



**For Immediate Release**

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## **CCIDC Presents Color Expert Zara Stender on Saturday, January 24 at the Hilton San Diego Resort**

(January 5, 2009...San Marcos, Calif.) The California Council for Interior Design Certification (CCIDC) will present noted interior designer and color expert Zara Stender in a two-part color seminar, Saturday, January 24, 2009, 1:30 – 3:30 p.m., at the Hilton San Diego Resort, 1775 E. Mission Bay Blvd., San Diego, Calif. In part one, "Color Trends and the Function of Color," Stender will explain how color trends evolve, and discuss the direction in color for fashion, durable goods, the built environment, and why successful color must follow function. In part two, "The Psychology of Color," Zara will lead participants in an exploration of the biological and psychological impact of color. Do people really spend more money when they are surrounded by red and purple? Color is a powerful, often misunderstood tool. It has biological and physiological influence on mood, energy, appetite, pain perception, hot and cold sensation, taste, I.Q. scores, and, yes, buying decisions.

Stender gave this informative session following the CCIDC board meeting in Burbank, California in September to over 70 design professionals and others interested in the fascinating subject of color.

This seminar is open to interior design professionals and students as well as the general public. Course credits are 2 hours CCIDC; 2.0 LU HSW and .2 CEU HSW. The early bird registration fee, prepaid online no later than January 22, 2009, is \$30 per person. At the door, registration is \$40 per person. To register, visit <http://www.ccidc.org/color-ceu.html>

A Certified Interior Designer with over thirty years of applied research on color in the built environment, Zara Stender brings new life and practical anecdotes to her informative and entertaining interactive lectures. She has traveled around the world and spent a fortune on intensive high-level professional training to develop her knowledge and share it with you at this affordable, accredited session. Stender's passion for color will lead you to expand your own personal horizons and develop new avenues for serving your client's best interests.

Zara Stender has served as a Chairholder with the Color Marketing Group (CMG), an international, not-for-profit Association of 1,500 Color Designers. She sits on the CCIDC Board of Directors and the Editorial Advisory Board of STIR Magazine. Her columns and articles are published in many local, national, and international publications and she often lectures on trends in color and interior design. She is the author of Color Secret's Revealed! What Top Designers Know About Color and The Business of Color.

For more information, contact the CCIDC at 760.761.4734 or [office@ccidc.org](mailto:office@ccidc.org).