



August 2018: Last call for applicants as the SBID 'Designed for Business' competition entry deadline closes on 31 August

The one week countdown for entries to the 'Designed for Business' competition is now on, with the final submission deadline next Friday 31 August. The Society for British & International Design (SBID) and its partner Be Open Think Tank announces the last call for entries for its new national competition aimed at final year creative students and graduates across Interior Design, Decoration, Fashion, Art & Design. Students are asked to submit their final year projects for a chance to win a prize of £30,000, enabling them to pay off their debt, establish a business or create their idea for a commercial venture.



SBID has created this new competition in a bid to showcase emerging talent in each industry, to promote equal opportunities and to nurture relationships between students and the working world. The overall winner will be presented with a prize of £30,000; whilst five category winners will be given £1,000 each with their university recognised at the awards ceremony, held at the House of Commons on 29th November.

There has been a positive and enthusiastic response to SBID's inaugural Designed for Business competition yet SBID is keen to highlight this unique opportunity to all creative, entrepreneurial students in the run up to the deadline. Students can submit their entry through a simple process on the SBID website <https://www.sbid.org/education/designed-for-business/>. Category winners will be announced on 29th October, and the overall winner selected from all entries.

New judges have been announced, each are esteemed figures spanning all of the categories and the higher education sector, including *Philippa Prinsloo* - Head of Design at **John Lewis**; *Maria Cristina Alvarez* - Senior Product Manager, Marketing at **Amazon UK**; *Sam Hood* - Founder & Creative Director of **Amara**; *Kaye Newman* - Head of Interiors at

Cass School of Art, Architecture and Design; *Russell Gagg* - Course Leader for BA (Hons) Interior Architecture & Design at **Arts University Bournemouth**; along with *Sebastian Conran* - designer and founder of **Sebastian Conran Associates**, and *Jane Hay* - International Managing Director of **Christie's Education**. They will be looking for originality of expression, individualism, creative use of materials and presentation skills.

Each student or graduate may email one submission per category in one of the following mediums: **Art, Fashion, Interior Design, Product Design** or **Interior Decoration**.

Notes to Editors:

For details on how to enter or for more information, visit <https://www.sbid.org/education/designed-for-business/>

About SBID (Society of British and International Design)

The Society of British and International Design (SBID) is the standard bearer organisation for the Interior Design profession across the UK, Europe and around the world. It is the professional accrediting body for the Interior Design industry supporting professional and trading standards of Interior Designers, Architects and manufacturers. They achieve this by guiding and measuring the profession through practice, competence and education; setting the standard for the industry at large to develop future growth.

www.sbid.org

About our partner, Be Open

Be Open is a humanitarian initiative that aims to harness the brainpower of creative leaders through a system of conferences, competitions, exhibitions, master classes and art events. Behind the creation of BE OPEN stands a dedicated international team, united around the businesswoman, entrepreneur and philanthropist, Elena Baturina.

Since its founding in 2012, BE OPEN has been exploring unique ways of fostering creativity and innovation to support a better future. The foundation has implemented its programmes and projects globally; its bespoke exhibitions, talks and forums have taken place in the UK, US, Italy, Switzerland and India and been witnessed by over 70,000 people. More than 680 designers have been involved in the foundation's award programmes. The BE OPEN community includes more than 200 professionals in design, arts, education and related spheres from all over the world.

For further information please contact:

Helen Edwards Public Relations | press@helenedwardspr.com | +44 (0) 20 7486 3696