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## Vanessa Brady OBE receives honorary Doctorate

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Vanessa Brady OBE is receiving an honorary degree titled Doctor of Design from Southampton Solent University today, in recognition of her contribution to the industry. During its annual graduation ceremonies, Southampton Solent University awards honorary degrees to academics and industry professionals who have made an outstanding contribution in their field of expertise.

For over 30 years as an international interior designer, she had built up an impressive professional portfolio including projects in high security governmental offices and head of state palaces. Qualified in Health and Safety building management and business consulting she is often consulted for her vision for growth and has in the past been commissioned by numerous banks and property owners such as Grosvenor Estates, RBS, JP Morgan Chase, Royal Bank of Canada and other private banks and construction companies to increase sales, corporate image and market share through interior design.

On receiving her award, Vanessa says: "I am thrilled to be honoured as an industry representative. The fulfillment that education provides is experienced throughout the lifetime of a career, especially in the realm of the arts.

It all starts with an idea and the solution to a problem and then the measured process of how to achieve the solution before aspiring to inspire and improve well-being by aesthetics. This journey is life-long and never ending..."

Her commitment to the development of the industry led her to the creation of the Society of British and International Design in 2009, the UK professional accrediting organisation for the interior design profession. In three years, the Society of British and International Design grew to become the largest professional membership interior design organisation in Britain and the sole UK representative among the 16-member qualifying countries of the European Council of Interior Architects; setting industry standards in the UK that other destinations now adopt.

In 2011 she launched the SBID International Design Awards to recognise, reward and celebrate talented businesses and individuals in the industry and the awards

have since continued to be regarded as one of the most prestigious acknowledgment of design excellence, receiving entries from over 40 countries worldwide.

When asked what advice she would give to today's graduates, Vanessa said: "For the first time, the global world is listening and watching the value of design; there is a real opportunity for graduates as they enter the world of commerce.

With a degree, you unlock your competitive edge in the elimination process of suitability for roles, jobs, tasks and assignments and role your is to use this university and all that it offers throughout your career as a reference point for the profession of design."

As a writer and contributor for various international and national publications, she sits on the board for several initiatives including the London Press Club and the British Plaque Trust. She is an inspirational speaker and a public spokesperson for interior design and regularly appears around the world as an awards judge to peers in the design profession.

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#### **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. As the sole British representative to the [European Council of Interior Architects \(ECIA\)](#), their objective is to promote the profession at the highest level of competence to provide unrivalled consumer protection and in doing so create a clear separation between professionals and hobbyists.

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 as well as the NCIDQ in the USA and Canada to represent their professional accreditation standards in Britain. [www.sbid.org](http://www.sbid.org)

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