

WHAT



**WORLD
FESTIVAL
OF INTERIORS**

**BARCELONA
2-3 NOVEMBER 2011
INSIDEFESTIVAL.COM**

INSIDE ?

**AWARDS
ENTRY
BROCHURE**

INSIDE: WORLD FESTIVAL OF INTERIORS

CELEBRATING THE BEST INTERIORS FROM AROUND THE GLOBE

New for 2011, Inside is set to become one of the most important fixtures in the global design calendar.

An innovative new breed of festival, the heart and soul of Inside is an international awards programme that will celebrate the world's most accomplished and inspired interiors.

Expert talks and installations by the greatest names in design will make Inside unmissable; a buzzing hub of creative thought and mutual inspiration. With the fabulous city of Barcelona as a backdrop, new and established designers, clients, and top industry figures will rub shoulders over two exciting days celebrating the best in design and interiors from around the globe. Make sure you're at Inside from the very beginning.

Inside's prestigious awards will pitch the planet's most exciting designers against each other to find the finest interior space of the past year. Open to both interior designers and architects, finished projects can be entered into 11 diverse categories. You could be one of the winners – you might even walk away with the ultimate award for **World Interior of the Year**.

Inside is the only global awards event where designers present their work live to an expert panel of judges – including **Ilse Crawford**, **Andre Fu** and **Ross Lovegrove** – and an audience of peers, clients and press.

Enter the awards and you could be pitching your best work to the most influential figures in global interiors. And thanks to the event's media partner, the influential website **Dezeen**, Inside's reach is global – with winners being interviewed live on a website that boasts two million visitors a month. That's a career opportunity that won't come along very often.

Over two event-packed days, Inside is one big opportunity – not only to see the very latest in design but to become part of the design zeitgeist yourself. Enter a project to make sure you're part of it.



Claire Barrett, Programme Director
Inside: World Festival of Interiors

Entries and visitor passes are buy one get one free until 30 June
Enter now at insidefestival.com, quoting your VIP code

JUDGES

Inside's acclaimed international judging panel will decide which project walks away with World Interior of the Year live at the festival. Judges include:

ILSE CRAWFORD

The most influential interior design thinker in the world, Ilse both runs her own eponymous design studio – responsible for ground-breaking projects that include Soho Houses worldwide – as well as heading up the man and wellbeing faculty and the internationally renowned Design Academy Eindhoven in The Netherlands.



ANDRE FU

Internationally acclaimed interior designer Andre Fu founded Afso in 2000, the same year he graduated from Cambridge University where he read architecture. Andre's projects have included Opia for Jia Hong Kong and the lobby of Jia Shanghai, Azure at Hotel LKF, Piacere and Nadaman at the newly opened Shangri-La hotel in Tokyo, and Cassia restaurant and lounge at Singapore's Capella resort.

PAUL PRIESTMAN

Founding director of Priestmangoode, the award-winning and world-renowned London design studio that has carved a niche in sleek aeroplane, cruise liner and train interiors, Paul also has eco leanings and is the inventor of a neat device to help reduce water usage, the Waterpebble.

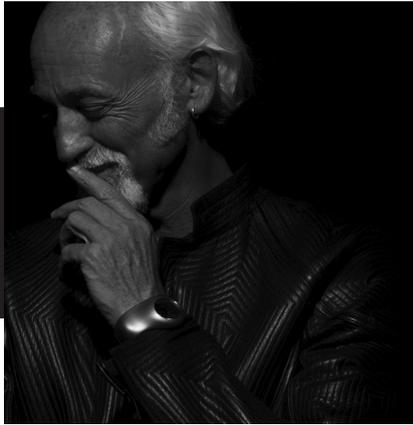


Call **0845 056 8339** (UK) or **+ 44 (0)20 7554 5800**

Online **www.insidefestival.com** Email **inside@insidefestival.com**

LINDA MOREY SMITH

Armed with a stellar interior design background, Linda founded MoreySmith in 1993 and remains the highly involved managing director there. Creating workplace environments with warmth, personality and flair is the consultancy's greatest strength; big-name clients include Virgin, EMI and Nokia.



ROSS LOVEGROVE

The self-styled 'evolutionary biologist' has a portfolio of work that speaks for itself, with clients as diverse as Apple, Issey Miyake and Peugeot, and a place in the displays of New York's MoMa, the Guggenheim and the Pompidou Centre in Paris.

