



PRESS RELEASE

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# CALL FOR ENTRIES

## THE SBID AWARDS 2017

### NOW OPEN FOR SUBMISSIONS!

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The 2017 SBID International Design Awards is now open for submissions. Consistent in its quest to recognise, reward and celebrate global interior design excellence, from the ultra-luxurious to new and innovative, the 2017 edition promises to bring even bolder and more outstanding projects to the forefront of design.

The Awards is regarded as one of the most prestigious accolades in the interior design industry with represented nations spanning across 5 continents and over 43 countries worldwide. Each entry undergoes an exclusive two-tier judging process by panels of leading industry experts for both technical content and aesthetic creativity and evaluates essential elements such as brief compliance, budget, health & safety, and fit-for-purpose design.

New additions to the revered panel of judges this year include Andrew Katz, partner at Prospect Hotel Advisors LLC who are advisors to the Blackstone Group on their global hotel portfolio, Matthew Tierney, Director; Brand Creative, Autodesk and Carlo Castelli, Director of Strategic Planning and Design at Aecom.

This year's edition will also split the most popular contract and residential categories into separate divisions, breaking the Hotel Design category into **Public Space** and **Rooms and Suites** while the Residential category will look at **Apartments** and **Houses** separately in the Under £1 Million category. These changes ensure that all aspects of the sought-after categories are celebrated in their entirety. They will join the existing favourites including best Retail, Office and Public Space Design, to name a few.

Architects and interior designers are invited to submit their projects by **Friday 30 June 2017**. The finalists will be announced in July 2017, and once announced,



the public will be invited to cast their vote for their favourite projects online, which will contribute to the overall scores.

Entry is free of charge for SBID members and a fee applies for non-members. Previous editions' finalists and winners are available to view [here](#).



(German Gymnasium by Conran and Partners; Finalists of the Restaurant Design category 2016)

Along with this year's newest additions, the existing panel of esteemed judges include Marek Reichman; Creative Director of **Aston Martin**, Lewis Carnie; Head of Programmes at **BBC Radio 2 & 6**, Sir Michael Dixon; Director at the **National History Museum**, London, Kevin Mau; Senior Creative Director at **The Boeing Company**, Jane Preston; Facilities Manager UK, Real Estate & Workplace Services at **Google**, David Lewis; Managing Director of **Sunseeker London**, Carolina Calzada; Managing Director at **Colour Hive**, Patrick Taylor; Managing Director of **Taylist Media** and Ben McOwen Wilson, Director of Content Partnerships at **YouTube**.

A distinguished panel of sponsors include ABB Group, Natuzzi Italia, Maison & Objet, Wools of New Zealand, and Sans Souci Glass Deco just to name a few!

For more information on the SBID Awards, visit [www.sbidawards.com](http://www.sbidawards.com)

- ENDS -

The past Awards received entries from over 43 countries, across 5 continents around the world. Previous finalists and winners have included: The Apartments First Class Suites by Acumen Design Associates, Trump International Hotel & Tower by IIBYIV; Candy & Candy's Candyscape II and Number One Hyde Park; Bentley Motors Head Office in Crewe by FutureBrand and W Hotels in Paris and Singapore by Rockwell Group.



The winners will benefit from extensive media and social media exposure throughout the year as well as the right to use the 'SBID Winner 2017' logo on their website. They will also have the opportunity to network with top design professionals and potential clients and will receive the crystal trophy at the ceremony. Shortlisted entrants will also receive media and social media exposure and the right to use the 'SBID Shortlisted 2017' 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.

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 professionally accredited interior design professionals locally, nationally and internationally reaching a global network of over 224,000 industry stakeholders.

[www.sbid.org](http://www.sbid.org)

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