

Kia Weatherspoon

The design voice of impact and change. Kia Weatherspoon, NCIDQ, ASID, has spent the last 15 years defying every design stereotype. The most damaging: interior design is a luxury reserved for a few. Her voice, advocacy for Design Equity™, and design practice have shifted the narrative, making interior design a standard for all. Kia is challenging the lack of these standards in economically challenged communities. Her presence and leadership have created ripples, prompting housing developers, agencies, and industry partners in economically challenged communities to not just to take notice of her work – but to do better.

As an advocate and educator in business leadership, equity, and diversity. Kia has been recognized as a *HIP Designer for Good* by Interior Design Magazine, a part of the Washington Business Journal's *40 under 40 Class* and the International Interior Design Association *Luna Textile/ Anna Hernandez Visionary Award* recipient.

Kia is adamant change is possible when difficult conversations happen. She has them every day as a female leader of color, speaker, educator and mentor, who exemplifies what's possible for those who are determined by design.

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Determined by Design

At Determined by Design, we design for people, not demographics.

We believe in the impact on the human environments when Design Equity™ exists. As experts of Interior Design in affordable, low-income, and workforce housing, we represent a community's greatest strengths: its history, culture, and diversity. Our work champions value and transparency that benefits our development partners, agencies, and communities. We design to change lives.



Kia Weatherspoon, Design Advocate.

She founded Determined by Design, a minority + veteran-owned business in 2012 to bring design equity to affordable and supportive housing projects. Her firm's practice focuses on making interior design a standard for all and not a luxury for a few. Kia leads a creative social impact business that has seen continual growth and created change in the housing industry. She has been recognized by Boutique Design magazine as a Hero + Maverick advocating for **Design Equity** practices in multi-family housing. One of the Washington Business Journal's 40 under 40, and the Housing Association of Non-Profit Developers Emerging Leader. Weatherspoon is charged with being woman and leader of color who is an example of what is possible for those who are determined by design.

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We design to celebrate the diversity of history, culture and communities.

Interior Designers, Storytellers, Architects, and Creatives are the makers of space + communities. At Determined by Design our design's are shaped by our core belief well-designed interior spaces are not a luxury for a few but a standard for all!

Our why is to advocate for design equity so every person's value is uplifted by the spaces they inhabit.

This is our guide post for every project, community and partner we work with. We design to change lives and represent a communities greatest strengths - history culture + diversity. To do the work our foundation has to be rooted strongly in advocacy for design equity for all.

CURRENT STATS

159,301
Square Feet
2,278
Units
1,493,750
\$ in Procurement
15
Communities

DESIGN EQUITY IN PROGRESS

AFFORDABLE HOUSING

Barry Farm Buildings 1A, 1B, 2
Capital Vista
East Brookland
Kennilworth Courts Senior & Affordable
Park Morton
Southbridge B3, B4

COMMUNITY-BASED ORGANIZATIONS

American Legion Post 139
Link Strategic Planning