



## **The first SBID Awards attracted high quality entries from designers across the world**

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The inaugural SBID International Design Awards 2011 ceremony, which attracted entries from a wide array of high-end designers and architects around the world, was held last weekend at the internationally recognised Maison & Objet exhibition in Paris.

The international competition, open to both SBID and non-SBID interior design professionals, measured six categories of interior design excellence. Among the finalists were projects by Lifschutz Davidson Sandilands (LDS), the architects who will take on the Olympic Athletes' Village post-Games as a project of iconic status, and Hirsch Bedner Associates (HBA), dubbed 'one of the world's leading hospitality design firms' by the Royal Institute of British Architects (RIBA).

Judges included representatives from Sunseeker Boats, Gensler Architects, The European Hotel Management Association, and the trend consultancy company Global Color Research™ publishers also of Mix publications.

Candy & Candy won in the Best Luxury Small Space category for their M/Y Candyscape II yacht. David Lewis, the Managing Director of Sunseeker London - a Platinum Award winning yacht broker - was head of the judging panel for this category, and 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.'

The Best Interior Design award went to Lifschutz Davidson Sandilands urban designers of eminence for their fabulous Tsvetnoy Central Market project in Russia. Heading the judging panel for this category, Carolina Calzada-Oliveira - Marketing & Sales Manager at Global Color Research - said: 'With a futuristic use of the aluminum, the market perfectly reflects a new approach into food by the Moscow society.'

De Matos Ryan won the Commercial Design award for their ingenious restaurant project. The brief was tested by the budget and promoting recognition of the brand across the fifty outlets. Head of judging panel for this category, Peter Bierwirth, the President of The European Hotel Management Association, said: 'A restaurant's design must be authentic, entertaining and inviting, putting the guest in the center of interest.'

It must also be 'practical', allowing staff to work efficiently with hardware that survives the rough commercial wear and tear. Strada's restaurant concept combines those prerequisites in a most remarkable way.'

Archido won the Best Architect award for their Yota HQ project in Moscow, Russia. This category's judging panel was headed by Ken Baker, Managing Principal of Gensler Architects: 'The well detailed plan creates a series of good spaces, routes and procession within a small space and the utilisation of different lighting is relevant for each space and identity.'

Best Sustainability Interior Design award went to Burrell Architects for their Intel HQ project. SBID President Vanessa Brady said 'This office space reflects futuristic thinking employers who understand that employees are part of a team, and to get the best ideas and increased productivity from a team you need a planned functional space with breakout areas to increase innovation and work output levels'.

Finally, the SBID team and committee of judges selected HBA/Hirsch Bedner Associates' Amethyste project, a revamp of the Phoenicia Hotel's communal area in Beirut, as the Overall Winner.

Robin Gibb CBE, SBID's Intellectual Property Ambassador and president of CISAC (International Confederation of Authors and Composers Societies, sculptors, artists and creative industries for intellectual property), headed this judging panel and 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 present at Maison & Objet was one of my biggest challenges do date.'

Gibb was taken ill during the week leading to the show, and was unable to host the ceremony. Fortunately his good friend Mike Read, ten times winner of the National Broadcaster of the Year awards in the UK, saved the day by hopping onto the Eurostar and hosting the awards, to great success with much banter between him and SBID President Vanessa Brady.

Read said: 'What a classy awards ceremony in Paris, I was delighted to be a part of the SBID International Awards, I met people who said they were honoured to simply be nominated, these awards have already set an exacting standard to watch.'

SBID was the official British partner of the illustrious show, and the awards were a testament to the strong caliber of the standard-bearing organisation's membership base. Nominated entries included a luxury ESPA spa in Turkey, a bank in Japan, a Canadian hotel and a fantastic Swiss ski chalet.

Lasvit, the Czech Republic leading manufacturer of bespoke contemporary lighting and large glass art installations, designed and created the award trophies in crystal.

The talked about ceremony attracted an eclectic crowd of designers, manufacturers and media setting a buzz in the industry.

Note to editors:

SBID is the only British interior design organisation inducted into the European Council of Interior Architects, has made a number of valuable partnerships and agreements over the course of the past year:

- SBID is the Official UK Partner at Maison & Objet (Paris), Macef (Milan), The Tramshed (London), 100% Design (London) and Sia Guest (Romini).
- For the first time, SBID is hosting its own competition: The SBID International Design Awards 2011, hosted at Maison & Objet in Paris, 9-13<sup>th</sup> September.
- Robin Gibb CBE, president of the International Confederation of Societies of Authors and Composers, CISAC has now become the ambassador of SBID's Intellectual Property protection campaign.
- SBID provides an accredited Continuing Professional Development programme (CPD).
- SBID has established unique partnership agreements with the NCIDQ, IDC (Canada) and IIDA (USA).
- SBID has an exclusive agreement with WIDN which allows SBID members the opportunity to buy a WIDN online profile for a discounted rate.
- SBID is official partner of BP Product Search, meaning that our members' products will be featured prominently on the BP site and within their newsletter.

For more information on Society of British Interior Design (SBID)

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