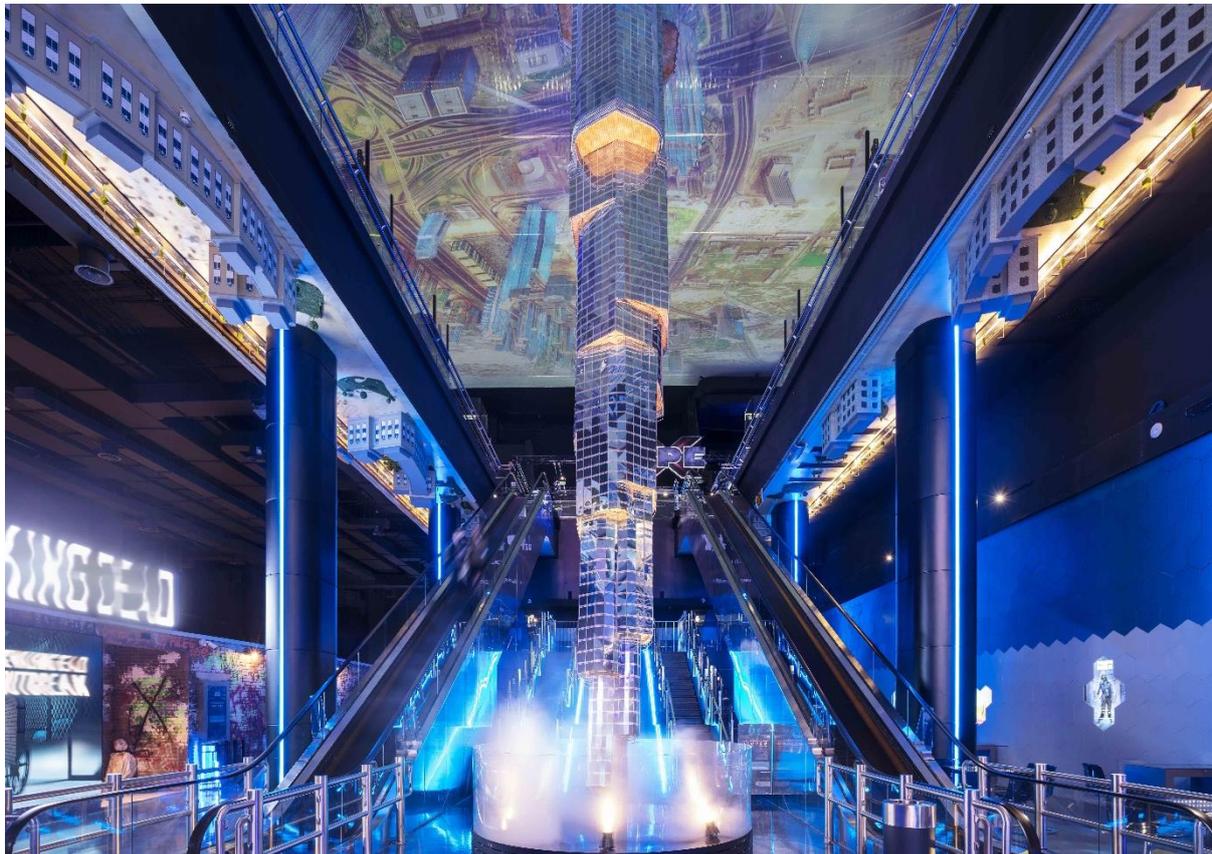


PRESS RELEASE

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## 4SPACE DESIGN CROWNED OVERALL WINNER AT SBID AWARDS 2018



**4SPACE Design** has received the **Overall Winner Award** at the SBID International Design Awards 2018. The Dubai-based practice picked up the accolade for their project, VR Park Dubai Mall, at a dazzling ceremony in the prestigious Dorchester hotel in London's Mayfair on Friday 26 October 2018.

The prestigious award title is given to the project that receives the highest score after both the judges' choices and the public votes have been considered.

The VR PARK is designed to allow visitors to experience an extreme level of virtual reality. The client, Emaar Entertainment, wanted to build a new attraction that had never been implemented in Dubai before. The core concept was to experience the futuristic ambience and elements along with a wonderful journey through the virtual reality world. At the entrance, a huge 90-degree curved LED display screen panel along with complete cityscape buildings of Dubai downtown bent upside down highlights the magnificent experience that awaits visitors. The focal point of the theme park interior is a giant model of Burj Khalifa, hanging upside down from the ceiling to floor. 4SPACE collaborated with the theming company to get the correct proportion, finishes,

look and feel of the actual Burj Khalifa. From the initial concept down to the minute details, VR Park is an example of unique and innovative design.

Speaking after winning, Managing Director Firas Alshahin said "We are so happy, really we did not expect that at all! The project is a virtual reality theme park in Dubai Mall which is the biggest Mall in the world., it's a very sophisticated project, there is a lot of technology, augmented reality, video mapping, holograms; it was very challenging, it's a huge 5000 sq metres and we are very proud of it. This is our second time at the SBID Awards and the first time as a winner, so to win Overall winner is just amazing!".

SBID Founder & CEO, Dr Vanessa Brady OBE said "*Each year the support and volume of entries surprise and delight us. Now a firmly established event on the international design calendar, the SBID Awards is one of the most exciting celebrations of design excellence for the global industry.*"

With more entries than ever before and over 225,000 public votes, this year's SBID awards have been one of the most globally represented editions to date. They showcase industry talent across 14 categories from over 42 countries and feature projects with high-flying super brands from across the globe.

Winning an SBID International Design Award is truly a high achievement; all 14 categories are assessed by a technical panel, a public vote and a panel of leading industry experts, who look for outstanding examples of technical content and aesthetic creativity which ensures that all projects are assessed strictly on quality. Now in its eighth year, the SBID Awards is regarded as one of the highest accolades of interior design excellence. As a proudly independent contest, the SBID awards are driven purely by a desire to recognise talent and creativity, with every entry fairly and equally considered. The annual event continues to reward and celebrate outstanding projects and products from the industry at large.

Judges this year included Directors and CEO's from global design corporations such as **Christian Louboutin Beauté, BBC, National History Museum, Belmond, Walpole, Bentley, Google, AECOM**. All winners for each category received a bespoke crystal trophy designed by Sans Souci glass deco. They will also be featured in the *Global Interior Design 2018* book which is distributed to over 1000 professionals across the globe.

For more information on the SBID Awards, visit [www.sbidawards.com](http://www.sbidawards.com)

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An SBID International Design Award has come to be regarded as one of the highest accolades in the interior design industry. The 2018 Awards received entries from across five continents, with the winners and finalists coming from over 42 countries. Previous winners have included: WOW Architects, Fenton Whelan, Bluehaus Group, LAX, David Change Design Associates, BAR Studio and more.

#### **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.

[www.sbid.org](http://www.sbid.org)

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