

NEWSLETTER

IDA 2025 Newsletter - September

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SUMMER RECAP

This year's "Summer of Love" Summer Party was a flashback to the 1960s with flower crowns and bell-bottoms! Members embraced their inner flower child and gathered at the beautiful Tewksbury Lodge, right on the water in Buffalo, for a night of 60s-inspired fun.

Dressed in their grooviest threads, everyone brought the spirit of the decade alive with tie-dye, bell-bottoms, and plenty of peace signs. From vibrant décor to retro tunes and sunshine-filled smiles, the evening was a perfect celebration of community, connection, and good vibes.

Whether you danced under the stars, soaked up the waterfront views, or simply enjoyed the company of our far-out members, this year's party was one to remember. Thanks for helping us keep the love alive until next summer, peace out!

A HUGE Thank You to our sponsors who made the night so special!

Budget Blinds of Williamsville
DesignNY



MONTHLY EVENTS ARE BACK! A BIG THANK-YOU TO BUDGET BLINDS OF WILLIAMSVILLE FOR HOSTING A GREAT RETURN.

After a well-deserved summer break, our monthly events resumed with great energy and an exceptional kickoff hosted by Budget Blinds of Williamsville. The event drew a large and enthusiastic turnout, with members eager to reconnect, network, and continue their professional development.

A highlight of the evening was an informative CEU-credit presentation led by Lutron, covering all aspects of window treatments. The session offered valuable guidance on selecting the right materials and solutions for clients, making it a must-attend for industry professionals. For those unable to attend in person, the CEU presentation was also made available via email.

In addition to the educational component, the evening featured lively conversation, excellent food and beverages, and a warm atmosphere that reminded us all of the value of gathering as a community.

Thank you to Budget Blinds of Williamsville for hosting such a successful event and for your continued support of our mission to provide meaningful, educational, and engaging experiences for our members.

We're excited to keep the momentum going and look forward to seeing everyone at next month's event!



SAVE THE DATE UPCOMING EVENTS!

October 14th - Hosted by Buffalo Architectural Casting!
November 4th STYLE ROW - TICKETS AVAILABLE!

WELCOME NEW MEMBERS!

Certainly Wood
Payal Bansal Design
L2K Design
Zamkro Homes
Bird of Paradise Design



birdofparadiseinteriors
Buffalo, New York



FOLLOW OUR NEW MEMBERS!



certainlywood.inc
Certainly Wood Inc.



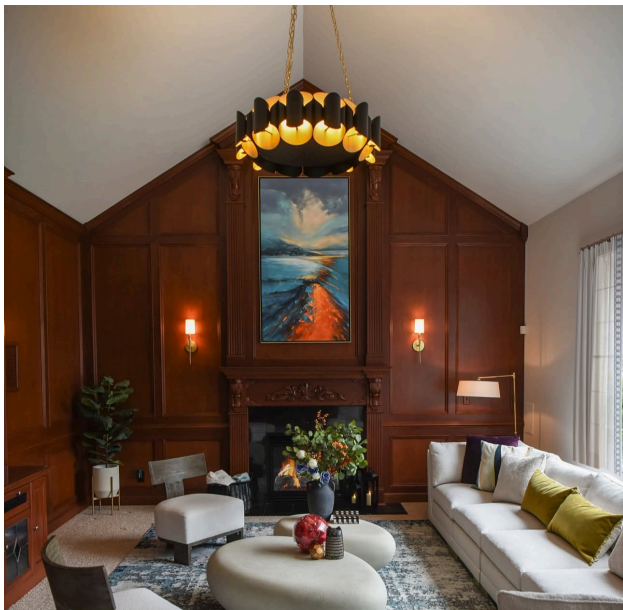
l2kdesign



zamkrohomes
Derby, New York



payalbansaldesign
Clarence Center, New York





You're Invited: 2025 Style Row Event

Date: Tuesday, November 4, 2025

Time: 6:00 PM – 9:30 PM

Location: Villa Maria College, 240 Pine Ridge Rd, Buffalo, NY 14225

Join us for an inspiring evening at the 2025 Style Row Event! This public event will bring together members of the design community and beyond for a night of creativity, conversation, and connection.

The evening will feature:

A curated Vendor Showcase (**Vendor Spaces Available!**) see email for details...

Basket Raffles (**Donation Spaces Available**)

A special panel discussion with four of Western New York's leading interior designers:

Colleen Cusick | McQ Interiors

Julie Muscato | Julie Muscato Interiors

Nina Lares | Inspired Space Design

Payal Bansal | Payal Bansal Design

Each designer will share their process, design philosophy, and portfolio. Stay tuned for more information about our speakers in the coming weeks.

Tickets are available now through the IDA website. We encourage you to purchase early and share with friends, colleagues, or anyone who appreciates great design!

If you are interested in donating a basket for our raffle, please contact IDA Vice President

Karen Mattoon at karen@homestonegallery.com

Your support is greatly appreciated and helps make this event a success.

