

Gerald Bowey joins SBID Executive Board  
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For immediate release



**Society of British  
Interior Design**

## Gerald Bowey, CEO of IBP, joins the SBID Executive Board

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It is with great pleasure that the Society of British Interior Design welcomes Gerald Bowey on its Executive Board.

Gerald Bowey is the Chief Executive Officer of International Building Press (IBP) a membership organisation with just over 400 editors, journalists and communications professionals based in the UK and 600 associate members worldwide.

IBP is also home to the Annual IBP Journalism Awards since 1980, recognising excellence in journalism in architecture, construction and property.

Bowey said: "Providing a well-run and focused professional body is vital in advancing the members interests and desirable in recognising and rewarding high standards. I am delighted to sit on the SBID Board and contribute to those aims."

Vanessa Brady, President of SBID, said: 'Gerald brings his marketing skills and structure to the organisation, positioning SBID into the entire industry of the supply chain affecting interior design. We are now an effective Board representing all competitive sectors of the design industry by some of the most highly respected leaders of industry that support interior design.'

Bowey has over 40 years' experience in communications, originally in publishing as a member of the editorial team that launched the Housebuilder magazine. He has been involved in a range of communications activities within publishing, industrial relations, insurance, instrumentation, architecture, property and the built environment.

Specifically he has advised on a number of corporate marketing campaigns including Kyle Stewart (now part of the BAM Construct UK), the RAC Motoring Services, Trinity

Mirror and the Fire Protection Association. He was the Director of the Campaign for Traditional Housing [funded by the brick and block industry] from 1983 to 1990.

Having moved from full consultancy, he is the non-executive chairman of Aylwin Communications (ACL) and sits on the board of a group of Swedish property companies that focus on UK property – situated in London's mid-town area. In addition he runs a small publishing company producing limited edition books.

A founder member of the Public Relations Consultants Association – Business and Technology Group, of which he is a past chairman, Gerald also served on the PRCA Board of Management as treasurer. He is a member of the Chartered Institute of Public Relations, the largest professional organisation in Europe for public relations practitioners; membership involves an agreement to be bound by a code of professional conduct.

Gerald is a member of the London Press Club, a past chairman of the Publicity Club of London (2002 – 3) and a member of the Guild of St Bride's (Fleet Street). He also sits on the Parochial Church Council.

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Note to editors:

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

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SBID, which 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), Tramshed (London), KBB London, Surface Design Show (London), ROOM (London), Inside (London), Lovelight (London), Natural Stone Show (London) and SIA Guest (Rimini).
- SBID inaugurated the SBID International Design Awards 2011 at Maison & Objet in Paris, on 11 September.

- Robin Gibb CBE, president of the International Confederation of Societies of Authors and Composers, CISAC has 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 additional media information or pictures please contact:

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For more information on IBP visit: [www.ibp.org.uk](http://www.ibp.org.uk)