationally foster knowledge exchange by bringing together the world’s top leaders in Architecture and Design. These distinguished experts have shaped the profession, and their work challenges and inspires us to strive for the highest level of design thinking and execution for our built environment,” said IFI Chief Executive Officer Shashi Caan.

IFI is proud to partner with Shaw Contract, IFI LEADS 2022 Title Sponsor, for the launch of this high-caliber global Interior Architecture/Design resource. A premier international flooring solutions resource, Shaw shares IFI’s commitment to the improvement of life quality through smart design ideas and solutions that will advance the societal impact of design at a global level. IFI is excited to expand its collaboration with Shaw Contract to IFI LEADS, to continue connecting design and industry experts and build a strong world community through design innovation.

Todd Jarvis, Global Marketing Director for Shaw Contract remarked, “Shaw is honored to partner with IFI in support of the important IFI LEADS program. We hope that the compelling and relevant knowledge shared by these world-renowned experts will inspire architects and designers around the globe.”

IFI LEADS 2022 premieres on Monday, **21 February 2022** on the IFI website, and it will remain available on-demand to ensure worldwide accessibility following the event. Visit www.ifiworld.org, [sign up for our newsletter](#), or follow IFI social media for more information on how to watch the event. No registration is required.

About IFI

Founded in 1963, IFI – the International Federation of Interior Architects/Designers is the preeminent and only world organization conceived to coalesce the world Interior Architecture/Design communities, policymakers, experts and enthusiasts. IFI mandates supporting the improvement of humanity through and by design. Bringing together designers worldwide, we build fellowship to foster design excellence and to share the discipline’s knowledge, while evolving global-scale topical matters for resolution. At the world level, acting as the ‘UN’ for Interiors, IFI’s responsibilities include comprehensively strengthening professional knowledge, caliber of work and integrity of practice, as well as promoting the value of quality design and advancing its impacts. www.ifiworld.org

[Speaker Bios & Graphic Assets HERE](#)

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