**TICKETS AVAILABLE NOW
(IDA WEBSITE!)**



COLLEEN CUSICK

MCQ INTERIORS

Colleen Erin Cusick, affectionately known as “Q” by her colleagues and friends, is a seasoned professional with a remarkable career in the design industry spanning over three decades. She is the creative force behind McQ Interiors, LLC, an interior design consulting and showroom located on Main Street in Williamsville, New York. Her journey in the world of design began with her graduation from Villa Maria College, with a degree in interior design. There she honed her craft and laid the foundation of what would become a lifelong passion and career. What sets Colleen apart is not only her extensive experience but also her innate talent for space planning. Growing up in a small home in western New York with her parents and four siblings she became a natural at optimizing living spaces. This environment served as an early training ground fostering her ability to transform ordinary spaces into extraordinary works of art. Colleen’s love for design is only rivaled by her deep appreciation for the significance of nurturing strong relationships. This value was instilled by her parents and explains why the vast majority of her business has been referrals and repeat clients, some of which have been with her for 15+ years.



JULIE MUSCATO
JULIE MUSCATO INTERIORS

Julie Muscato's path to interior design is both personal and creative. Originally a fashion design major at Cazenovia College, she soon felt drawn to interiors and transferred to Buffalo State College to pursue her true calling. After freelancing for several years, Julie paused her career to raise her children before returning to design in 2010, launching her business out of Lockport Professional Park.

In 2012, she opened her first storefront on Main Street in Lockport, where the community's warm support quickly fueled growth. By 2017, her expansion led to the creation of Julie Muscato Home and Julie Muscato Gifts, both thriving on Main Street. In July 2021, she moved to her current location at 1

Walnut Street, merging her vision into Julie Muscato Home | Gifts, a lifestyle store offering both interior design and curated home décor. Her work has earned recognition, including Best Home Décor by Buffalo Spree for five consecutive years.

Known for her eclectic approach, Julie designs in all styles but has a special love for traditional spaces enriched with antiques. She takes pride in every project, and actively designs across Western New York, honored to bring each client's vision to life while continuing to call Lockport home.



NINA LARES
INSPIRED SPACE INTERIORS

Inspired Space Design is a Buffalo-based interior design studio founded by Nina Lares.

With extensive experience in both residential and commercial projects, Nina brings a multi-faceted approach to design and construction. Her clients turn to her for spaces that are not only functional but also deeply personal—unique environments designed to stand the test of time.

At Inspired Space Design, Nina feels privileged to enhance the spaces where people create their lives. Each project is an opportunity to connect with clients in a meaningful way, to grow creatively, and to bring visions to life that may have once been only a dream. By working closely with her clients, Nina transforms ideas into reality—designing spaces that inspire and support both personal and professional growth. Through innovative thinking, thoughtful solutions, and a passion for transformation, she creates interiors that are as beautiful as they are purposeful.

Nina's design philosophy celebrates classic principles while embracing fresh ideas. She is known for her ability to layer new, existing, and vintage pieces with custom elements, resulting in environments that feel curated over a lifetime rather than assembled from a catalog. Her aesthetic balances livability and sophistication, immersing clients in spaces that are timeless, unique, and distinctly their own.



PAYAL BANSAL
PAYAL BANSAL DESIGN

Payal Bansal is an award-winning, nationally celebrated designer — and the Founder & Principal of Payal Bansal Design, a boutique interior design firm based in Buffalo, New York. Payal turned her lifelong dream into reality by officially launching her interior design studio in 2020. With a strong background in business and retail, she brings a wealth of expertise in sourcing, creativity, communication, and leadership.

Inspired by her mother, Vinita — who had a remarkable talent for colorful and modern design — Payal developed a deep passion for interior design and the arts. Having spent most of her life in India, she gained a profound appreciation for historical architecture, intricate craftsmanship, and the cultural charm of homes. Her ability to mix old-world elegance with modern design allows her to create spaces that seamlessly blend contemporary luxury with the warmth of timeless character.

At Payal Bansal Design, the team specializes in delivering a holistic approach to both residential and commercial interior design, as well as the home-building process. Each space crafted reflects the firm's signature style while maintaining a uniquely personal touch. The team excels in designing homes that stand the test of time, focusing on the individual needs, goals, and lifestyle of each homeowner. In addition to interior design, the firm offers custom manufacturing of bespoke furniture, rugs, and one-of-a-kind statement pieces. These exclusive creations are tailored specifically to each project, allowing delivery of spaces that are not only luxurious but also entirely unique to each client.

Payal's design aesthetic is defined as luxurious, modern, and high-end — with a flair for blending Hollywood glamour into her projects. Her keen eye for detail brings opulence to any space by incorporating organic, textural, and often unexpected elements. With each project, Payal guides clients through an intimate and rewarding design journey, transforming their vision of home into a beautifully realized space.

CLOSINGS

A MESSAGE FROM OUR PRESIDENT | KAREN BIALKOWSKI



Dear Colleagues,

As the crisp air and golden colors of fall settle in, I hope this season finds you inspired and well. Autumn is always a time of reflection and renewal—a reminder that change can be both beautiful and energizing. In our work as interior designers, we know how powerfully our environments affect mood and creativity, and this season offers endless opportunities to draw inspiration from nature's palette.

I hope you are all taking time to enjoy the season while continuing to bring warmth, innovation, and vision to your projects. Please know how grateful I am to be part of such a talented community. Together, we continue to elevate our profession and support one another in meaningful ways.

Wishing you continued success, good health, and a vibrant fall season.

Warm regards,
Karen Bialkowski
President