EVA JIRICNA

A highly respected Royal Academician, Eva pioneered the use of architectural principles to create awe-inspiring, mould-breaking shop interiors. Known for her light, bright spaces of glass and steel, she has worked with Joseph, Harrods and even created a contemporary orangery at Prague Castle.



MARCUS FAIRS

Furniture design graduate, award-winning journalist and author, Marcus went on to found Dezeen in 2006 and watched it swiftly become the world's most influential design website thanks to its knack of discovering fresh talent in interiors, architecture and design before the rest of the pack.

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CATEGORIES

OFFICES

- Call centres
- Offices (large)
- Offices (medium)
- Offices (small)

HOTELS

- Hotels (large)
- Hotels (medium)
- Hotels (small)
- Spas
- Casinos

BAR AND RESTAURANTS

- Bars
- Restaurants (large)
- Restaurants (medium)
- Restaurants (small)

CULTURE AND CIVIC

- Ambulance/fire stations
- Cathedrals
- Churches
- Community centres
- Consulates and embassies
- Law courts
- Monasteries/retreats
- Mosques
- Parliamentary buildings
- Prisons/police stations
- Synagogues
- Temples
- Town halls
- Cinemas
- Concert halls
- Galleries
- Libraries
- Museums
- Performance spaces
- Theatres

HEALTH

- Community health centres
- Doctors' and dentists' surgeries
- Hospitals (large)
- Hospitals (medium)
- Hospitals (small)
- Nursing homes
- Rehabilitation Centres

Remember – projects can be entered into more than one category and all entries are buy one get one free

RETAIL

- Department stores
- Food markets
- Shopping centres (large)
- Shopping centres (medium)
- Shopping centres (small)
- Shops

RESIDENTIAL

- Mixed complexes
- Public housing
- Private houses (large, to include country houses/chateaux/castles)
- Private houses (medium)
- Private houses (small)

TRANSPORT

- Airports
- Bus and coach stations
- Car parks
- Railway stations/underground stations

DISPLAY

- Aquariums
- Showrooms
- Visitor centres
- Zoos and aviaries
- Pop-up installations
- Exhibitions

CREATIVE RE-USE

- New interventions/adaptations to existing buildings
- Conversions

EDUCATION

- Nursery/infant schools
- Primary schools
- Secondary schools
- Special-needs facilities
- University/college buildings

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ENTER INSIDE TO...

1 TAKE HOME AN INSIDE TROPHY

Win acclaim, impress clients and secure work by winning one of 12 Inside awards, including the ultimate accolade of World Interior of the Year.

2 RAISE YOUR PROFILE AND SHOWCASE YOUR WORK INTERNATIONALLY

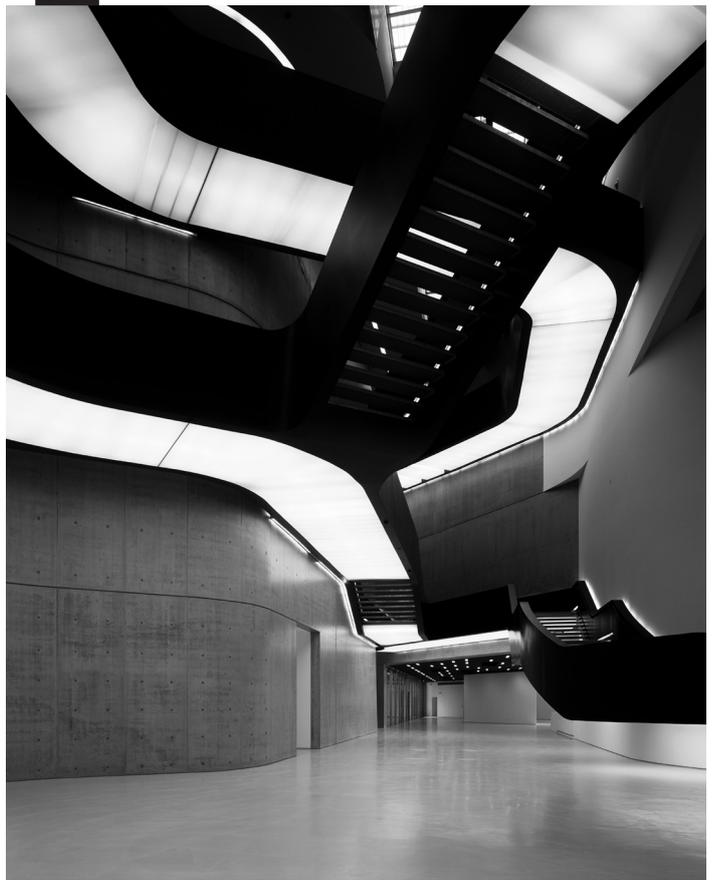
All shortlisted practices present live to our stellar jury of international designers, as well as hundreds of clients, press and peers from across the globe.

