



PRESS RELEASE

31 October 2017

---

## SBID AWARDS 2017 WINNERS REVEALED

---

The highly anticipated winners of the SBID International Design Awards 2017 were revealed on Friday 27 October 2017 at a dazzling ceremony at the home of the awards, the prestigious Dorchester hotel in London's Mayfair. With a 40% increase of entries and over 100,000 public votes, this year's awards have been one of the most globally represented editions to date, and include industry talent from over 40 countries across the globe.

The competition this year was as impressive as ever, with some of the world's best known hotel chains, retail, technology and automotive brands in the shortlist of finalists. The winners equally represent 4 continents worldwide with winning projects from the UAE, USA, Hong Kong, Egypt and more.

[Click here](#) to see the full list of winners.

Winning an SBID International Design Award is truly a high achievement; all 14 categories are assessed by a technical panel, a public vote and a panel of leading industry experts, who look for outstanding examples of technical content and aesthetic creativity. Now in their seventh year, the SBID Awards are regarded as one of the highest accolades of interior design excellence; the annual event continues to reward and celebrate outstanding projects and products from the industry at large.

The **Overall Winner Award**, a category which holds the title as the 'SBID choice', was awarded to Singapore and London-based practice WOW Architects | Warner Wong Design for The Whale Bar at the St Regis Hotel in the Maldives.

This title is given to the project that receives the highest score after both the judges' choices and the public votes have been considered. Inspired by the shape of the majestic whale shark and set overlooking the Indian Ocean, the Whale Bar has taken cues from marine iconography and the natural surroundings. The design team harnessed traditional Maldivian crafts such as pyrography and marine themes to create a welcoming, wondrous space that exudes luxury, nature-inspired design and local artistry.

Soft lighting, pale oak and a signature ceiling mural make this an unforgettable space that draws together the beauty of the natural environment and innovative hospitality design. The flowing structure opens out onto an open-air terrace, with the main aperture allowing guests to perfectly view the sunset, one of the most magical natural aspects of the location.

SBID President, **Vanessa Brady OBE** said: *"We're now in the seventh edition of the Awards and each year the support and volume of entries surprise and delight us. Now a firmly established event on the international design calendar, the SBID Awards is one of the most exciting celebrations of design excellence for the global industry."*

The design-savvy public were invited to vote for their favourite projects which accounted for 30% of the final results.

Each year, the SBID International Design Awards selects an individual who has against all odds successfully championed a specific sector of the creative industries. This year, British designer **Sebastian Conran** was awarded with the **SBID Fellow of the Year 2017** title. The award-winning designer has created iconic pieces for leading brands, including Vitra, John Lewis, Yotel and Nigella and is a life-long champion of excellence in design.

All winners received a beautiful SBID International Award 2017 trophy, specially made by Czech glass specialists; Sans Souci Glass Deco.

The winners of this year's SBID International Design Awards are:

**Hotel Public Space**

Wanda Hotel Design Institute for Wanda Reign Chengdu Hotel

**Hotel Bedrooms & Suites**

BAR Studio for Grand Hyatt Hong Kong – Ambassador Harbour View Suite

**Retail Design**

LXA for Intersect by Lexus

**Public Space Design**

Bluehaus Group for Orbi Dubai

**Show Flats and Development**

David Chang Associates International for Grand Influx Presentation Center

**Office Design**

Elkus Manfredi Architects for Potamus Trading

**Healthcare Design**

CSISZER Design Studio for Apheresis Centre

**Residential Design Project over £1M**

Fenton Whelan for Greybrook House Penthouse

**Residential Apartment under £1M**

DAR Designs for Parkview Residence

**Residential House under £1M**

Bernard Interiors for Park Terrace

**KBB Project**

Oakeve Interior Architect Design Practice for Hurlingham

**CGI & Visualisation (3D Renderings)**

Virtual Resolution for DeVere Tortworth Court Hotel Redevelopment

**Club and Bar Design**

Hirsch Bedner and Associates for Ultima

**Restaurant Design**

External Reference and Chu Uroz for Alkimia

All of the winners and finalists are featured in The *Global Interior Design 2017* coffee table book which are available to purchase at [www.sbidawards.com](http://www.sbidawards.com).

The distinguished panel of sponsors included ABB Group; Maison & Objet; Sans Souci Glass Deco; Kings of Chelsea; John Lewis for Business; Vessel Gallery; BoConcept; Christopher Wray; Euroshop; Vitra; Craig & Rose; Roberto Cavalli Interiors; Currencies Direct; Consentino and The Rug Company.

The judges this year included **Lewis Carnie**, Head of Radio 2, BBC; **Carolina Calzada-Oliviera**, Commercial Colour Research Consultant; **Carlo Castelli**, Director, Strategic Planning and Design, AECOM, **Sir Michael Dixon**, Director of The Natural History Museum, London; **Andrew Katz**, Partner, Prospect Hotel Advisors LLC; **David Lewis**, Managing Director, Sunseeker; **Kevin Mau**, Senior Creative Director, The Boeing Company; **Ben Mcowen Wilson**, Regional Director, Youtube EMEA; **Jane Preston**, Regional Facilities Manager UK, Real Estate & Workplace Services, Google; **Marek Reichman**, Chief Creative Officer and Design Director of Aston Martin; **Roberto Snaidero**, President, Salone Del Mobile; **Patrick Taylor**, Managing Director, Taylist Media; **Matthew Tierney**, Director, Brand Creative of Autodesk.

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

- ENDS -

An SBID International Design Award has come to be regarded as one of the highest accolades in the interior design industry. Each category undergoes an exclusive two-tier judging process by panels of leading industry experts for both technical content and aesthetic creativity and evaluates elements such as brief compliance, budget, health & safety, and fit-for-purpose design. The 2017 Awards received entries from across five continents, with the winners and finalists coming from 43 countries. Previous finalists and winners have included: Tinker Imagineers, Acumen Design Associates, IIBYIV; Candy & Candy and FutureBrand, Rockwell Group and others.

After receiving the prestigious crystal trophy at the ceremony, each category winner and the overall winner 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. Shortlisted entrants will also receive media and social media exposure and the right to use the 'SBID Finalist 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. The organisation supports professionally accredited interior design professionals locally, nationally and internationally reaching a global network of over 224,000 industry stakeholders. 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](http://www.sbid.org)

### **For additional media information or pictures please contact:**

Jacquiline James, Marketing, PR & Communications Manager

E: [pr@sbid.org](mailto:pr@sbid.org) T: 020 7738 9383

**Secretariat:** T: 0207 738 9383 E: [admin@sbid.org](mailto:admin@sbid.org) W: [www.sbid.org](http://www.sbid.org)