



March 27, 2008

FROM:	Bruce J. Brigham, FASID, ISP, IES, Principal, Retail Clarity Consulting
TO:	Whom it May Concern
CC:	Rosemarie Rossetti Ph.D., President, Rossetti Enterprises Inc.
REGARDING:	Interiors 08 Presentation

To Whom it May Concern:

As President-Elect of the American Society of Interior Designers (ASID), it was my pleasure to meet Ms. Rossetti at our annual conference this year in New Orleans – and to hear her speak.

The purpose of having keynote speakers at our conference on design is to open up our set ways of thinking about design and the designed environment. It is to widen the conversation on design that we are having, with ourselves and with the world around us.

Ms. Rossetti's presentation about the world of ageless design – what I like to think of as "lifespan design" – was truly inspirational.

Too often, as designers, we deal with these issues so much in the abstract – until we come face-to-face with them in our own lives, or we are retained by a client who has special needs. And so, ageless design is not in the front of our minds, or important in our priorities.

Hearing Ms. Rossetti explain her life-changes, and the amazing way they have shaped a new design world for her was simply fascinating. I think it touched all of our members very deeply. And it brought home very specifically and concretely how what we do in the world of interior design has powerful repercussions.

It was a pleasure having Ms. Rossetti join us, and I hope that she can share her message at other venues in our Society.

Sincerely yours –

A handwritten signature in black ink that reads "Bruce J. Brigham". The signature is fluid and cursive, with a long horizontal stroke at the end.