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**SUSAN FREDMAN DESIGN GROUP
WINS THREE PRESTIGIOUS AWARDS:
*ATTRIBUTES SUCCESS TO COLLABORATIVE BUSINESS MODEL***

October 24, 2006, CHICAGO-- As one of the largest and most respected residential interior design firms in the Chicago area, Susan Fredman Design Group has demonstrated increasing momentum in the industry. Adding three more top awards from the local Illinois Chapter of the American Society of Interior Designers (ASID) to their repertoire, this dynamic team attributes the quality and innovation of their designs to the collaborative structure that frames every project.

Blending talent with multiple skill sets ensures that every homeowner has the dedicated attention of at least two professionals or more. Collaboration allows individual designers to evolve and explore specific talents and areas of expertise.

“Our business structure is built around the fundamental belief that brainstorming, collaboration and multiple perspectives reap the greatest concepts,” explained Founder and CEO Susan Fredman. “We’ve found, time and again, that not only are our designers more creative and energized with this approach, but they feel more connected to the projects, the clients and the design process.”

The Illinois Chapter of the American Society of Interior Designers awarded Susan Fredman Design Group with the following honors:

- First Place for Kathy Hoffman, ASID for the Dahl residence (home under 3000 sq. ft)
- First Place for Ruth Mortensen, Allied Member ASID for the Jedynak bathroom
- Honorable Mention for Barbara Ince, ASID for the Dammeyer residence (home over 3000 sq ft)

Kathy Hoffman, ASID and her team transformed a dark, outdated condominium into a bright and cheerful retreat for Chicago radio host Steve Dahl and his family. Without the ability to knock down walls or add on to the existing space, Hoffman focused on function as well as aesthetics. A sand-swept palette inspired by the surrounding beach and coastline also adds a sense of time and place to this remodeling project

Ruth Mortensen, Allied Member ASID and her colleagues created a calming, intimate space for the Jedynak bath despite the fact that the room was exceptionally large (over 400 square feet!). This indoor spa features a steam shower and whirlpool tub as well as floating cabinetry and separate his and hers vanities. Mortensen also created custom

millwork shelves and seeded glass cubbies for storage and interesting artwork from the homeowners' travels to India and Africa.

Barbara Ince, ASID and Susan Fredman, ASID created a beautiful restful home for the Dammeyers of La Jolla, California. Taking a cue from the dramatic coastline, visible from every vantage point in the home, Ince and Fredman used texture and a minimal earthy palette to complement the home's dramatic architecture and location. Ince and Fredman created multiple conversation corners and public and private spaces that reflect relaxed sophistication, to complement the Dammeyers active lifestyle.

“Because we work within teams, the synergy that's created is infectious, drawing the homeowners into the process,” stated Team Leader Barbara Ince, ASID. “This level of comfort helps them articulate what they want and allows us to do our best work and fulfill their dreams.”

Transforming Environments, Enhancing Lives... Established in 1975, the Susan Fredman Design Group is an award-winning residential and commercial interior design firm with an extraordinary team of 15 top interior designers. As one of the largest residential design firms in the Chicagoland area, the Susan Fredman Design Group has earned a national reputation and established full-service offices in downtown Chicago and Michigan's Harbor Country. The Susan Fredman design team approaches each project as a unique collaborative process, committed to exchanging ideas and developing a synergistic relationship between client, designer, and environment. For more information please call 312/587-8150 or visit our website at www.susanfredman.com.

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