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Press release

Guest Judge, Tony Hall, Director-General Of The BBC Announced By SBID Awards 2013

Society of British and
International Design
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Tony Hall, Director-General of the BBC, has agreed to be the guest judge for the SBID International Design Award 2013.

Now in its third year, the SBID Awards are firmly established as a leading celebration of excellence in the interior design industry, both in the UK and abroad.

Vanessa Brady, President of the [SBID](#), said: "I am delighted that Tony has agreed to be guest judge at this year's [SBID Awards](#). He is someone who cares passionately about the creative arts and about promoting excellence throughout the creative industries."

Tony Hall joined the **BBC** as a trainee in 1973. While at the Corporation he launched Radio 5 Live, BBC News 24, BBC News Online and BBC Parliament.

He was Chief Executive of the Royal Opera House in Covent Garden from 2001 to April 2013. He is passionate about education and skills within the cultural industries and was the founder Chair of Creative & Cultural Skills and Chairman of the Musical and Dance Scheme. He returned to the BBC as Director-General in April this year.

The SBID Awards are judged by a selected team of international industry leaders. Every year they are joined by a guest judge. In 2012, it was the internationally renowned designer, Professor Jimmy Choo OBE. In 2011, the first year of the awards, it was the late Robin Gibb CBE, of The Bee Gees. Robin was also the SBID Ambassador for Intellectual Property.

In just a few short years, the [SBID Awards](#) has established itself as a key event in the global interior design calendar.

The winners in the 14 SBID Awards categories will be announced at the SBID International Design Awards Ceremony at [The Dorchester](#) Hotel in London on Friday, 29 November.

The early deadline for submitting entries is 18 August 2013. Due to the high level of interest we have extended the deadline to 31 August.

For more information on the SBID International Design Awards 2013, visit

www.internationaldesignexcellenceawards.com

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Note to editors:

The fourteen [SBID International Design Award 2013](#) categories are split between Residential and Contract sectors and include Entertainment Space, Transport, Product and Public Space to Visualisation (3D renderings), Interior Design Project under £50,000 and KBB (Kitchen, Bedroom & Bathroom).

Each category undergoes a rigorous two-tier judging process by panels of industry experts looking at technical content and aesthetic creativity. The Awards are judged by international industry leaders, including Nicholas Candy, CEO, Candy & Candy Design; Theo Williams, Head of Design at John Lewis; Azhar Azhar, Director of Conran + Partners and David Lewis, Managing Director of Sunseeker London.

Entries for this year's SBID Awards will be showcased at the **World Design Event** in Amsterdam 5 to 7 September. Shortlisted entries will be announced at IDEX in Toronto on 26 September.

Sponsors and VIPS will be invited to a special event at the House of Lords, London, on Thursday, 28 November.

Previous finalists and winners include Candy & Candy's Candyscape II and Number One Hyde Park; Bentley Motors Head Office in Crewe by FutureBrand; Mercedes Showroom in Washington by Studio Lux; The Hyundai Business Centre in Korea by Hyundai Construction and Engineering and Viking Cruises by Integration.

About SBID (Society of British and International 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

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