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ASID Recognition for Mogens Smed's Contributions to Design

Calgary, Alberta: The American Society of Interior Designers (ASID) is recognizing Mogens Smed's leadership in the field of interior design at an awards ceremony during the 2010 NeoCon World's Trade Fair in June. He will receive the ASID Product Prize – Individual. This prestigious award recognizes an individual who has contributed a significant and lasting body of work relating to products for interior design. Mogens will receive the honor during a Celebration Awards Ceremony at the ASID National Conference in Chicago on June 14. He joins a select group who will receive the Society's highest honors and be inducted into the 2010 Class of Fellows.

In advising Mogens of the award, ASID Chair of the Awards Jury, Lisa Henry, wrote, "Your innovation and reputation as an international leader in socially conscious and contemporary workspaces makes you highly deserving of this award." The award citation notes that DIRTT products set a new standard for smart construction with modular and adaptable walls and power solutions. The company's software, ICE was singled out for enabling DIRTT to save time in planning and construction, protect landfills from construction waste and offer customized and changeable wall solutions. Equally important to the awards committee was how Mogens' design philosophy has advanced the practice of interior design.

Mogens is adamant that sustainable design has to be beautiful, cost effective and good for people, not just green. This acknowledgement by the ASID of DIRTT's record is significant given the current mania for all things green regardless of design merit or cost. Of course he is just as adamant that this award should be going to all DIRTTbags, ICEcubes and Spider People, "Being singled out is unrealistic, when it is so obvious I wouldn't be even considered for this if it weren't for the people."