



Press Release

30 April 2018

Creative students and graduates have the opportunity to win £30,000 in new SBID competition.

The Society for British & International Design and their partner Be Open, have collaborated to launch a new national competition for final year creative students and graduates across Interior Design, Decoration, Fashion, Art & Design to submit their final year projects for a chance to win £30,000.



In collaboration with recognised SBID universities, with the support of industry members, sponsors and competition partner; *Be Open*, students across the creative industries are invited to submit their end of year project and propose their Course Leader as *Visionary Tutor 2018* with the aim of winning coveted cash prizes.

SBID have created this new life changing, equal opportunity competition in a bid to showcase emerging talent in each industry as well as providing the link in nurturing relationships between those in studies and the working industry.

Judges and sponsors will present the overall winner with a cash prize of £30,000; five category winners with £1,000 each and a university recognition at the awards ceremony held in November.

Entries are now open and students have until Friday 31 August to submit their entry through the SBID website www.sbid.org/student-competition. Category winners will be announced on 29th October, the overall winner selected from all entries will be announced at an awards ceremony in London the following month.

Judges will be looking for qualities such as 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
- Interior Decoration

SBID founder, Dr Vanessa Brady OBE, says *“We are delighted to launch this competition for the benefit of Universities, students and support of Industry members. SBID recognise the time, research and financial cost invested in esteemed university education, the outcome of this competition is aimed at increasing the opportunity to gain employment from the most prestigious, innovative and creative companies from local, national and global to established or start-up. As a core value SBID and Be Open strongly believe in highlighting student activities and the potential the experience brings”*.

For details on how to enter or for more information, visit www.sbid.org/student-competition

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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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