

SBID International Design Awards 2012 winners revealed

Winners of the prestigious 2012 SBID International Design Awards, which attracted phenomenal entries from both leading brands and new talent from over 27 countries on all five continents, were announced at a presentation in Milan on Friday 7 September, as part of the Buyers' Dinner for 700 people at Macef, Italy's oldest B2B Trade Show.

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Winners will be presented with their trophies at a ceremony in London in November, where SBID will also announce a surprise Overall Winner for both sectors.

In the **Contract sector**, the **Best Technology** (lighting, sound, IT, software) award went to **Studio Lux** for the Mercedes Benz Autohaus in Washington, USA, and was judged by Inge Moore, Principal of HBA London - who won the Overall winner accolade at 2011 SBID International Design Awards.

The **Best Product** award was judged by Professor Jimmy Choo OBE and went to **Dornbracht** for their innovative Horizontal Shower.

For the **Best Commercial Space** (office, healthcare, retail, public space) award, judge Theresa Dowling, Group Editor for FX, X2, Blueprint magazines, surprised everyone by selecting two joint-winners. She said: "I chose **Moriyuki Ochiai Architects'** Arkhe Beauty Salon in Japan for its wild sculptural design, giving a whole theatrical experience to having your hair done; and **Kris Lin Interior Design's** Chinese Modern Garden for quite different reasons. The interior design for their Real Estate client has divided space using luxury materials but not dazzling crazy, as befits the property market, and offered the order of a Chinese garden to transform the office into a quiet oasis against the backdrop of a crowded, noisy and urban setting in China."

In the **Best Entertainment Space** (restaurant, bar, hospitality, wellness) category, the European Hotel Managers' Association's President Peter Bierwirth rewarded **VONSUNG** for their Viet Hoa Mess restaurant. Mr Bierwirth said: "This project combines various current (cosmopolitan) restaurant trends such as casual, fun (DIY) and communal/counter dining designed around the hot topic of grilled meats. The concrete based medea stone tables, stone walls and the aluminum chairs underline the concept of simple and efficient hospitality with a down to earth cave-like feel."

Best Transport was judged by David Lewis, MD of Sunseeker London. David picked **BG Studio's** Reflection Suites for Royal Caribbean Cruises. He said: "I was most impressed by the sheer scale of the Reflection Suite, it is incredible and one that does not compromise in any way on the very highest standards. The modern and minimalist design also enraptures a wonderful mood. The use of glass, the lightness and amazing views only add to this extremely well thought out use of space and potential of this suite."

Finally, the **Best Innovation** (technical and/or budget) award went to **Medical Architecture's** Ferndene Children and Young People's Centre. Veronika Miller, founder of Modenus, judged this category.

In the **Residential sector**, the **Visualisation** category was judged by Pasquale Natuzzi, founder of the world famous homonymous Natuzzi brand. The award went to the House on the Sea 3D project by Nataly Bolshakova, Ukraine.

Professor Jimmy Choo OBE selected the C5100 Lift Oven by **Caple** as the winner of the **Best Product** category.

Nerio Alessandri (Technogym) chose **Maurizio Pellizzoni Design's** Chelsea Townhouse in the **Interior Design Project under £25,000** category.

In the **Interior Design Project over £25,000** category, **1508 London's** The Knightsbridge residence won the coveted award. Judging this category, Simon Joy from the Poltrona Frau Group said: "I consider this project as the most balanced, coherent and sophisticated of the projects presented. The Knightsbridge appears fortunate enough not to have been presented with budget constraints, and even so, the design team have avoided an excessive use of overly rich materials and incongruous styles. 1508 London's design team had clearly sought to understand the limitations and challenges created by areas of the building and overcome them with a consistent aesthetic narrative."

Patrick Taylor of Taylist Media selected **Increation's** Barrowgate Project as the winner of the **Best KBB Project and Product** category. Mr Taylor said: "A fantastic, subtle and elegant design in a very difficult and awkward space. They've squeezed so many details, products and requirements into this bathroom while still managing to make it feel open and spacious. There's a great use and choice of materials that make the most of the architectural restrictions rather than hide them, and the feature curves contrast with the angles of the house. A great all round design and a worthy winner in a very strong field of finalists."

And finally, the **Space Planning** category was awarded to **Paul McAneary Architects'** Faceted House by judge Carolina Calzada from Mix Publications at Global Color Research. Carolina said: "I like how the space was treated to become functional at the same time as beautiful and in connection with all the elements of the house, the transition between outdoor/indoor has been well achieved. The use of natural materials gives a cozy and modern look. I think the Faceted House is very much in line with trends which promote wellbeing as a key element for designed spaces."

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About SBID (Society of British Interior Design)

SBID is the standard-bearer organisation of the profession of interior design in Britain and represents members in practice, higher education and industry. 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

About the SBID International Design Awards 2012 shortlist

www.internationaldesignexcellenceawards.com

The **Contract sector** shortlist boasts well known projects such as the Bentley Head Office in Crewe by FutureBrands and London Roca Gallery designed by Zaha Hadid. Other international projects include the Hyundai Business Centre in Korea, Mercedes Benz Autohaus by Studio Lux in the USA, Edelman PR Canadian offices by Bartlett & Associates and the Beauty Hall in John Lewis Department Store by GP Studio. Contract products include designs by international brands Beltrami, Dornbracht, and Loewe.

In the **Residential sector**, SBID received an array of stunning, expertly designed projects, from a Notting Hill private residence by Linley, Villa Romana in Côte d'Azur, France by Hill House Interiors, to an apartment refurbishment from New Zealand interior architecture firm Encompass Ideas, a private residence in Doha, Qatar by London based Katharine Pooley and a Chelsea Apartment by SHH Architects. Products were diverse and of high caliber, with submissions from Vitra, Luxurious Living, Caple and Abraham Moon & Sons among others.

The complete list of finalists is available to view on the SBID Awards website on <http://internationaldesignexcellenceawards.com/residential->

[awards/finalists/](http://internationaldesignexcellenceawards.com/contract-awards/finalists/) for the Residential sector and
<http://internationaldesignexcellenceawards.com/contract-awards/finalists/> for the Contract sector.

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