



THE SBID INTERNATIONAL DESIGN AWARDS 2015 WINNERS REVEALED

The winners of the SBID International Design Awards 2015 were revealed on Friday 27 November at another beautiful ceremony at the home of the Awards, the prestigious Dorchester hotel in London. This year's Awards represented industry talent from 41 countries from all creative corners of the world and awarded projects in The Netherlands, Taiwan, USA, China, Iran and Mexico as well as locations closer to SBID's London headquarters.

Winning an SBID International Design Award is truly a high achievement as all 14 categories are assessed by a technical panel, the public vote and a panel of leading industry experts who look for outstanding examples of technical content and aesthetic creativity. As one of the highest accolades of design excellence, the awards serve to reward and celebrate outstanding projects and products from the industry at large.

The **Overall Winner Award**, a category which holds the title as the 'SBID choice' was awarded to Tinker Imagineers for the Experience Juliana Children's Hospital. This title is given to the project that comes out on the top after an amalgamation of the judges' choices and the public votes have been considered. Highlighting the emotional ergonomics of interior design, the winning project was designed to directly affect the wellbeing of its users through interaction.

Using over 4,000 square metres of unique wallpaper covering the corridors, waiting and treatment rooms, the interiors take children on an adventure to the bottom of the ocean, the beach or high up in the sky. The practice uses interactive characters, animations and moving projections to engage with patients, encouraging a more comfortable and relaxed environment.

SBID President, **Vanessa Brady OBE** said *"Year after year, we are astonished by the volume of entries and support received. The SBID Awards continue to*

mark its place as one of the finest celebrations of design excellence, securing its international edge at the forefront of design".

Each year, the SBID International Design Awards selects an individual who has against all odds successfully championed a specific sector of the creative industries. **Theo Fennell** was awarded with the **SBID Fellow of the Year 2015** title for his services to the creative industries.

All winners each received a beautiful SBID International Award 2015 trophy, specially made by Czech based glass specialists; Sans Souci Glass Deco.

The winners of this year's SBID International Design Awards are:

Retail Design

Callison for Watches of Switzerland, Regent Street, London, UK

Hotel Design

Tarh Va Afarinesh for IKIA 3 & 4 Star Hotel, Tehran, Iran

KBB Project

Stephen Clasper Interiors for Queen Anne House, Surrey, UK

Intelligent Design

Snoozebox Holdings PLC for The Portable Hotel

Interior Design Project under £1M

YZ ENVIRONMENT DESIGN for Delicacy Embellishing Luxury, Chengdu, China

New Build and Development

Elena Galli Giallini & Spawton Architecture for Sino-Ocean Taikoo Li Chengdu, Chengdu, China

Interior Design Project Over £1M

LSDCASA for Vanke Emerald Riverside Show Flat, Shanghai, China

Residential Product

Lateral Design Studio for LinkasInk

Contract Product

Interface for Microsfera

Restaurant and Bar Design

Hootan & Associates Bosscat Kitchen and Libations, Newport Beach, USA

Healthcare Design

atelier PRO architecten for Meander Medical Centre Amersfoort, The Netherlands

Office Space

Space for Red Bull Baku, Mexico City, Mexico

Residential Retrofit Projects

Mar City Homes for The Malt House in Lichfield, UK

Public Space

EXCLAIM UNITED CORP for Into the World of Art, Taipei, Taiwan

Visualisation (3D Renderings)

Greenpoint Technologies for 787-9 VIP BBJ Azure

All of the interior design projects from the winners, and the finalists are featured in The *Global Interior Design 2015* coffee table book.

Distinguished sponsors included Natuzzi Italia; Wools of New Zealand; ABB Group; Maison & Objet; San Souci; Stackhouse Poland, Oikos; Stone Federation; Johnathan Charles Fine Furniture; Harlequin London; Polyflor; KBB Magazine; Vessel Gallery and Hospitality Interiors. A special event for sponsors and VIPS was held at the House of Lords on 23 November 2015.

The judges this year included Lewis Carnie, Head of Programmes at **BBC Radio 2 & 6**; Sir Michael Dixon, Director at the **National History Museum**, London and Robert Hudson, Chief Executive of the **National Association of Shopfitters**; Kevin Mau, Senior Creative Director at **The Boeing Company**; Ben McOwen Wilson, Director of Content Partnerships at **YouTube**; Jane Preston, Facilities Manager UK, Real Estate & Workplace Services at **Google**; David Lewis, Managing Director of **Sunseeker London**; Mathew Dalby, Creative Director at **The Studio at Harrods**; Carolina Calzada, Managing Director at **Global Color Research**; Patrick Taylor, Managing Director of **Taylist Media**; Theresa Dowling, Editor and Group Editorial Director for **Progressive Market Intelligence** (FX, Blueprint) .

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

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The SBID International Design Awards has come to be regarded as one of the highest accolades in the interior design industry. Each category undergoes an exclusive two-tier judging process by panels of leading industry experts for both technical content and aesthetic creativity and evaluates elements such as brief compliance, budget, health & safety, and fit-for-purpose design. The past Awards received entries from over 30 countries, across 5 continents around the world.

The winners will benefit from extensive media and social media exposure throughout the year as well as the right to use the 'SBID Winner 2015' logo on their website. They will also have the opportunity to network with top design professionals and potential clients and will receive the crystal SBID Awards 2015 trophy at the ceremony. Shortlisted entrants will also receive media and social media exposure and the right to use the 'SBID Finalist 2015' logo.

About SBID (Society of British International Design)

The Society of British and International Design (SBID) is the professional accrediting organisation for the interior design industry in the UK supporting the interests of interior designers and manufacturers by guiding and measuring the profession's trading standards through practice, competence and education.

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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