

Best of *BRITISH*

'EMMANUELLE CHAZARIN REVIEWS THE 2011 SBID INTERNATIONAL DESIGN AWARDS WHILE ANTICIPATING THE BEST TO COME IN 2012'

Applications are pouring in for the Society of British Interior Design's 2012 International Design Awards. The renowned industry body launched the second edition of their awards in February, inviting interior designers, architects and manufacturers from around the world to submit their best Commercial and Residential projects and products. The shortlisted entries will be judged by international industry leaders, including Professor Jimmy Choo OBE and Nerio Alessandri, head of Technogym, the exclusive Olympic Games supplier. In anticipation of new interior marvels to discover this year, we look back at what we loved about 2011's winning entries.

■ www.internationaldesignexcellenceawards.com



1. HBA London: Overall Winner

The 'Overall Winner' accolade was reaped by HBA London for its design of the restaurant and cocktail bar Améthyste at the InterContinental Phoenicia in Beirut, Lebanon.

This project was essentially implemented to uplift the once hot spot of Beirut into today's market. Over time, the space had lost its punch, but the fantastic views to the sea offered the perfect backdrop to transform the area once again. The client wanted to create various experiences for hotel guests and locals alike.

From this brief, Inge Moore's team at HBA London planned various zones including an entry point, pool terrace,

dining, chillout/lounge area, a cocktail bar, a shisha smoking lounge, and even a small kids area for family guests.

"Our inspiration revolved around the 1001 Arabian Nights folk tales and the amethyst stone," said Inge, Principal of the practice.

"We were instantly captivated with the jewel-toned purple colour that seemed prevalent throughout various illustrations and interpretations of the tales. Purple became our signature colour and everything started to work around this element."

Robin Gibb CBE, SBID's Intellectual Property Ambassador and President of CISAC (International Confederation of Authors and Composers Societies), headed

the committee of judges for this category.

He said: "The ethos of SBID is to engage and encourage design that improves the quality of life whether this is social or functional. The standard of the competition entries was so high it merely proves that there is a mammoth wealth of talent across the globe. Despite sitting on voting panels from the Brits to the Academy Awards, I can say choosing an overall winner to Maison & Objet was one of my biggest challenges do date."

Upon receiving the Award at Maison&Objet in September 2011, Inge Moore said her team felt honoured. "SBID is a very important ambassador for British interior design here and overseas," she said, "and it reflects the excellence and new-found confidence of the profession in the UK. For the team in the London studio, the Awards were a chance to present the diversity and individual creativity of our most recent work."

Leading the hospitality interior design industry since 1964, HBA/Hirsch Bedner Associates remains keenly attuned to the pulse of changing industry trends governed by today's sophisticated traveler. Their international presence, depth of experience, and detailed industry knowledge enables them to identify interior design trends at their source, make definitive predictions about new directions and innovations, and influence design standards at a global level.



2. Candy & Candy: Best Luxury Small Space

Candy & Candy won Best Luxury Small Space Award for their stunning design of luxury yacht M/Y Candyscape II

Heading the project, Monaco-based designers Nick and Christian Candy said the challenge was to create fully bespoke interiors that delivered a balance between a comfortable relaxed home and a business and entertaining environment. Combining glamour and sophistication with efficiency, innovation and high quality design and construction was an essential element of the project brief, as well as minimising the yacht's impact on the environment.

The use of space, as with any boat design, was an important and complex issue; every detail was carefully considered by the Candy & Candy team in terms of both design and square footage. The result, with a style spanning 1930s glamour to 21st century state-of-the-art, with wind and water motifs, and contrasting textures of leather and steel against silk and cashmere, is a showpiece of naval architecture.

The overall design concept is based on the



interpretation of the relationships between man, machine and nature; elements of this are referenced throughout providing a seamless but subtle cohesive design aesthetic.

The design team created a high degree of flexibility to the living spaces on Candyscape II which cater well to the multi-use requirement of home vs. business. The

design allows for flexibility with the arrangement of the areas on-board – many of which can be opened up or closed down to create more intimate spaces and respond to daytime or evening requirements.

Heading the Judging Panel for this category was David Lewis, the managing director of Sunseeker London, a world leading and Platinum Award winning yacht broker who sell new and pre-owned Sunseeker Motor Yachts Worldwide. He said: 'Candy & Candy should be commended for their use of exquisite materials and their ability to bind them together to create a space of the utmost luxury, continuity and ingenious design.'

Candy & Candy is recognised internationally as a pioneer of bespoke and innovative design, creating sumptuous homes in some of the world's most coveted locations, as well as designing yachts, jets, luxury cars and a wide range of commercial environments. Candy & Candy also apply its remarkable design and project management skills to delivering boutique residential developments in central London, including One Hyde Park in Knightsbridge and 21 Chesham Place in Belgravia.



3. Lifschutz Davidson Sandilands: Best Interior Design

The Interior Design trophy was awarded to London-based practice Lifschutz Davidson Sandilands for their Tsvetnoy Central Market project in Moscow, Russia.

RGI International approached Lifschutz Davidson Sandilands and food consultants Ford McDonald on the basis of their experience bringing life to the notoriously underperforming upper floors of department stores: they have in the past designed food halls and restaurant schemes at Harvey Nichols in London, Edinburgh and Manchester and the acclaimed La Rinascente in Milan, and the architects were behind London's 90s icon - the OXO Tower Restaurant Bar and Brasserie.

Adjacent to the Old Moscow Circus on Tsvetnoy Boulevard, Lifschutz Davidson Sandilands' 3,930m² (42,300sq.ft) scheme for this the new department store features striking, reflective stainless steel interiors which capture the colour, buzz and activity in the stores food market space and create a sense of drama which shimmers right down to the lower retail levels.

The new Tsvetnoy Central Market, designed by Moscow-based architectural studio Project Meganom, seeks to establish a food experience new to Moscow - a retail space with high-quality local and international produce at reasonable prices in a market atmosphere. To be located on the top floors of the new store,

it was crucial that the space entice shoppers upwards and become a destination in itself, while at the same time the brief stipulated that the produce was to be the focal point, that the design let the produce take centre-stage.

Carolina Calzada-Oliveira headed the judging panel here, as a representative of the Mix publications which bring design professionals the most up-to-date colour and trend information on the market today. She said: 'With a futuristic use of the aluminium, the market perfectly reflects a new approach into food by the Moscow society.'

At Lifschutz Davidson Sandilands, architects focus on bringing buildings and spaces together to become civilised and successful environments. Since their formation in London in 1986, they have worked from the ground up with clients, communities and users on projects that generate and improve the urban landscape, or, out of town, enhance the rural environment. Recently, Lifschutz Davidson Sandilands have been appointed to redevelop Bonhams' international headquarters on New Bond Street and Foyles' new flagship store on Charing Cross Road.

■ www.thesocietyofbritishinteriordesign.org