
THE 2015 SBID AWARDS FINALISTS REVEALED!

The finalists of the 2015 edition of the SBID International Design Awards have now been revealed. This year alone, the awards received entries from 41 countries including South Korea, Egypt, Qatar, Scandinavia, Canada, Taiwan, Russia, New Zealand and much more.

The increased volume of entries has resulted in the biggest selection of finalists to date including Hotel Design projects such as the Virgin Hotel Chicago, USA; Kempinski Hotel Changsha, China and Nobu Hotel Manila, Philippines; Retail Design projects including the Fred Perry and Watches of Switzerland stores in London plus Office Design projects including commercial giants; UBM and Red Bull.

The 14 categories range from best Healthcare Design, Retail Design and Intelligent Design to best KBB Project, Public Space and Visualisation. The public are now invited to vote for their favourite finalists at www.sbidawards.com which will account for 30% of the final results. The closing date for the public voting will be on Friday 18 September 2015 at 5.30 pm GMT.

The winners will be announced and awarded with the crystal SBID International Design Awards 2015 trophy at the official ceremony, held at The Dorchester hotel London on Friday 27 November 2015. An overall winner Award will also be awarded to the project that comes out on the top after an amalgamation of the judge's choices and the public votes have been considered.

VIPs and our distinguished panel of sponsors including ABB Group, Natuzzi Italia, Maison & Objet, Wools of New Zealand, and Sans Souci Glass Deco will be invited to our annual afternoon tea at the House of Lords in November 2015.

The judges this year included Lewis Carnie, Head of Programmes at **BBC Radio 2 & 6**; Sir Michael Dixon, Director at the **National History Museum**, London and Robert Hudson, Chief Executive of the **National Association of Shopfitters**; Kevin Mau, Senior Creative Director at **The Boeing Company**; Ben McOwen Wilson, Director of Content Partnerships at **YouTube**; Jane Preston, Facilities Manager UK, Real Estate & Workplace Services at **Google**; David Lewis, Managing Director of **Sunseeker London**; Mathew Dalby, Creative Director at **The Studio at Harrods**; Carolina Calzada, Managing Director at **Global Color Research**; Patrick Taylor, Managing Director of **Taylist Media**; Theresa Dowling, Editor and Group Editorial Director for **Progressive Market Intelligence** (FX, Blueprint) .

All of the winners and finalists will be featured in The *Global Interior Design 2015* coffee table book.

For more information on the SBID Awards, visit www.sbidawards.com

- ENDS -

The SBID International Design Awards 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 past Awards received entries from over 30 countries, across 5 continents around the world.

The winners will benefit from extensive media and social media exposure throughout the year as well as the right to use the 'SBID Winner 2015' logo on their website. They will also have the opportunity to network with top design professionals and potential clients and will receive the crystal SBID Awards 2015 trophy at the ceremony. Shortlisted entrants will also receive media and social media exposure and the right to use the 'SBID Finalist 2015' 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.

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

For additional media information or pictures please contact:

Jacqui James, Marketing, PR & Communications Manager

T: 020 7738 9383 E: pr@sbid.org W: www.sbid.org