



August 2018: SBID introduces the full panel of judges for 'Designed for Business' competition

The Society for British & International Design (SBID) and its partner BE OPEN Think Tank is pleased to announce the full panel of judges for the 'Designed for Business' competition, which is being judged on 18 September in London. In keeping with the aim of global excellence for the next generation, both partners have gathered some of the world's best industry and education experts across five creative sectors - Art, Fashion, Interior Design, Product Design and Interior Decoration - to assess and nominate entries.



L-R: *Russell Gagg*, Course Leader for BA (Hons) Interior Architecture & Design at Arts University Bournemouth; *Sebastian Conran*, designer and founder of Sebastian Conran Associates; *Maria Cristina Alvarez*, Senior Product Manager for Amazon UK

SBID created the 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. With the submission period closing today (31 August), below is further information on the prestigious panel of judges that will evaluate the projects and select nominees.

Sebastian Conran - International Designer & Founder of Sebastian Conran Associates

The internationally recognised designer and founder of Sebastian Conran Associates will be leading the panel. Having studied Industrial Design Engineering at Central St. Martins, Conran is an energetic advocate of design and lectures, judges design awards, and has written several books on the subject. His professional career began at Wolff Olins designing branding for the likes of Shell and Pilkington Glass, before moving on to lead hard-goods merchandise design at Mothercare. In 1986 he founded Sebastian Conran Associates, a product design & development studio that focuses on creating charismatic retail merchandise and user experiences that are contemporary and innovative. His mechanically ingenious work has received many accolades and awards for design and innovation, and has been granted dozens of patents in a variety of industries.

Maria Cristina Alvarez - Senior Product Manager, Marketing at Amazon UK

Maria Cristina Alvarez is Senior Product Manager for Amazon UK's marketing department. Her role focuses on helping vendors build brands and delivering the best customer experience for Amazon. Prior to this she built her own fashion e-commerce platform and undertook various projects in fashion and editorial styling. She also worked for over five years at JPMorgan in their Asset Management division, working in the US and across Latin America. She received her MBA in 2017 from the University of Cambridge, Judge Business School where she focused on International Business.

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

Russell Gagg is Course Leader for BA (Hons) Interior Architecture & Design at Arts University Bournemouth (AUB). Since graduating from Manchester University School of Architecture, Gagg has held Chartered status with the Royal Institute of British Architects since 1998. He has worked in practice across the UK, Asia and Australasia on a diverse range of projects from leisure, commercial and retail to educational, correctional and residential for practices such as OPUS Architecture and DP Architects of Singapore. Since joining AUB, Gagg and his team have developed Interior Architecture and Design to become one of the most progressive courses in the UK, as well as being recognised by the ECIA and SBID. He is currently undertaking a MPhil/PhD at the Royal College of Art, London.

Other esteemed figures spanning each of the categories and the higher education sector are *Jane Hay* - International Managing Director of **Christie's** Education; *Philippa Prinsloo* - Head of Design at **John Lewis**; *Sam Hood* - Founder & Creative Director of **Amara**; *Kaye Newman* - Head of Interiors at **Cass School of Art, Architecture and Design**; *Lucy-Claire Cann* - Designer/Decorator Manager at **Axminster Carpets**; *Margaret Talbot* - Marketing Manager at **VitrA**; *Hans J. Galutera* - Hospitality Designer & Founder of **HG Designworks**; *Diana Celella* - Founding Director of **The Drawing Room** & President of **SBID**; *Hywel Davies* - Programme Director at **Central Saint Martins**; *Dr Eujin Pei* - Programme Director for Product Design at **Brunel University London**; *Qu Guangci* - Contemporary Chinese Sculptor & Founder of **X+Q Art** and *Sarah Radif* - Head of Architecture & Design at **Solent University, Southampton**. They will be looking for originality of expression, individualism, creative use of materials and presentation skills.

Category winners will be announced on 29 October, and the overall winner selected from all entries. The awards ceremony will be held at the House of Commons on 29 November.

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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