3 INCREASE YOUR EXPOSURE WORLDWIDE

Online partner Dezeen, which has two million visitors a month, will feature the winning projects and live interviews of all the winners.

4 CREATE A PERMANENT RECORD OF YOUR WORK

All entries will have a guaranteed listing on worldinteriorsdirectory.com – the definitive guide to global interiors.



Interior of the MAXII Museum of 20th Century Arts, Rome designed by Zaha Hadid Architects – Winner of World Building of the Year 2010 at World Architecture Festival, Inside's successful sister event. © Helene Binet

5 BE RECOGNISED AS ONE OF THE LEADING DESIGNERS IN THE WORLD TODAY

An exclusive exhibition of shortlisted entries, with accompanying catalogue, will be viewed by everyone who visits the festival including the global design press and influential international clients.

Entries and visitor passes are buy one get one free until 30 June.
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TALKS PROGRAMME

With the industry's leading lights all present in one place, Inside's programme of talks and discussions will illuminate and educate, and no doubt, spark some heated debate too. The talks will be held inside a specially commissioned space by London-based graphic studio Multistorey and designers Frank so you are sure to be visually as well as mentally inspired.

Some of the questions that will be explored include:

CAN INTERIORS MAKE FOOD TASTE BETTER?

Some of the world's most innovative designers seem to think so. The way we eat out is changing. Since the advent of supper clubs and pop-up eateries, the formal restaurant experience has looked a bit stale. It's not just the tastebuds that are being tempted, too - interiors play a part as well, whether it's taking us back in time with the nostalgic decor of the Prohibition era or treating diners to delicious smelling walls.

CAN INTERIORS MAKE YOU WORK BETTER?

The taboo of play at work was broken with Erik Veldhoen's Interpolis in the Netherlands. Fifteen years and a recession later, does this concept work as well in banking as it does in the media? We ask whether the fad of freedom and creativity in the workplace has transformed working practice or if it has been corrupted by it. And do our overcrowded transport systems and cities mean a new, isolated and virtual kind of office is the inevitable future?

CAN INTERIORS HELP YOU ESCAPE?

Everyone's idea of escape is different so how do designers reconcile this, catering to the person who wants peace and the person who needs stimulation? While some are looking for a home-from-home on a break, others crave unfamiliarity as a true escape from their everyday routine. Tapping into the bright ideas of creative thinkers, we debate how innovative interiors can move beyond cliché to transport us somewhere new.

"Inside is a unique opportunity to look at developments in interior design across a wide range of disciplines like health, hospitality and transport. The nature of our industry is changing and we now operate in an increasingly global market. With its inclusion of interior design projects from around the world, Inside gives great insight into interior design practice today."

Paul Priestman, Co-Director, Priestmangoode

HOW CAN INTERIORS HELP YOU SPEND BETTER?

With a couple of clicks of the mouse almost anything can be winging its way to our door, with no need to even change out of our pyjamas. If we're going to bother to hit the shops - the real, tangible ones on our local high street - then we need to be persuaded by the promise of a new experience and a new way of being sold to. Are high-end malls like London's Westfield - more of a collective of highly individual boutiques - the way forward?

FUTURE MATERIALS: HIGH OR LOW TECH?

In uncertain times, the West has retreated into nostalgia and traditional crafts to provide some sense of comfort and permanence. The burning question is, if we've always thrived on progress and innovation as a species, isn't it about time we embraced some good old-fashioned futurism? Or, as with so much these days, can we be greedy and have both?

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HOW TO ENTER

Entering Inside is easy, just follow these simple steps:

1 Create your Inside account at insidefestival.com

Choose the category that you want to enter – remember you can enter a project into more than one category

2

3 Tell us the name of the project you are entering

Pay for your entry

4

5 Create your online entry by adding images for the project, your details, a description and any professional credits – all entries must be completed by 30 June 2011

Submit your exhibition boards and hi-res images. Exhibition boards and images must be submitted by 1 July 2011

6

REMEMBER

For every entry you submit, you will receive another free of charge. Plus, until the 30 June 2011 all Inside visitor passes are buy one get one free

All entries must be submitted through our website.

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FAQS

WHO CAN ENTER?

- Individual designers/architects, architecture/interior architecture/interior design practices, multi-professional teams
- Developers, funders, contractors and other associated organisations (for example clients), may also enter on behalf of the architect, with the architect/designer's consent

WHAT CAN BE ENTERED?

