



September 2018: SBID facilitates an important link between creative education and business

The Society for British & International Design (SBID) is facilitating an important link between creative education and business through its new 'Designed for Business' competition. In a bid to showcase emerging talent across five creative sectors - Art, Fashion, Interior Design, Product Design and Interior Decoration - the competition connects students with 16 prestigious industry experts, providing inspiration through their differing routes to business.



The 'Designed for Business' judging panel came together on 18 September 2018 to assess and nominate entries

In partnership with BE OPEN Think Tank, the competition's panel of judges came together on 18 September to assess and nominate entries, with the category winners being announced on 29 October. The five category winners will be given £1,000 each at the awards ceremony that will be held at the House of Commons on 29 November, when the overall winner will be announced and presented with a prize of £30,000.

The prestigious panel of judges comprises figures from companies including **Sebastian Conran Associates, Amazon UK, Christie's Education, John Lewis, Amara, HG Designworks, X+Q Art and Vitra.**

We asked a selection of the judges to provide insight into their own personal route to business and to offer advice for young creatives starting out on their path today.



Turn your passion into a viable business

Sam Hood, Founder & Creative Director of Amara:

"I discovered my passion for interiors later on in my career. That led me to re-design my own home which turned into a business which was initially run from my kitchen table, then onto a retail space.

We soon saw the possibility as an online only retailer and that's when Amara.com was officially launched".

Tips for success in creative industry

Diana Celella, Founding Director of The Drawing Room & President of SBID:

"My advice to a young graduate would be to listen and learn from experienced designers. To be successful in the creative industries you have to be passionate about design, it is more than a job, it is all encompassing. You need to live, love and breath design".



Immerse yourself in the creative world

Jane Hay, International Managing Director of Christie's Education:

"Immerse yourself in the creative hub in your city, live where the creative people live and work, and insert yourself into their world. Spend six months listening to the conversation before you start selling yourself – you will learn a lot. Any job is better than no job – it's about being there and gaining visibility".

Find inspiration in the world around you

Russell Gagg, Course Leader for BA (Hons) Interior Architecture & Design at Arts University Bournemouth:

"I would travel - there is no better inspiration".



Notes to Editors:

For further details on the judges, visit <https://www.sbid.org/education/created-for-business/judging-panel/>

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.

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