



Press Release

14 August 2019

SBID International Design Awards accredited to GOLD standard!



The prestigious SBID International Design Awards have been accredited to GOLD standard by The Independent Awards Standards Council. SBID are the first interior design award scheme to be accredited to this standard.

The Awards Trust Mark Scheme was established with the aim of encouraging more award programmes to focus on their own ethics and transparency. The scheme scrutinises everything from criteria, scoring, feedback, transparency and judging.

Considered as one of the most prestigious accolades in interior design by the best in the industry, the SBID International Design Awards are awarded purely on the quality of the design, innovation, aesthetic and value-added to the project. Each entry undergoes an exhaustive two-tier judging process by panels of leading industry experts for both technical content and aesthetic creativity. Evaluating essential elements such as compliance with the brief, budget, health & safety and fit-for-purpose design.

Chris Robinson, Co-Founder of the Independent Awards Standards Council commented: "The SBID International Design Awards scheme is an exemplar in how awards should be operated. Their attention to every detail, from the transparency of the scoring system, to the briefings provided to judges, to the quality

of websites, the clarity of the entering process, and the quality of customer service throughout is exemplary. I hope more schemes will aspire to this level of service and also earn the Gold Standard Awards Trust Mark.”

SBID Award categories cover all aspects of interior design including Retail design, Public Space, Healthcare & Wellness Design, Residential Design, CGI, Club & Bar Design, Restaurant Design, Office Design and Hotel Design. The highly anticipated finalists of the SBID International Design Awards 2019 are due to be announced on Friday 16th August, the public will then be invited to vote for their favourite projects which accounts for 30% of the final results.

Last year saw one of the most globally represented editions to date with an astounding 225,000 unique voters during the voting period.

Founder and CEO of SBID International Design Awards, Dr Vanessa Brady, OBE comments “We’re thrilled to receive this accreditation and recognition which is a further endorsement of the value that an SBID Award generates to winners and one of the many reasons why the industry hold the SBID Awards as the ultimate recognised achievement for Interior Design”.

To find out more, visit www.sbidawards.com

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About the SBID International Design Awards

The SBID International Design Awards has firmly established itself as the most prestigious interior design award in the global design calendar. The awards recognise, reward and celebrate design excellence across a broad range of categories including hotels and restaurants. Winning a SBID International Design Award is a high achievement – they are evaluated by leading industry experts for their technical content and aesthetic creativity while the design-conscious public also has a say in choosing the most inspiring projects. The SBID Awards attracts entries from over 40 countries worldwide, making it truly an honour and sign of industry recognition that is second to none for the deserving winners.

The Awards Trust Mark Scheme

The [Independent Awards Standards Council \(IASC\)](#) is a not-for profit organisation made up of stakeholders in the Awards Industry. It was established with the aim of raising standards and perceptions of trust in awards as a whole, for the benefit of all stakeholders. Chris Robinson, Co-Founder of the Independent Awards Standards Council, and his fellow council members believe that some award schemes are falling wide of the mark.

“The need for the Trust Mark, and the elements within an agreed code of conduct, are based on research by [Boost Marketing](#) that gained input from both awards entrants and organisers. According to [Boost’s research](#), the average score given by businesses when asked ‘*how well does the awards industry meet your needs*’ was just 5.7 out of 10. But around 80% of businesses entering awards would be influenced by an independent accreditation scheme when picking awards to enter. The big picture for the IASC is that the UK aspires to lead the world in business awards, setting the standard to which the rest of the world aspires. This will improve the credibility and thus popularity and impact of awards schemes, for the benefit of all stakeholders within the awards industry.”

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