

Press release

SBID announce Professor JIMMY CHOO OBE as its global Ambassador of Design

The iconic Prof Jimmy Choo OBE will not only judge two categories of the SBID International Design Awards 2012, he will also become the SBID global Ambassador of Design. SBID are delighted to officially announce the partnership; agreed in 2011.

**Society of British Interior
Design**

10 Molasses Row
Plantation Wharf
York Road
London
SW11 3UX

Web & Press Manager
Emmanuelle Chazarin
emmanuelle@sbid.org
0207 738 9383

As a master of the bespoke craft in making shoes he has understood the effect and impact that colour and material create. In addition Jimmy Choo has a passion to pass on his knowledge to new talent be it in Britain, Malaysia (where he is also Ambassador to the government) or globally. One thing is sure, he is passionate about design and therefore is the perfect choice to grasp the attention of young talent across borders therefore removing boundaries.

As the sole British standard bearer organisation chosen from applications to the European Council of Interior Architects to represent interior design and interior architecture across Europe, SBID has an established network with only those countries that meet the highest standard set by the council 20 years ago.

As an independently accredited organisation of design standards in education, competence and business, the synergy between SBID and Prof Jimmy Choo CBE is obvious.

In the year ahead SBID will announce further projects this partnership will create.

ENDS

Note to editors:

For more information on the SBID Awards, visit
www.internationaldesignexcellenceawards.com.

Contract categories are:

- Best Product
- Best Technology (lighting, sound, IT, software)

- Best Commercial Space (office, healthcare, retail, public space)
- Best Entertainment Space (restaurant, bar, hospitality, wellness)
- Best Transport (car, boat, plane)
- Best Innovation (technical and/or budget)

Residential categories are:

- Best Product
- Interior Design Project under £25k
- Interior Design Project over £25k
- Visualisation
- Space planning
- KBB project and product

About SBID (Society of British Interior Design)

SBID is the standard-bearer organisation of the profession of interior design in Britain and represents members in practice, higher education and industry. The organisation supports the profession locally, nationally and internationally and is part of a global network of 50,000 designers who are professionally accredited.

SBID is the British organisation selected by the 16 nation members of the European Council of Interior Architects and the NCIDQ in the USA and Canada to represent their professional accreditation standards in Britain.

www.sbid.org

For additional media information or pictures please contact:

Emmanuelle Chazarin, Website & Press Manager, 0207 738 9383 or
emmanuelle@sbid.org