- Any interiors projects completed between 1 January 2010 and 1 June 2011
- There is no limit on the number of buildings/projects that can be submitted. All entries are buy one get one free
- Projects can be submitted in more than one category where relevant
- All designs must be by professionals whose qualifications are recognised by their local accreditation organisation

Please note if your project is shortlisted two representatives from your practice will need to purchase tickets and be available to present at the festival in Barcelona, as well as collect your category award at the awards ceremony on the evening of the Thursday 3 November 2011.

ENTRY REQUIREMENTS

There are three compulsory stages to entry.

- 1 Explain what project you are entering and submit payment (this will generate a unique identity code which can be downloaded and attached to the physical entry)
- 2 Completion of online entry – deadline for completion is 30 June 2011
- 3 Submission of exhibition boards, with identity code attached – deadline for submission of exhibition boards is 1 July 2011

For full information about the whole entry process please visit insidefestival.com

COST TO ENTER

Single entry

€570 - with every single entry you will receive another entry free of charge

Cost to visit

All visitor passes are buy one get one free until 30 June 2011*

€495 - Single three day pass

€200 - Three day student pass

€200 - One day Spanish residents pass

€395 - Three day Spanish residents pass

*The price of visitor passes will increase gradually after the award entry date has passed. The sooner you book, the cheaper your pass will be.

N.B. the rates above are subject to additional 18% IVA (Spanish tax). EU VAT registered companies are eligible to reclaim this tax.

Please ensure that you stipulate your VAT number on the booking form in order to facilitate the application to reclaim.

Certain non-EU countries may also be eligible.

TIMELINE

NOW

Entry period open

30 JUNE

Entry period closes

JULY

Shortlisting by expert judging panel

AUGUST

Shortlisted entrants notified and announced

2-3 NOVEMBER

Live judging takes place in Barcelona

3 NOVEMBER

Winner of World Interior of the Year announced

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OUR PARTNERS



The world's leading online architecture and design magazine. Dezeen is Inside's official online media partner. Dezeen will host the festival online during 2-3 November, showcasing the winners as they are announced, as well as publishing exclusive filmed interviews.

- 2 million monthly visits
 - 750,000 monthly unique visitors
 - 45,000 feed subscribers
 - 40,000 newsletter subscribers
 - 30,000 Twitter followers
 - 65,000 Facebook fans
-



Inside's online supporter.

- 230,000+ web registered users
 - 92% Designers and Architects
-



The world's most influential architecture magazine.

- Average circulation 13,000+ in 130 countries
-



The home of British architecture

- 75,000 unique users
-



IIDA is a professional networking and educational association.

- 3,000 members in 10 specialty practice forums and 31 chapters around the world.
-



Design
Institute of Australia

The voice of professional design: The Design Institute of Australia (DIA) is Australia's professional membership body for designers and design businesses.



Leading communications consultancy, Caro Communications, specialises in interior design and architecture with an unparalleled network of contacts including Glenn Howells Architects, Clerkenwell Design Week, Wilkinson Eyre Architects, 100% Design, Fritz Hansen and Toto. Caro Communications will look after Inside's marketing and PR Campaign.

- 900,000 circulation
-



Original design from dynamic London-based graphic and design partnership Multistorey who, together with design duo Frank, will create Inside's unique exhibition space, central bar, crit and talks areas.

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CONTACTS

CUSTOMER SERVICES

For queries about entering or the entry process please contact our customer services team:
+44 (0)20 7554 5800
0845 056 8339
info@insidefestival.com

SPONSORING AND EXHIBITING

For commercial opportunities and information on how you and your business can be part of Inside, please contact:
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+44 (0)7912 399 927
edmond.katongole@emap.com

MEDIA PARTNERS

If you are an architectural, structural or interior publication and are interested in becoming a media partner for Inside, please contact:
Natalie Smith
Senior Marketing Executive
+44 (0)20 7728 3986
natalie.smith@emap.com

PR AND PRESS ENQUIRIES

For all PR and press enquiries please contact Carolyn Larkin or Yvette Costi
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carolyn@carocommunications.com
yvette@carocommunications.com

SPEAKING OPPORTUNITIES

If you are interested in being involved in Inside's seminar programme, please contact:
Jessica McFarlane
Festival Producer
+44 (0)20 7728 3996
jessica.mcfarlane@emap.com

SOCIAL NETWORKING

To join our social media networks and make new business connections search "Inside World Festival of Interiors"