



INTERNATIONAL SOCIETY
OF FURNITURE DESIGNERS®

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ISFD Announces Annual Spring Market Panel:

The Power of Hardwood: Craft, Performance & Purpose in Modern Design

Designers Invited to Pre-Register for The Hardwood Design Experience Tour

High Point, N.C. March XX, 2026 — Designers, mark your calendars for the [Real American Hardwood®](#) 2026 spring Market panel event, *The Power of Hardwood: Craft, Performance & Purpose in Modern Design*, presented in partnership with [The International Society of Furniture Designers](#) (ISFD) and [Appalachian Hardwood Manufacturers, Inc.](#) The panel of industry leaders will discuss the benefits of specifying hardwoods for furniture design, including structural integrity, design flexibility, a compelling environmental story, and a timeless aesthetic appeal, as well as the creation of biophilic interior environments. Plan to attend this enlightening discussion on Monday, April 27, at 9 a.m. in the Suites at Market Square ANDMORE Seminar Room, SAMS T-1022.

“The Market panel we hosted last spring was so well received by interior designers that we decided to bring new, designer-focused content to every Spring Market,” stated David Blair, ISFD executive director. “This year, working with Real American Hardwood®, the sponsor of the Biophilic Design in Wood category of our Pinnacle Awards, and Appalachian Hardwood, the sponsor of the Designer\Maker category, we are focusing on the beauty, performance, and sustainability of domestic hardwood. Our goal is to inspire designers to rethink how and when they specify hardwood, making it a defining element in their projects.” The panel is open to all Market attendees, no RSVP required.

Designers are also encouraged to pre-register for ***The Hardwood Design Experience: A Curated High Point Tour*** at 10:30 am, following the panel. This is a 90-minute guided visit to **Century, Gat Creek, and Simply Amish** to explore how hardwood is specified, crafted, and brought to life in today’s interiors. Attendees will gain insight into material selection, construction techniques, sustainability considerations, and emerging design trends — all through the lens of U.S. hardwood. Due to limited availability, it is recommended that designers pre-register for the tour as soon as possible. [Register Here.](#)

Sharing their expertise on the panel are:



Justin Binnix, Vice President of Case Goods & Outdoor Merchandising at Century Furniture, has more than 30 years of experience in lighting and furniture design and product development.



Scott Coley, ISFD, Founder, Scott Coley Designs. A professional furniture designer whose 2024 book, *Elements of Furniture Design*, provides a comprehensive look at the history, elements of construction, and steps in furniture design.



Jerri Hobdy, Founder, Furniture Designer, MENO HOME. A furniture designer focused on creating healthful environments, who is also an experienced panelist.



Jeremy Kamiya, Founder of Kamiya Furniture, is an award-winning designer-maker known for his deep understanding of wood species and his no-stain finishing approach that highlights wood's natural character.



David Blair, ISFD Executive Director, will serve as panel moderator.

Visit [ISFD.org](https://www.isfd.org) to learn about the many benefits that ISFD offers students, designers, and manufacturers.

Visit [realamericanhardwood.pro](https://www.realamericanhardwood.pro) to learn more as furniture and interior designers about the authenticity and beauty of American Hardwoods.

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About ISFD

The [International Society of Furniture Designers \(ISFD\)](https://www.isfd.org) is an association of professional and student furniture designers in residential and contract furnishings and accessories. Its mission is to promote and advance outstanding design and to elevate and support the furniture designer through networking, mentorship, and professional development opportunities. The Pinnacle Awards® recognize the very best in furniture design each year, and its INNOVATION + DESIGN awards promote the outstanding work of designer-makers. Visit [ISFD.org](https://www.isfd.org) for more information about the organization and its programs, or follow its activities on [Instagram](https://www.instagram.com/isfd), [Facebook](https://www.facebook.com/isfd), [YouTube](https://www.youtube.com/isfd), [LinkedIn](https://www.linkedin.com/company/isfd), and [X](https://twitter.com/isfd).

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