



Society of British Interior Design

In the run up to an Olympian year, SBID reflects on its progress as it celebrates its third Christmas. SBID's sprints, hurdles and marathon:

 <p>SPRINTS</p>	 <p>HURDLES</p>
<p>International Design Awards - The SBID International Design Excellence Awards were launched at Maison & Objet in Paris. Entries were received from 22 countries and were of a very high standard, thus representing the professional standard of SBID membership around the world.</p> <p>Legendary designer Professor Jimmy Choo OBE, best known for couture shoes, is the celebrity judge for SBID 2012 International Design Awards.</p>	<p>SBID launched in the midst of a world recession, to an unregulated design profession selling membership terms of rules and compliance. Without joining SBID there is no barrier of entry to the profession of design. To join SBID a designer must comply with certain Regulations laid down by the European Council for Interior Architects Code of Conduct and Practice.</p>
<p>SBID is the official partner of the UK's leading design magazines, including: FX, Blueprint Magazine, X2, idfx, Designer, MIX (of Global Color Research), DE/Design Exchange, KBB Magazine, International Property Luxury Collection, Kbbreview...</p>  <p>... and international design websites, including: WIDN (World Interior Design Network), Modenus, Dezeen, Barbour Search Product, ASC Info, and many more.</p>	<p>A publisher began to market a database, incorrectly claiming to include 'The Society of British Interior Design' membership database. The Chairman and Editor were invited by SBID desist. SBID is licensed by the Data Protection Act which specifically legislates against the practice of selling information without consent. SBID ceased business activity with the publisher immediately thereafter.</p> <p><i>N.B. The main database is password protected and has not been fully passed at any time to a third party.</i></p> 
<p>In 2011, SBID was made the Official British Partner of prestigious national & international trade shows, including: Maison & Objet (Paris), MACEF Home Show (Milan), SIA Guest hospitality exhibition (Rimini), 100% Design.</p>	<p>An assortment of staff, contractors and volunteers behaved with impropriety.</p>
 <p>SBID represents the interior design industry at the business desk of cross-bench and pan-sector government lobbying, linked with fifty-three industry leaders and additionally with the Bank of England. This position was held in a personal capacity prior to the formation of SBID.</p>	<p>SBID has collated evidence of anti-competition by a group of third parties within the broad design industry. Those involved have collectively created a barrier of entry for SBID to trade freely, this breaches the Anti-Competition Act 1998, the Enterprise Act 2002 and the Office of Fair Trading regulator. Based upon the evidential policies and conduct collated over a lengthened period from within the industry by a 'clique', SBID believe this practice is in conflict with best practice and fair competition.</p>
<p>SBID developed a unique business model and structure of target sector boards to create a transparent and compliant industry body in accordance with the corporate governance code of conduct which followed the Government Review in 2002. The Executive Board manages, directs and shapes the direction of SBID. The not-for-profit organisation is structured to ensure continuity. When the business is developed into a financially sound and prosperous industry body, as laid out in the constitutional registered prospectus, the organisation will be handed to the industry.</p>	 <p>In March 2009 following the registration of SBID, on three occasions The Business Plan, financial backers and structure of SBID was requested under the Freedom of Information Act by a British Design Institute.</p> <p>Each application was granted.</p>
<p>Robin Gibb of the Bee Gees becomes official Ambassador for SBID to promote our Intellectual Property Campaign and protect the inherent right that a creator of an idea is the owner of that idea and owns the value it creates for commercial benefit.</p> 	<p>Unfortunately just before his scheduled appearance in Paris for the SBID International Design Awards, Robin Gibb became gravely ill and was instructed by doctors not to travel. There has been much ill-informed press comment regarding Robin subsequently, but the truth is he is undergoing treatment and wishes it to be known he intends to be back in the new year to represent the best of British Interior Design with SBID as well as creators worldwide. (See Christmas message from Robin on the website)</p>
<p>Italian Chamber of Commerce and Industry for the UK (ICC) invited SBID as their official partner for business. This collaboration enables SBID to bring a sponsored delegation of designers & architects to partnered Italian trade show by invitation.</p> <p>Meanwhile, the French Trade Commission UBIFRANCE in London made SBID Luxury trade partner among leading French brands across many sectors of luxury products and services i.e. Dior, Louis Vuitton and Cartier. SBID is the only brand to represent interior design.</p>	<p>The economic challenges facing the Eurozone are a challenge for trade for import and export, however Europe remains a principal destination for business and design.</p> 



Marathon

SBID, now entering its third year has the ability to not only stay the course but also win the race!

Campaigns SBID launched the Intellectual Property Campaign 2011 and has a official announcement to make in 2012

International trade SBID has launched various trade initiatives with peer organisations, business leaders and providers of services to enhance trade and sales for the design industry

Jobs SBID has launched various initiatives in association with Banks, investors and industry sectors which increases opportunity and leads to growth and therefore creates jobs.

Protection of business SBID has firstly ring-fenced the source of theft and lost business opportunity (duplication, identity theft, propaganda, reputation damage, quality control).

Ethics in business Legislation creates a template for conduct, Business ethics is the tacit differentiation between what you can do and what you will do to win.

Mentoring SBID promotes knowledge share by providing a platform for the next generation to connect with traditional industry developers.

Stewardship the role of SBID is to guide industry in facilitating protection, negotiating and lobbying for change, leading and directing the opportunities and risks of the business that is... interior design.