



ROBIN GIBB, CBE, AWARDED AMBASSADOR ROLE WITH THE SOCIETY OF BRITISH INTERIOR DESIGN

The Society of British Interior Design is proud to announce that Robin Gibb, CBE, has accepted their invitation to become an ambassador.

Of course, Robin needs no introduction as one of the most successful songwriters of all time. Immediately the endless list of hits enjoyed by Barry, Robin and Maurice Gibb come to mind. When the list of legendary acts who have enjoyed success with their compositions is added such as Barbra Streisand, Dionne Warwick, Kenny Rogers and Dolly Parton, Diana Ross, Celine Dion, along with those who have covered their songs to chart topping success such as Take That, Destiny's Child and Boyzone, it becomes clear that the following unique achievement is unlikely to be ever matched. No other writers in British or US chart history have achieved No1 hits in five consecutive decades.

Maybe less well known outside the record industry is Robin's ceaseless commitment to protect the rights of creators across all genres. As President of CISAC (the International Confederation of Societies of Authors and Composers) since June 2007, Robin has added star power to CISAC's advocacy work. Representing three million creators worldwide, Robin's letters and speeches in favour of authors' rights inevitably attract the attention of the global media and have helped to halt detrimental legislation or protect creators' rights in Brazil, Chile, Croatia, India and Serbia.

The Society of British Interior Design exists to promote and protect the interests of the interior design profession. It has become the British standard-bearer destination for design practitioners and suppliers to the industry that fit their criteria.

As such, it is the largest professional membership organisation for the industry, and it is for that reason this announcement is politically significant not only at home, but globally.

Robin Gibb recognises the undeniable principal and fundamental human right, that what you create is your property - it should not be stolen or compromised. SBID recognises the enormous contribution that CISAC has made to the protection of creative rights worldwide, and in their President, there is no one more qualified to champion British designers following his successful record in global intellectual copyright protection. Only earlier this month he addressed CISAC's Third World Copyright Summit in Brussels to set the forthcoming agenda facing the rights of creators.

Commenting on today's announcement, Vanessa Brady, President of SBID said "we are very proud to have the time and support of Robin; he understands the issues that the design industry face due to limited copyright enforcement controls when design is stolen. He cares passionately for the creative arts and has successfully campaigned across the world for the rights of creators in all genres. We are grateful for his support in changing the injustices generic interior design as a creative industry still suffers in 2011.

This announcement reinforces SBID's commitment to their copyright protection campaign; to promote and protect design in Britain as a valuable form of income not only to the design inventor, but to the British economy as a major income generator. SBID enjoys a positive dialogue with the Government to give voice to its membership and their concerns. Too much British talent is replicated overseas without protection or payment for the creator. We state now that this is totally unacceptable when this commodity forms the livelihood for over 185,000 designers in Britain.

In addition to the original design idea, we need to take into account the additional investment into research and technology by product designers, architects and manufactures that is at risk in the design sector if protective legislation cannot be enforced to this booming area of economic growth for the United Kingdom.

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About SBID

The Society of British Interior Designer's mission is to help its members by:-

- Ensuring Consumers receive interior design advice that is qualified to the highest standard
- Helping Members illustrate interior design competence
- Promoting the growth of business in the 'complete' Interior Design Sector
- Raising Standards through Education