

Magazine, design institute form partnership

The South African Institute of the Interior Design Professions (IID) has announced its first media partnership with the *SA Home Owner* magazine. The partnership highlights the magazine's support of the country's home, design and décor industry and investment into the Institute's ethos of establishing, promoting and maintaining expertise, professionalism, sound business practice and high standards throughout the industry.



"We are thrilled with our partnership with the IID, and see the Institute as the watchdog of the interior industry, ensuring that home owners are connected with service providers who have sound business ethics, and the necessary qualifications to fully provide the services advertised," says editor, Kerry Hayes.

Recently accredited by the South African Qualifications Authority as the official professional body representing the interior design industry in South Africa, IID is a member of the International Federation of Interior Architects/Designers (IFI). The magazine will provide a platform for IID professionals to talk to homeowners and share information, ideas and inspiration.



Stefan Blignaut, media and financial manager of the IID, concludes, "We are pumped that the magazine is our first official media partner - this is new ground that we are breaking."

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